

GUIDE

TO LIVE STREAMING

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**Read in conjunction with the visual guides on our website
metrobowls.com**

Part Two-How to use BeLive tv which we used for 32 presentations

“On the Green” and “Your Club”.

Part Three-How to use Switcher for outdoor streaming-The Grand Final.

The MBA providing a service to member clubs.

LIVE STREAMING GUIDE

We need to promote our sport. We have a great sport. This is the future as the written media will decrease.

An exciting opportunity for many clubs to explore. Work together.

Benefits :

✓ **Involve your club members:**

Gain new members through social media

Special events promotion

Clubs championships promoted

Night Owls final night /event

People unable to attend-elsewhere can watch events

Replay in clubrooms on your TV

➤ **Opportunities to gather sponsors:**

Signage in background

On screen adverts

On the bench adverts

Bring sponsor in to talk

Reports from Facebook give feedback-stats.

General: Both software providers give a **free 14 day trial PLUS you can take out a **monthly subscription only** for the months you want. No wastage! \$25 US month and use as often as you wish. We did 11 sessions in one month.**

While the equipment list may seem daunting in reality you can use minimum equipment as long as you have a good internet connection.

- Start simple.
- Decide what you want to do. Plan what will happen.
- Gather good talkers. Male and female.
- Gather equipment for either BeLive or Switcher: see lists
- BeLive tv: a reasonable Windows based computer for BeLive
- Switcher: Ipad/Pro and second hand iphones 6. Ipad Pro preferably
- Choose a good background without distractions for indoors.
- A quiet corner or a boardroom.
- **Have a trial. Essential!!!!**
- Ask for help. There are many people dabbling in live streaming.

In the Livestream world there are many providers and every month new equipment is hitting the market.

We have used these two:

You can use Windows computers with BeLive tv-makes it cheaper to set up.

BUT: if you wish to live stream matches go to Switcher or investigate Boxcast. We used BeLive tv for interview style on Sunday mornings. Bowls Aust and Bowls SA have used Switcher.

Switcher requires Apple equipment. See the separate guide.

Essential:

- **Google Chrome for BeLive tv**
- **Have a Facebook site**
- **Operator must be a Facebook editor for your club to access photos**
- **Good internet/Wifi connection**
- **A small group of willing people**
- **Aim for quality**
- **Advertise what you are doing by email/post on Facebook and through your membership**
- **Be aware what you say is on public record**
- **Project a positive image**
- **Use the 14 day free trial for either package**

Most pages are screen captures with notes to assist you.

YOU NEED SOMEONE TO BE THE *OPERATOR* OF THE SCREEN ON THE COMPUTER ON THE PROGRAMME.

This person does not need to be in the commentary team but can sit nearby and can organise titles and photos and scores that are placed on and withdrawn from the screen.

One person can do it all, but it does take some practice to be on screen and control the image to streaming at the same time.



Use a lead-in image to allow the stream to start.

BeLive tv –To be used mainly inside interview style

- Google Chrome essential
- Decent computer
- Wifi- use club Wifi. Experiment. May need a better modem. \$200
- One Gb data per hour needed
- Good microphone \$200
- Good camera \$200
- Tripod for camera \$50
- Attaching plate for microphone-allows camera to fasten to tripod \$15 JB Hi Fi
- Software subscription to BeLive-billed monthly or pay whole year - \$25US month
- Upgrade any cabling to the computer/modem to Category 6- this is not expensive but upgrades your connection. Light blue cables are Cat 5
- Many tutorials available from BeLive tv website
- Signage/posters /background
- Decent table and chairs-experiment with round and rectangular
- Gather photos ready to use in the programme and place on Facebook
- You can import Publisher images or Titles as jpegs



Our great Sunday morning team Ashleigh Halls Laini McGorman And Roy Palmer with John Bevan as Guest. Also Stuart Forbes and Anne Tonto.

Switcher-Can be used Inside and Outside

All Apple equipment: but you can gather old working iPhones 6 to use- so you can have up to nine cameras (we have used 3)

- Ipad or Ipad Pro-can buy good second hand \$600-\$900
- Ipad Pro better for multiple cameras-lot of data to process
- Good Wifi. At a big event everyone comes with phones that operate on 2.4 band. You may need to go to better equipment to change the band you use. Modem \$200
- The extra antennae we bought cost \$150-used for houseboat communication and worked well for 6 hours at the Grand Final
- Good microphone essential for outside noise and windy days
- Good camera-can have up to 9 - we used two-no chip needed
- Stable tripods: for each camera used sitting on the surface
- Attaching plate for each camera on tripod-\$15 JB Hi Fi
- **Power supply for each camera used**
 - Use-power banks (\$20 each) or ensure the closest camera is wired by extension cord to a power point so the Ipad/ Ipad Pro and at least one camera is wired for constant supply
 - Other cameras can be placed around the area or carried on the Gimbal, **but will run out of power in a long live stream unless they have a battery supply attached**
- Shade/rain cover essential and a table for the commentators
- May need extra Wifi capabilities for outside-trial and error
- Your club site may have individual issues –
 - Clubrooms can block Wifi- greens in a row are easier to cover. Interference from outside sources nearby.

THINGS TO BE AWARE ABOUT:

- Must have a good source of Wifi
- There are limits to WiFi distances- approx. 30 metres
- You use 1 gb per hour
- Check that the power point works!! We were caught twice!
- Check the equipment is charged! All of it
- Choose an area with good natural light on faces
- Have male and female speakers
- Encourage conversation rather than reading off a sheet
- Have an interesting background-banner/ sponsor
- Remove any loose items from tables
- Be aware of what the camera sees-move the camera slightly to get rid of unwanted furniture and check the image before starting
- Be aware of blinds letting in light
- Be aware of loose cords
- Be aware of what you say
- Advertise with a post on Facebook
- Work out how many people and how they will move in and out
- Difficult to have more than 3-4 people at a time
- If you are going to do this often set a regular time
- Try different seating arrangements-semi circle



“Your Club” Live stream Adelaide Bowling Club

If/When it goes wrong.....!!!

Plan it and learn from your experiences!

It will happen that something goes wrong!!

You may have to go out of the programme completely and come back in again through all the processes quickly!

Check at the start:

Sound and image.

Check the mute button and the power point connection!!!!

Viewers will leave quickly if there is no sound!!!

Have a person linked with a phone nearby to check if all is going live properly!!!!

The viewers will most likely send a message that there is no sound!

Ok this is a start.

There are other suppliers like Boxcast, and more sophisticated, expensive equipment Mevo cameras and Livestream Studio for you to explore.

Google live stream equipment and look at the lists like:

“Best cameras 2019”. PC Mag and other reputable people have done the work for you and provide a good starting point to explore.

Equipment owned by the MBA

- Ipad 6 for use with Switcher \$680 (**Ipad Pro would be a better purchase now**)
- Logitech Webcam very good camera \$240 JB Hi Fi (can buy much cheaper)
- Blue Yeti Microphone very good microphone \$200 JB Hi Fi (can buy cheaper)
- Three good tripods-two solid large; one desktop; one donated \$150
- A portable light source for dark venues \$65
- Two signs as desk identifiers programmes: **On the Green. Your Club.** \$60
- Toshiba computer donated plus carry bag power board and extension: you can use an old decent computer with BeLive tv
- Carry bag and storage containers cables \$50
- Gimbal phone holder \$220
- Connection cords upgraded to Category 6 \$25
- Two extension antennae for outdoors Axis clr2 series 2-excellent-Electric Bug deals with houseboats. Fasten to metal with magnets and they can be raised above the height of the area \$150
- Two Apple 6SE iphones to use as cameras-**no card needed** \$420
- Three 20000 power banks for outside use \$100

APPROX TOTAL COST \$2500 plus data and software below

Suppliers currently:

- **Telstra** for the data package-each programme uses up to 1 Mg per hour of data.
- \$35 aus per month gives 15 gb data with a Netgear router-over two years \$800
- **BeLive tv subscription** \$25 US month-allows for any number of programmes-this subscription can be stopped when we complete the season.

For Livestream matches and outdoors:

- **Switcher** software as used by Bowls SA and Bowls Aust. \$25 US month or a yearly fee.

BeLive tv and Switcher offer 14 days free trial.

Both offer a pay monthly option which is ideal for bowling clubs.

- Important to realise we can use the software as often as we like within the month.

One month we used BeLive tv 7 times so approx. \$5 programme!

Good advice from JB Hi Fi; Telstra and Electric Bug (for antennae)

EQUIPMENT PHOTOS

SEARCH ON LINE

Best Equipment Lists 2019 in each category eg PC Mag

Signage bench \$30



BRIOTECH Camera w/angle lens 2 mikes \$240



GIMBAL \$250



WiF Fi Extension Antennae Axis CLR2 Antenna \$150



2m Extension with magnet

Hand held camera.

MANFROTTO Tripod Must be stable. \$35-\$90 Need one per camera



Camera Mount \$14



Shown below



View on Manfrotto Tripod \$40



One per camera

Multiple Cables and connectors \$100



Category 6 dark blue cables \$25



BLUE YETI MIKE

Extension for Mike



Netgear: package \$35 per month with 15gb data 2 years. Use 1Gb/ hour data

Brydge excellent metal battery: good connectors 5000 \$40

White: cheaper battery pack. Power supply.

Fasten to camera tripod and connector with good old duct tape!

SUPPLIERS and good advice

JB Hi Fi

ELECTRIC BUG Antennae

TELSTRA