

CLOUD PRODUCTION FOR LIVE STREAMING

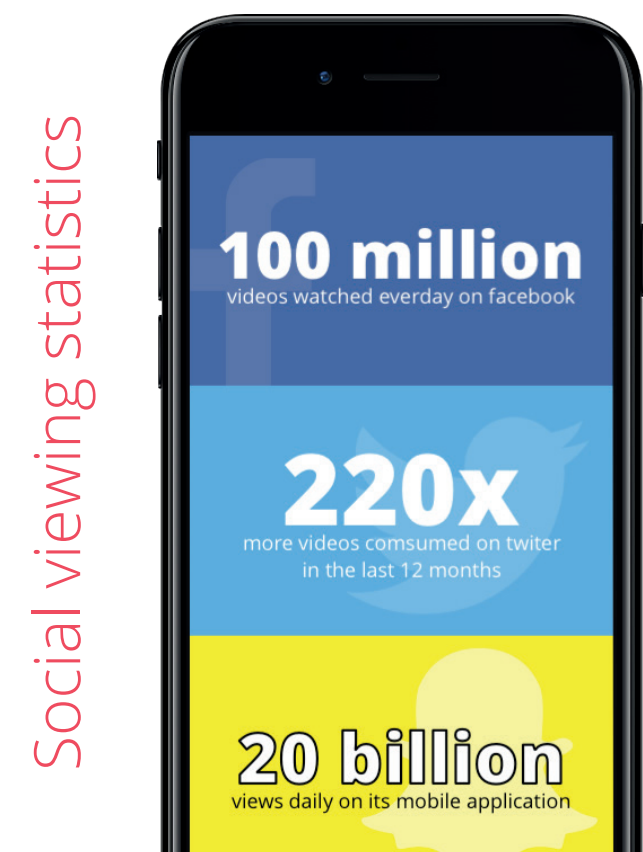
THE BENEFITS OF LIVE, DIGITAL BROADCASTING FOR A
MOBILE, SOCIAL AUDIENCE.



The demand for live, social broadcasts.

As the competition for audience attention and engagement intensifies in 2017, live video on social and digital platforms has quickly become the most efficient tool for generating audience interaction and retention.

The value of social video has never been higher: more than 100m hours of video is watched on Facebook every day, Twitter is reporting that video consumption is up 220x on the platform in the last 12 months and Snapchat is generating over 10 billion views daily on its mobile application.



Facebook launched its Live offering to public figures in 2015 and it quickly became a way of creating direct engagement between celebrities and their fans. Facebook Live has since evolved to become an essential broadcast tool for rights holders, broadcasters and brands, especially in sports, media and entertainment. The shift towards premium content on the platform was driven by the launch of the Facebook Live API - Grabyo was chosen as a preferred partner for this service at launch [link to grabyo f8 fb live blog].

The promise of higher engagement rates, combined with the ability to generate levels of audience interaction not typically associated with linear broadcasts, provides an attractive opportunity for broadcasters looking to exploit opportunities to complement TV. Social live streaming is inherently viral, interactive and community-driven - feedback from the audience is a core part of the experience.

However, with live content now readily available across social platforms and competition for audience and discoverability increasing, broadcasters who can embrace new and engaging ways to create live social broadcasts stand the greatest chance of rising above the social noise. More importantly, while premium content such as live sports performs well on social platforms, rights holders and broadcasters are looking for more than just simulcasting of content designed for linear broadcast TV.

The challenge at hand is how do broadcasters create TV-quality broadcasts for a mobile, social audience? Consumers want content now on every device, in any location - but legacy infrastructure is not designed to meet the needs of this always-on audience. In the past, the concept of creating a bespoke digital broadcast that replicates TV has not been viable from a commercial standpoint.

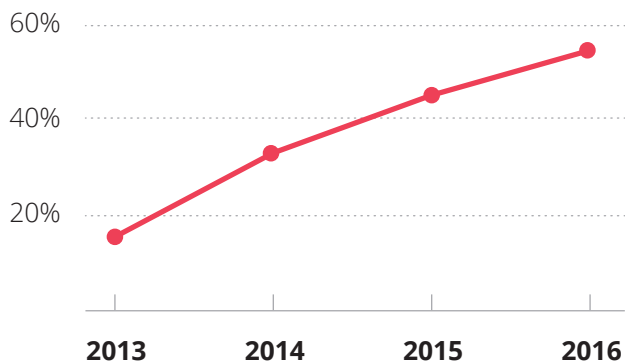
Producing unique programming for digital and social platforms using legacy infrastructure is expensive and often requires the support of teams who are focused on linear TV output. As a result, many broadcasters rely on repurposing and redistributing content for digital and social as a way of saving both time and money, denying the digital and social production teams the opportunity to control their own broadcasts and create experiences optimized for their digital audiences.



Distributing video across social media increases the reach, virality, and viewing figures for your content.



But it is the emergence of live video across social platforms that has rapidly enhanced engagement and interaction rates. Facebook reports that the average viewing duration of video on its platform is three times longer when it's live - while Twitter indicates that video receives six times more Retweets than text-based Tweets.



In 2016, more than 54% of all video starts occurred on mobile devices. Up from just 17% in 2013.

Source: Ooyala Global Video Index, Q4 2016

With traditional infrastructure slow to change to accommodate the need for more social, live and mobile video, cloud production represents a shift in the way digital broadcasts are produced and created.

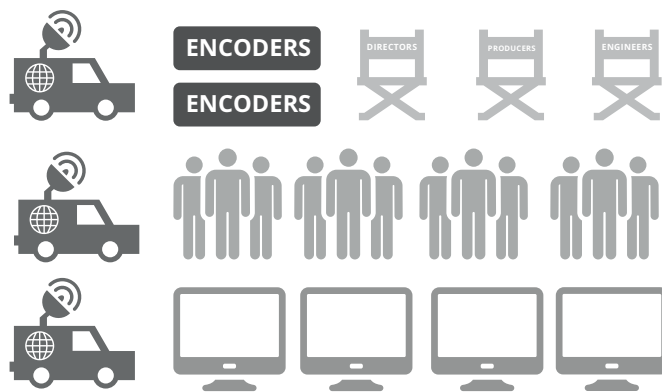
Benefits of cloud production



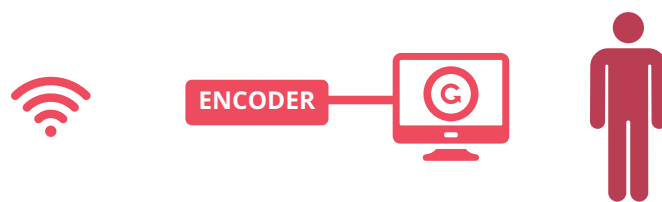
Production independence for digital teams: Reduce cost and reliance on traditional broadcasts systems and infrastructure.

Cloud production reduces the need for costly broadcast systems and hardware, providing limitless capacity and scale for delivering high-end, interactive live shows for digital and social broadcasts. By removing the demand for fixed broadcast engineering hardware and support needed to create professional digital live streams, cloud production provides the scope for publishers to create live content specifically for digital and social audiences. Accessed through a web-browser, in its simplest form, cloud production enables creators to produce high-end shows with little more than a video camera, or a mobile phone, a laptop and a broadband connection. The cost benefit of this process means it's commercially viable to produce live shows for social channel distribution only - even in the absence of a major commercial deal.

TRADITIONAL PRODUCTION COMPARED TO CLOUD PRODUCTION



VS



The use of cloud production puts the content back into the hands of digital teams, no longer reliant on the capacity and limitations of their broadcast operations centre, for which the primary focus is linear broadcast television output. By creating cloud-based broadcasts in a web-browser, digital teams can cost efficiently bring together content from multiple locations, inputs and devices and distribute to various social and digital platforms in seconds, providing them with the flexibility to create professional quality live shows without interrupting linear broadcast scheduling.

This brings endless creative possibilities to combining traditional TV broadcast output with digital content, such as adding a stream from a mobile phone on top of a TV feed, delivering previously inaccessible content for audiences and deepening the relationship between content and viewers.



Global, digital broadcasts. Bring content in from multiple locations and regions.

To produce a broadcast featuring inputs from multiple locations is traditionally a huge undertaking both financially and logistically - requiring satellite infrastructure and outside broadcast equipment and resources. The effect of this on social and digital broadcasts is that they are often reduced to a single input from a single location, creating limited, one-dimensional broadcasts that fail to embrace the global nature of audiences on social platforms.



With cloud production, broadcasts are no longer restricted by region or territory as multi-location broadcasts can be produced at a fraction of the cost of traditional broadcasts and can scale viewership and reach across multiple regions. The ability to broadcast a shared experience across multiple locations increases the virality, engagement and social inclusion of a broadcast and significantly enhances the creative tools available to digital producers.

Using multiple locations in broadcasts brings unlimited scale to social and digital broadcasts, activating vast audiences and multiple revenue streams by inserting regional adverts and commercial replacements, something not easily, or affordable done with traditional broadcast equipment.

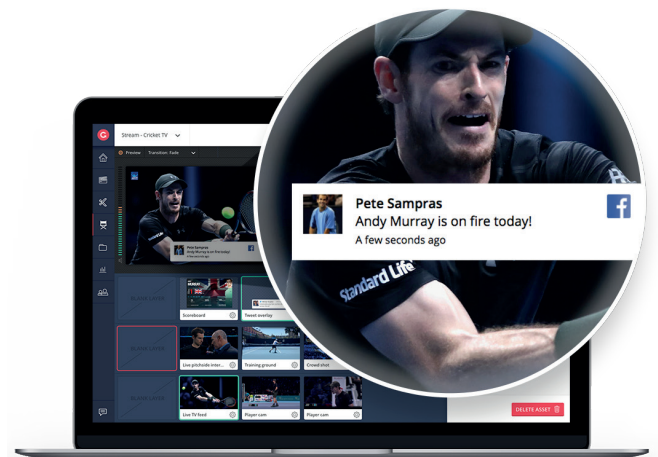
This highlights another key benefit of cloud production: the opportunity to replicate and adapt traditional output for local and regional audiences. When delivered via broadcast production this is a costly and time-consuming experience - now multiple teams can work on the broadcast in parallel to develop their own version with their own sponsors and advertising partners.



Generate interactivity and audience engagement. Display real-time social comments and custom data-driven overlays.

Consumers want more content, on-demand and on the go and they want to be involved in the production, to have a say and give their feedback. This is a key differentiator for social live streaming, it's community-based by design and everyone has the chance to participate and share their views in real time..

Audiences want to get closer to the broadcast with greater access to behind-the-scenes content and the opportunity to interact with publishers and help drive the story. This is the heart of the opportunity for social live streaming, the chance to understand feedback from the audience in real time and use this to create new forms of storytelling.



The flexibility and connectivity of a cloud production enables new formats to emerge, such as those focused on audience interaction. Taking social comments, tweets and reactions as they appear and overlaying them on the broadcast, creates engagement and interaction not associated with traditional broadcasts. Publishing the top comments and tweets will create a unique relationship between your audience and the broadcast, while publishing questions and polls for fans to answer drives audience engagement ensuring consumers watch for longer and stay engaged. Reactions and feedback from the audience have the additional benefit of driving visibility in social newsfeeds as viral content gets shared by thousands of viewers.

Cloud production also provides the flexibility to create applications that support custom data integrations and overlays, such as custom scoreboards, sports statistics, news tickers, weather updates - anything you can visualize using custom data sets that can be updated in real time. Creating these from templates in a cloud production suite provides quick, accurate data to the largest possible audience



Broadcast anywhere, anytime with anyone. Limitless creativity for digital and social broadcasts.

Cloud production provides limitless capacity for delivering digital and social broadcasts. Available from a web-browser, cloud production enables collaboration between multiple teams in different locations to produce a single broadcast, or the development of localized shows for different markets and platforms - empowering broadcasters to create content fans want to watch on whichever platform or device they choose, wherever they are.

Cloud production can be used to produce live shows incorporating multiple inputs, switching of live feeds, integrated mobile video production, rich graphics, VOD insertion and instant highlights. By supporting mobile inputs, cloud production provides greater flexibility to content creators and allows them to be more creative about how they produce their shows. This includes the ability to bring mobile live streams into the production environment to be included within a live show.

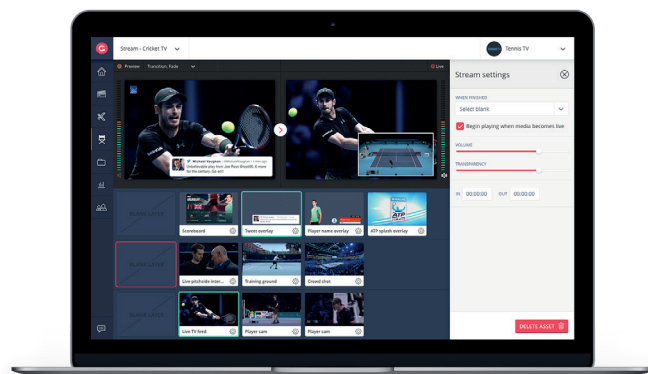
The collaborative aspect of cloud production empowers teams to work together on single, or multiple broadcasts from anywhere with an internet connection. This allows mobile producers to create and share location based content such as audience interviews, fan reactions and breaking news events without requiring a traditional broadcast production camera crew, satellite and outdoor broadcasting (OB) truck.

What is cloud production?

Cloud production provides a solution to many of the barriers that prevent broadcasters and rights holders creating valuable, engaging live broadcasts for digital and social platforms. With cloud production, broadcasters can reduce the current costs of digital broadcasting, increase production flexibility across

locations, teams and devices and use data and interactive applications to create engaging, digital-first programming.

What is Grabyo Cloud Producer



Grabyo Cloud Producer is the first comprehensive, web-based cloud video production tool to come to market. Content owners can produce unique, digital-first broadcasts for social platforms, websites and mobile apps - including innovative applications to engage fans with real-time interactions and feedback, bringing them closer to the live experience on Facebook, Twitter and Periscope - all without the need for traditional broadcast production systems and hardware.

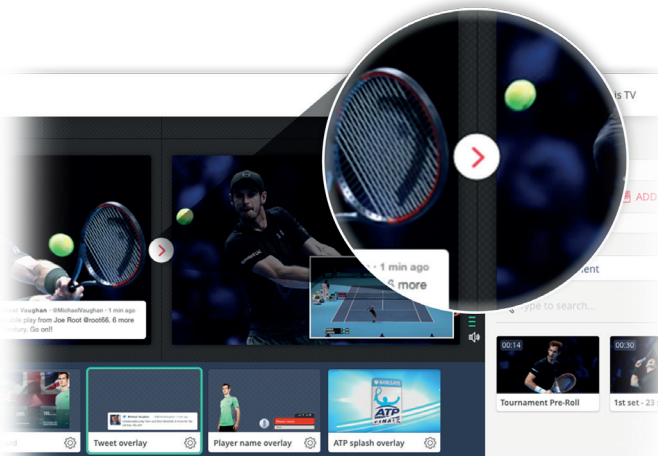
Cloud production enables the delivery of live shows incorporating multiple input feeds, switching of live streams, integrated mobile video production, rich graphics driven by real-time data, VOD insertion and instant highlights. Cloud production provides greater flexibility for content creators and supports formats that are only viable in a digital-first production environment. Examples of this include the ability to bring mobile live streams into a production environment to be included within a live show or using third-party data feeds to create interactive graphics and animations which respond to audience reactions and feedback.

Grabyo Cloud Producer features

Browser-based production tools

Live stream switching

Real-time switching of streams and feeds (low latency) from multiple devices, events, locations and sources.



Audio mixing across multiple sources

Switch between audio sources and “mix” audio between streams for your live output.

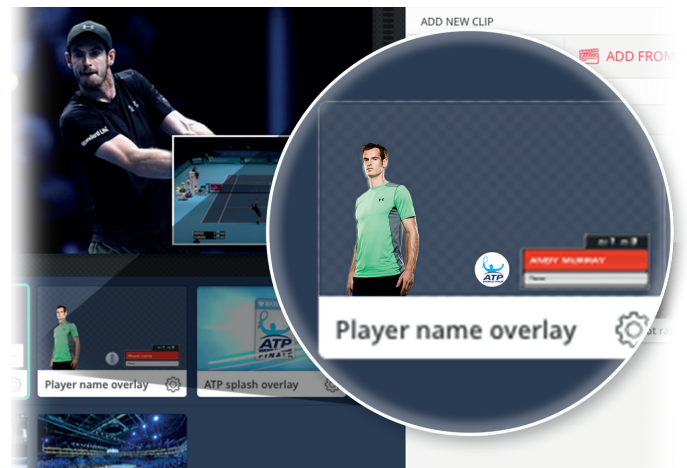
DVR for input and outputs

Push a live broadcast from Cloud Producer into the Grabby DVR for real-time clipping and editing. Save the DVR of each ingest input into Cloud Producer. This enables instant highlights and also serves as an archive storage of every live input ensuring content is saved.

Data and interactivity

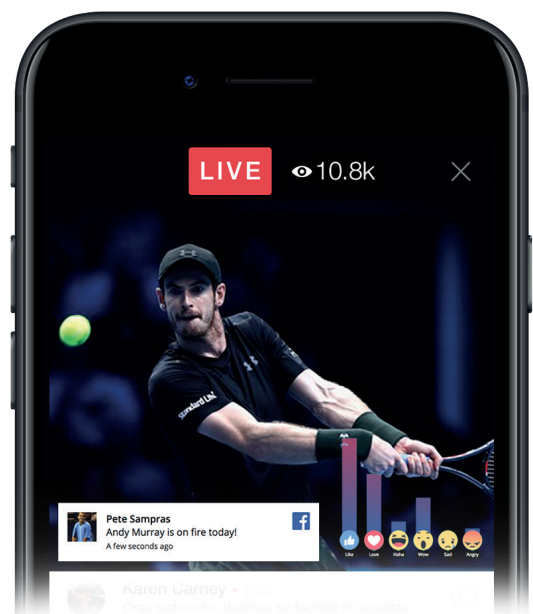
Dynamic animations and data-driven graphics

Add enhanced graphic overlays including live data feeds which update, populate and animate in real time.



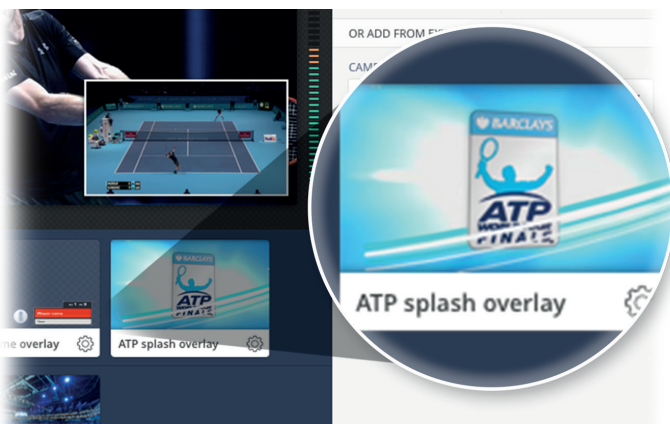
Moderate & display Facebook comments and reactions and Tweets on-screen

Moderate and show real-time social comments and reactions for immediate publishing and playout. Support for third-party applications.



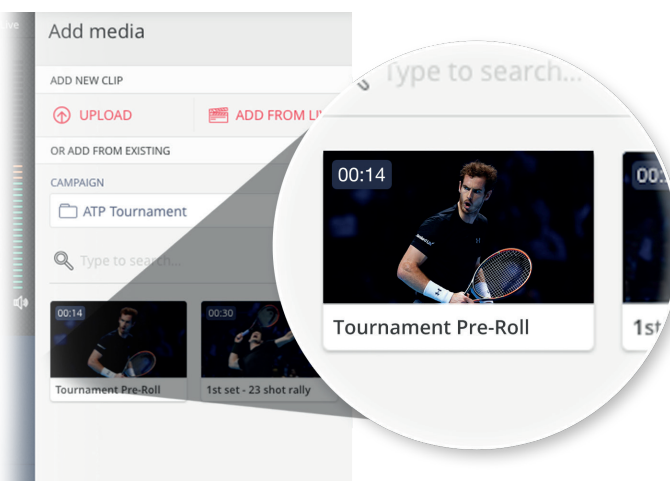
Graphic overlays and animations

Add static/flat graphics and animated video graphics as a layer on top of the live feed.



VOD playback and highlight integration

Insert VOD files into the live broadcast. This includes any previously saved instant highlights, sponsor and/or advertising assets. This can also include replays from the live feed cut in Grabby Studio.



Custom layering

Use multiple layers to insert multiple streams, VOD content, picture in picture, transparent graphics and animated overlays to create a bespoke workflow for each production.

Facebook and Twitter polls and voting overlays

Ask questions, or poll live audiences and overlay reactions and results in real time within the live broadcast.

Monetization

Sponsorship and brand partner integrations

add graphics, transitions and video advertising or VOD inserts for sponsors and brand partners.



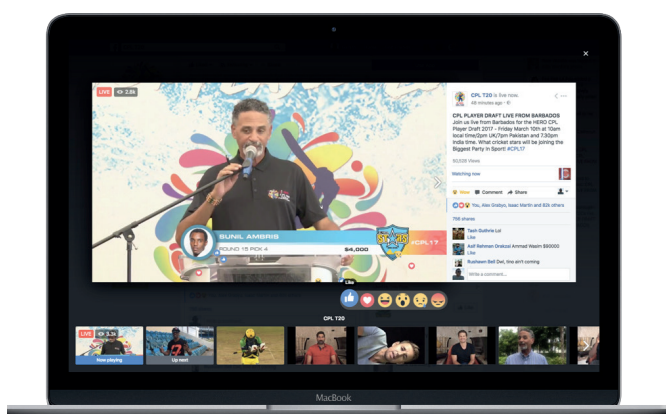
hosted in Barbados. Producer enabled the CPL to prepare for over 50,000 possible draft eventualities and overlay the correct graphic in seconds. The event was streamed on the CPL's Facebook page, resulting in over 616,000 views and generating nearly 100,000 video engagements.

Caroline Smith, Head of Digital for Hero CPL said: *"The Hero Caribbean Premier League were delighted to work alongside the team in Grabyo once again to create a unique, digital-first broadcast for Facebook Live. With over 2.45 million followers, we are proud of the Digital coverage we provide to our fans across the Caribbean and around the world. Using Cloud Producer to insert graphics overlays and pre-recorded VOD content in real-time helped create a top-quality and innovative live broadcast which extended the reach and appeal of the biggest party in sport to an established and new audience of followers and we look forward to building on that relationship for the months and years to come."*

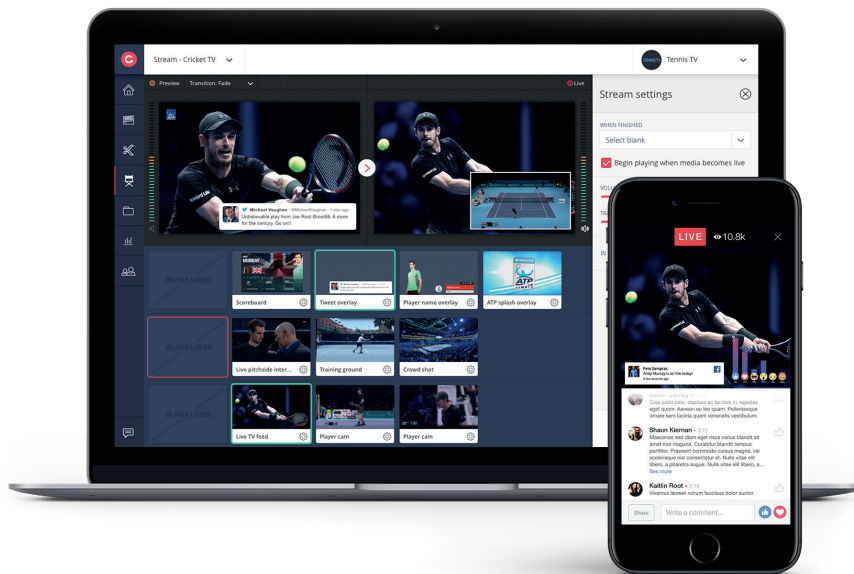
Social video campaigns

Distribute sponsored live streams to Facebook, Periscope, YouTube, websites and mobile apps

Cloud Producer in action with CPL



The first instance of Cloud Production came when Grabyo partnered with both the Caribbean Premier League (CPL) and Facebook Live to produce a unique live broadcast for the 2017 CPL Draft using Cloud Producer. By utilizing Producer, a remote team was able to manage and produce a live, TV quality broadcast – including the insertion of pre-recorded video segments and live draft graphics – from an event



Try Cloud Producer

Grabyo Cloud Producer is the only cloud production tool that eliminates the need for costly broadcast production set-ups and lets the digital teams produce high-end shows without the full support of broadcast engineering teams. In this way, it becomes much more cost efficient to produce live shows for social channels and means publishers can justify these shows even in the absence of major commercial deals. The flexibility and connectivity of a cloud-based platform enables different formats to emerge, such as those focused on audience interaction, as well as supporting broadcasts from multiple territories, local and regional productions, differentiated content for sponsor partners and advertisers and use of new formats, devices and talent at much lower cost than traditional TV production.



To add cloud production to your workflow and begin to engage audiences with digital-first productions, email hello@grabyo.com or visit www.grabyo.com



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