

Livestreaming at UGA

Livestreaming describes the process of broadcasting a real-time, live video feed to an audience accessing the video stream over the internet. The viewing device can be a computer, laptop, tablet, smartphone, or digital screen at home, at the office, or in a brick-and-mortar venue. The broadcast can be just video, audio, or both. Viewers can, with some production assistance, interact with the broadcast host through text chat, twitter feed, voice, or webcam video.

The Center for Teaching and Learning has found three local vendors familiar with UGA to provide livestreaming services for UGA events. To ensure that you have time for the steps involved in livestreaming, it would be best to engage at least a month in advance with one of these vendors or another of your choice. To get started, reach out to one of these local vendors to ask about their services and costs for UGA, and perhaps for some examples of their work:

IN ATHENS

Digima24

Daniel Aguar

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Athens, GA 30606

706-224-9310

Email: dan@digima24.com

Website: <http://digima24.com/>

Monumental Media

Jason Colin Jones

Athens, GA

678-358-5000

Email: jason@monumentalmedia.com

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AT UGA

Grady Productions

Grady College of Journalism

Jim Black

706-542-7511

Email: jimblack@uga.edu

Website: <http://grady.uga.edu/public-service-and-outreach/grady-productions/>

Grady Productions is a student-staffed video production service that provides quality video services for UGA and Athens. Grady College students have the opportunity to earn a modest income and gain real-world experience with the support of a veteran instructional staff.

Getting Started

Before you hire a livestreaming vendor for your event, consider the following:

“Is livestreaming right for our event?”

Livestreaming is popular because of its ability to reach a wider audience. That wider audience needs to be prepared and interested in viewing the event online. Livestreaming is best suited for events that would have a broad, ready-made audience beyond UGA and Athens. You would need to market the event widely to reach that audience before the event. You would also need to provide a landing spot for the livestream, probably in the form of a branded page on your website.

Choosing a streaming location for your livestream depends on where your audience lives online, and who you want to see your event. Your livestream can be embedded on your website, social media, and/or a livestreaming platform. If you’re streaming a private event, it is best to embed the stream on your website or create a password-protected event. If you are streaming a public event, your content could live on multiple platforms and websites.

If you aren’t sure that a wider audience exists online for your event, you may not need to hire a vendor and livestream. You can always record the presentation for sharing, posting on your website, and for later reference.

“If we don’t livestream, do we have other options?”

Some events and audiences don’t benefit from livestreaming. Other platforms may be more appropriate, such as:

- A **webcast** is typically a one-way flow of information, broadcast over the internet to a large audience. The audience does not usually contribute to the content of the webcast, which may include an audio stream, PowerPoint, or video clips. Software you can use: Zoom, Skype, Kaltura, GoToMeeting, and others.
- A **webinar/web conference** is an online interactive meeting or seminar. The content will likely be educational and training based. The audience is smaller than that of a webcast and often contributes much to the discussion via polling, Q&A, chat boxes, and so on. Software you can use: Zoom, Skype, Kaltura, GoToMeeting, and JoinMe, among others.
- A **videoconference (H.323/SIP)** provides real-time, two-way audio/video communication among two or more locations where the participants are in a specialized room. Videoconferencing requires specialized compatible equipment (Polycom or Tandberg) on both ends for a successful connection.

“What about privacy and legal concerns?”

In general, no copyrighted material should be recorded, and content creators should be aware of the potential for violating intellectual property rights. You should obtain releases beforehand if needed. Password protecting your livestream is also an option.

“In the event of a disaster . . .”

In livestreaming, remember: “Anything that can go wrong, may go wrong.” Be prepared for the worst in the world of live video and events. When you prepare for the inevitable — whether that be a power outage, no-show assistants, late presenters, equipment malfunction, website downtime — you’ll be set up for success. Your livestreaming vendor can help with preparations.

Need some guidance? [Email Krystal Pintar](#), Coordinator of Instructional Resources in the Center for Teaching and Learning. While Krystal cannot speak on behalf of outside vendors, she can help you to think through the benefits and challenges of livestreaming for your event.