

GUIDE

TO LIVE STREAMING

Part Two 13 pages

How to use BeLive tv.

“On the Green” and “Your Club” 30 programmes

The Guides are also on metrobowls.com.au

Part One-General Information about the equipment and the setting up.

Part Three-How to use Switcher Studio for outdoor streaming (Used for the Grand Final)

This guide is offered as a service by the MBA to all clubs. Technology moves so rapidly and the information will become outdated.

NB If you wish to Live stream outdoors then Switcher Studio is better. There are other suppliers such as Boxcast to explore. Useful advice here for your broadcast.

LIVE STREAMING GUIDE for BeLive tv

We need to promote our sport. We have fantastic opportunities. This world of Live Streaming will roll out in bowls in the next two years.

Benefits :

- ✓ Involve your club members:
 - Grow your membership
 - Special events promotion
 - Clubs championships promoted
 - Night Owls final night /event
 - People unable to attend-elsewhere
- Opportunities to gather sponsors:
 - Signage in background
 - On screen adverts
 - On the bench adverts
 - Bring a sponsor in to talk
 - Reports from Facebook give feedback-stats

General:

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

- Start simple.
- Decide what you want to do.
- Plan what will happen.
- Gather good talkers. Male and female.
- Gather equipment.
- Choose a good background without distractions for indoors.
- A quiet corner or a boardroom.
- **Have trials. Essential!!!! In the 14 day free time experiment but do not go to air.**
- Ask for help.
- There are many people dabbling in live streaming.

In the Livestream world there are many providers and every month and 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 Switcher or investigate Box cast. We used BeLive tv for interview style.

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 or only buy a month or two as required \$25 US**

The following pages refer to how to do it.

BeLive tv is covered here in Part Two.

Switcher is covered in Part Three.

Most pages are screen captures with notes to assist you.

GUIDE INCLUDES SCREEN CAPTURES AND WORKING NOTES

BeLive tv **14 day free trial.**

Google Chrome is essential.

Facebook page and operator(s)

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

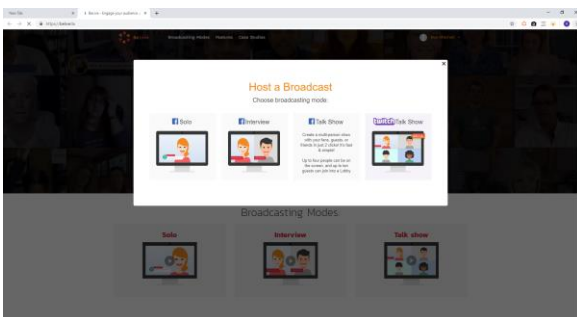
This person does not need to be in the commentary team as the he/she can sit nearby. Have the list of speakers organised and the operator can control titles and photos being introduced and with drawn to and from the screen.

One person can be the host and operate the computer, but it takes practice.

FRONT PAGE- This what you see first.



YOU CHOOSE THE TYPE OF PROGRAMME: SOLO INTERVIEW TALK SHOW



We used Talk Show

HOST A BROADCAST-Here you set it up!

CHOOSE ON A PAGE YOU MANAGE (drop down list- be careful as there are choices)

YOU CAN CHOOSE A TRIAL THAT DOES NOT GO LIVE-PRACTICE!!!!

We used about 30 trials.

PAGES LOAD AND YOU SELECT THE APPROPRIATE FACEBOOK PAGE-

Check this before you leave the page and go forward! Sometimes it drops out.

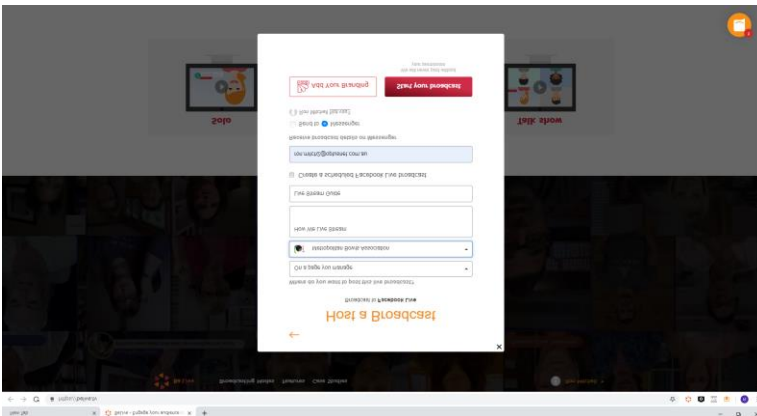
ADD TITLE-What you want to call it

INTERNAL TITLE

ADD YOUR EMAIL- the live stream access will appear on your computer after you finish

Schedule time can be set-not needed

ADD YOUR BRANDING-EXPLORE HERE WHAT YOU DO IN A TRIAL



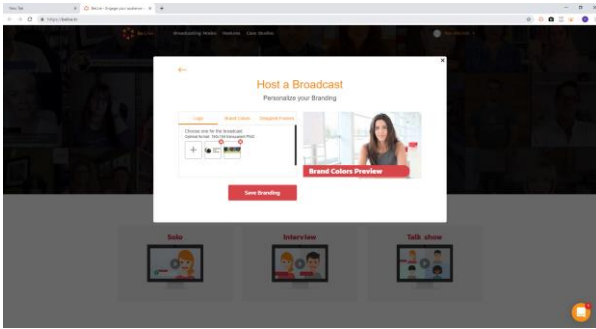
BRANDING-the branding is the place to work out how it looks on the screen.


SO USE A LOGO; SPONSOR: PHOTO; CHOOSE COLOURS OF THE SLIDE IN TITLES;

CHOOSE BORDERS

Explore this area in your trials: SAVE IT so you do not have to do it each time.

You can have several photos/adverts loaded and they will be ready for next time.



 This what we used. Two Logos

YOU ARE ALMOST THERE!!!

THE MAIN VERY IMPORTANT SECTION.

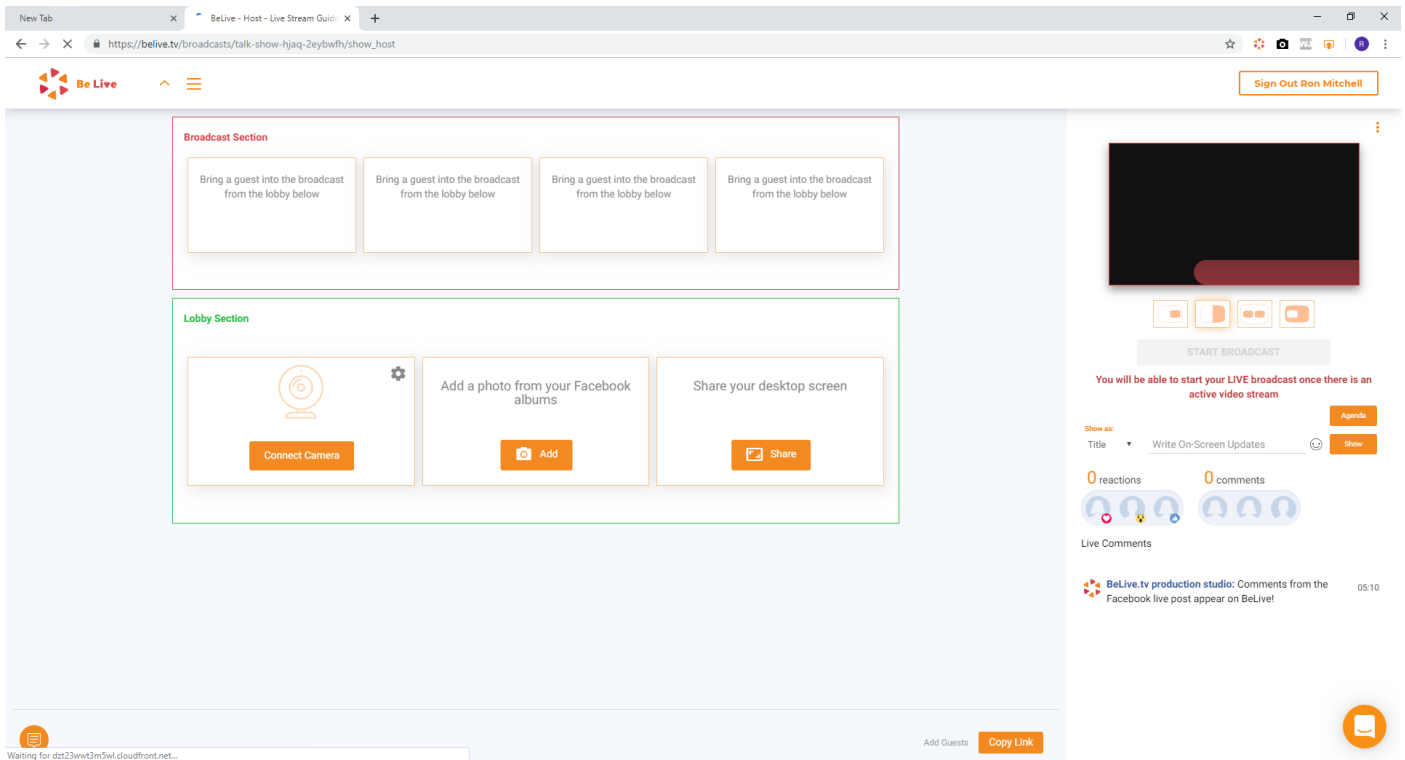
LOOK OVER THIS CAREFULLY: BECOME FAMILIAR.

A lot happens here-you may not use all of it.

- The top section with four boxes is for the **BROADCAST** where you can bring each item in to be ready for broadcast to the main frame. When you click on an item in the LOBBY it will move to this section. Click on the item again and it goes to the black box BROADCAST.

NOTHING GOES TO AIR AT THIS STAGE

- Connect camera
- Photos from Facebook
- Create an agenda for the screen inserts-important
- Share the screen-you can bring in Powerpoint slides
- Send a link to a phone guest outside anywhere!
- Chat to guest
- Receive feedback live from viewers
- Respond live to viewers



CAMERA AND SOUND IF USING EXTERNAL EQUIPMENT

CONNECT CAMERA: CLICK ON SMALL STAR. This will show what you are currently connected to. It may show only the on board the computer camera which you could use for a SOLO.

So, look for the microphone you have ready for a talk show and click. An image from your camera should appear in the LOBBY box.

You also have control over the **resolution or quality** of the picture and how detailed the image will be. 340 low 720 good **avoid 4K.**

4K data per hour will chew up data big time. Our camera can be set to 4K but this is very high!!! In the future this may happen.

Resolution can be set in Settings on your computer before you enter BeLive tv.

You cannot change the resolution once you go live.

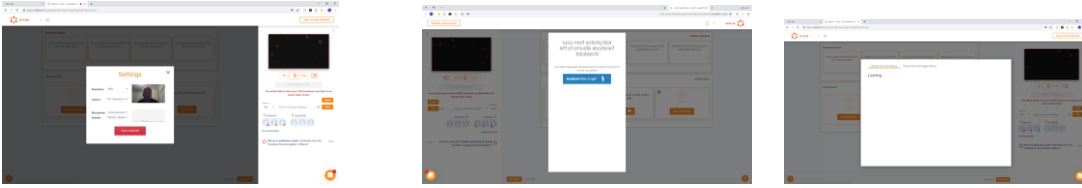
The Briotech camera we use can control the width of the image seen:

This handy: small; medium or wide

SCREEN IMAGE OF THE CAMERA-SOLO IMAGE

EXPLORE THE SETTINGS!

NOTE THE BLACK BOX NOW HAS SOME FLOATING TRANGLES



Bring in photos from your Facebook page before you start.

You can add delete from your file of photos for specific events.

Bring in a GUEST to talk to: a useful feature!

This allows you to talk to anyone anywhere.

You may never use it.

This must be set up **before** you start broadcasting.

Lower right hand side-look for small box **“Copy link”**

Your guest must have Google Chrome on their phone.

The guest must have the free download app for BeLive tv.

Your operator clicks on “copy link” and then sends the link by text or email to your Guest.

This requires some practice!!

Then:

Bottom Left corner is a small box which links to your guest and the operator can tell the guest the image has arrived and when the guest will be brought into the “Chat”.

Go to BeLive website for tutorials on these features.

We do have a slide made in Publisher:

“STARTING IN TWO MINUTES”

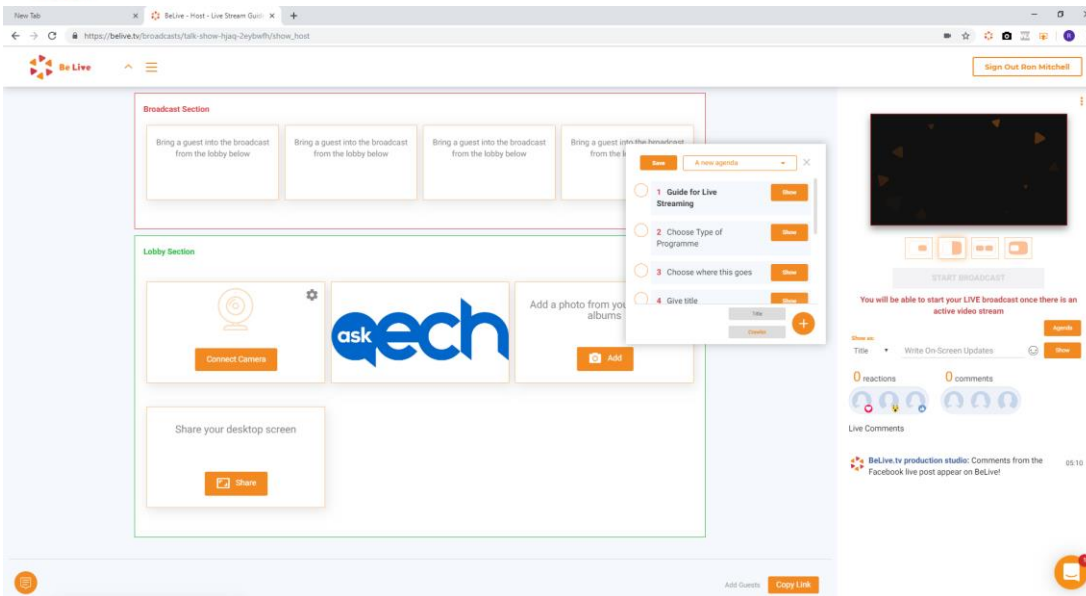
Loaded through Facebook.

THE LIVE FEED COMES FROM ISRAEL!!

So, this enables us to go and establish the live feed and **then** start the programme.

USE THE MUTE button if you have one!

Otherwise there can be a lag as the computer catches up. Depends on the speed of your computer.



- **SO WE ADD OUR SPONSOR: PHOTOS OF OUR TEAM**
- **NEXT UP CREATE AN AGENDA. THIS CAN BE DONE IN THE TRIAL AND IS READY TO GO HERE AND IS SET UP FOR FUTURE USE IN THE MEMORY!!**

The AGENDA is very important!!! Saves you time.

A heading name for your programme. Click on Title (in grey)

You have a choice of a **Title or Crawler** to run across the screen.

*We use the **Crawler** at the end of the programme to Thank viewers and promote the next event.*

You can prepare the names of the speakers and titles if you wish.

This can be in the order they will speak. But you control the in and out movement with your operator.

The Operator can bring the titles from the AGENDA onto the screen and take them off. This is **critical** as to how your programme **LOOKS!**

Explore the AGENDA box. You can have several AGENDAS set up for different programmes and change or delete later. This saves much time!

If you do not use an AGENDA, you can add a title underneath the broadcast box where it says **Title**.

Feedback Box. Right hand side.

You can see how many people are watching.

Viewers can give you immediate feedback with comments and you can choose to respond.

Try to respond where you can-just thank Bill for his comments. You can respond how you wish or ignore but responding encourages people to stay.

ACTION STATIONS!

Check the image is on the screen.

Check the mute button.

Check the power supply.

Load what you want on the screen.

“Starting in two minutes” for example or have the camera image.

Have everyone seated and quiet.

THERE IS A FIVE SECOND COUNTDOWN IN THE SCREEN TO MAKE SURE EVERYONE IS READY. 5,4,3,2,1

YOU ARE NOW READY TO GO TO AIR.

Turn off the slide if using it

“Two Minutes....” and bring in your team image.

START

Have a welcoming introduction ready!

Introduce the team.....

Have a person nearby watching on their phone to check if the broadcast is going live properly!!!!

Check everything in the last broadcast box.

If something goes wrong with the image to broadcast, you may have to go out of the programme completely and come back in again quickly!

Better to find out you have no sound or the image is breaking up.

REMINDERS:

- Must have a good source of Wi fi
 - You use 1 gb per hour
 - Check that the power point works!! We were caught twice!
 - Check the equipment is charged!
 - 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
 - Advertise with a post on Facebook
 - Work out how many people and how they will move in and out:3-4 maximum
 - If you are going to do this often set a regular time
 - Try different seating arrangements-semi circle
- Plan it and learn from your experiences! Have fun!

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

Hand held camera.



WiF Fi Extension Antennae Axis CLR2 Antenna \$150



2m Extension with magnet

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 \$250



Extension for Mike \$15



Cover for Ipad \$25



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

Brydge Excellent metal battery: good connectors 5000 \$50

White: Cheaper battery pack. Power supply. \$25

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

SUPPLIERS and good advice

JB Hi Fi

ELECTRIC BUG Antennae

TELSTRA