



MediaPlatform

Virtual Event Video Guide



Companies that turned to online video to keep remote workforces productive are now looking to use it to replace the growing list of in-person events that have been canceled. Many of them have tried to use their everyday video tools for applications they were never designed to handle, creating frustration and confusion.

In this guide, we will identify the key solution types along with their purpose, features and capabilities so you can find the best match for each of your virtual events.



What is a Virtual Event?

A virtual event can be everything from a board meeting that used to take place in a conference room, to a multi-session, multi-day, major conference that used to be at a convention center.

Video is at the center of every virtual event, whether it is a meeting, a one-off presentation, or a full-fledged professional keynote production.

And live video is the key driver of virtual event success because it creates urgency for viewers who want to be part of a one-time experience.

Let's take a look at the top four categories of live video solutions: collaboration, webinar, online video streaming and managed video services.



Collaboration

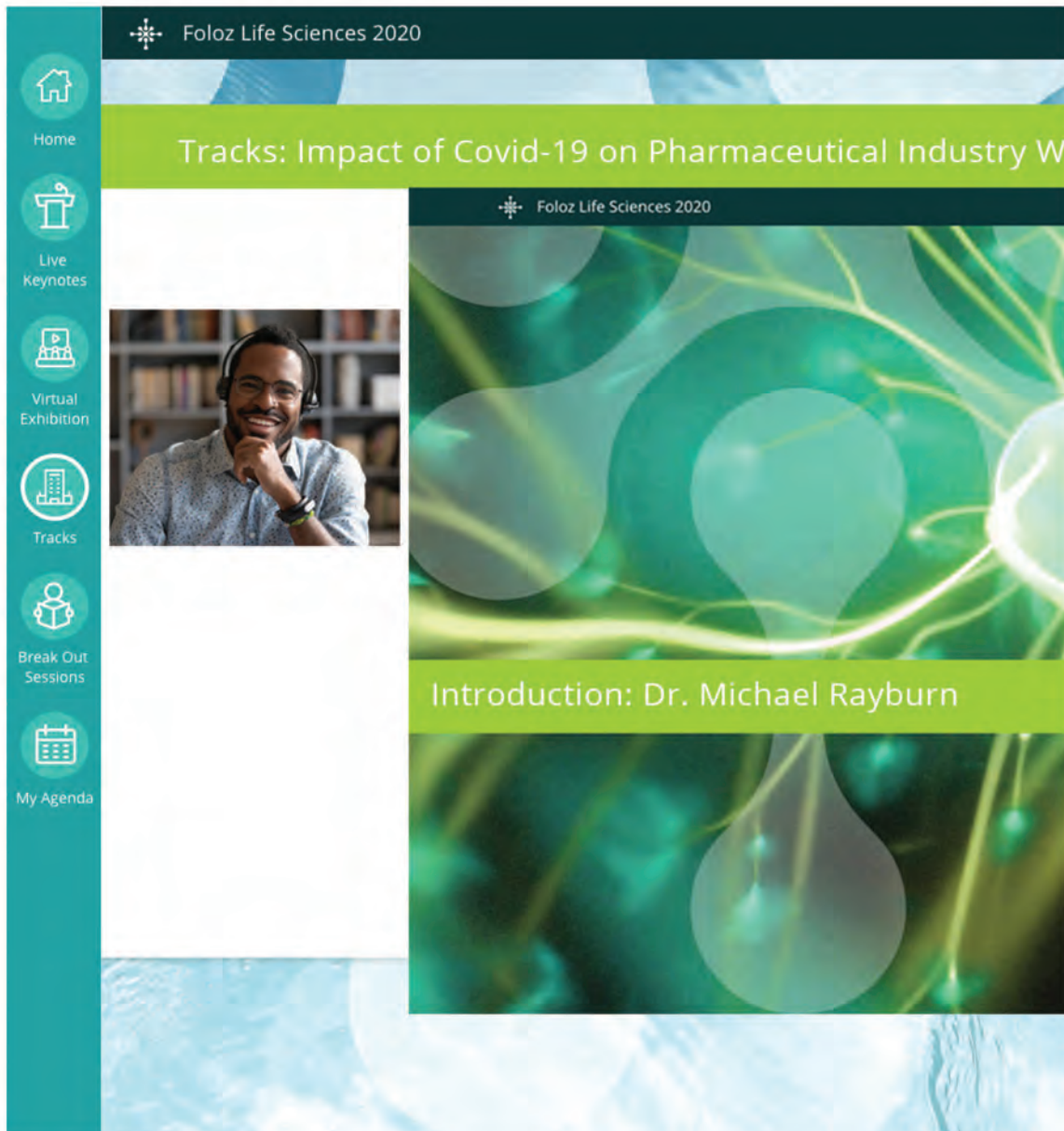
Online Meetings, Everyday Team Updates

What would most of us have done in 2020 without collaboration platforms like Zoom, Webex and Microsoft Teams to keep us visually connected when we had to work from home?

Easy to use and easy to license, these platforms made video communications possible for literally anyone with a connected device.

These platforms are designed for real-time video, audio and screen sharing interaction among a fairly small number of people. In order to provide a real-time shared video experience, these solutions throttle video quality to a relatively low level and purposely minimize buffering, which would create delays and a sub-par experience. However, minimizing buffering can also result in sensitivity to even small network glitches.

In a virtual event setting, Zoom, Webex and Teams are ideal for breakout sessions, networking meetings who hasn't had a Zoom happy hour by now, and for one-on-one meetings between like-minded attendees.



Webinar

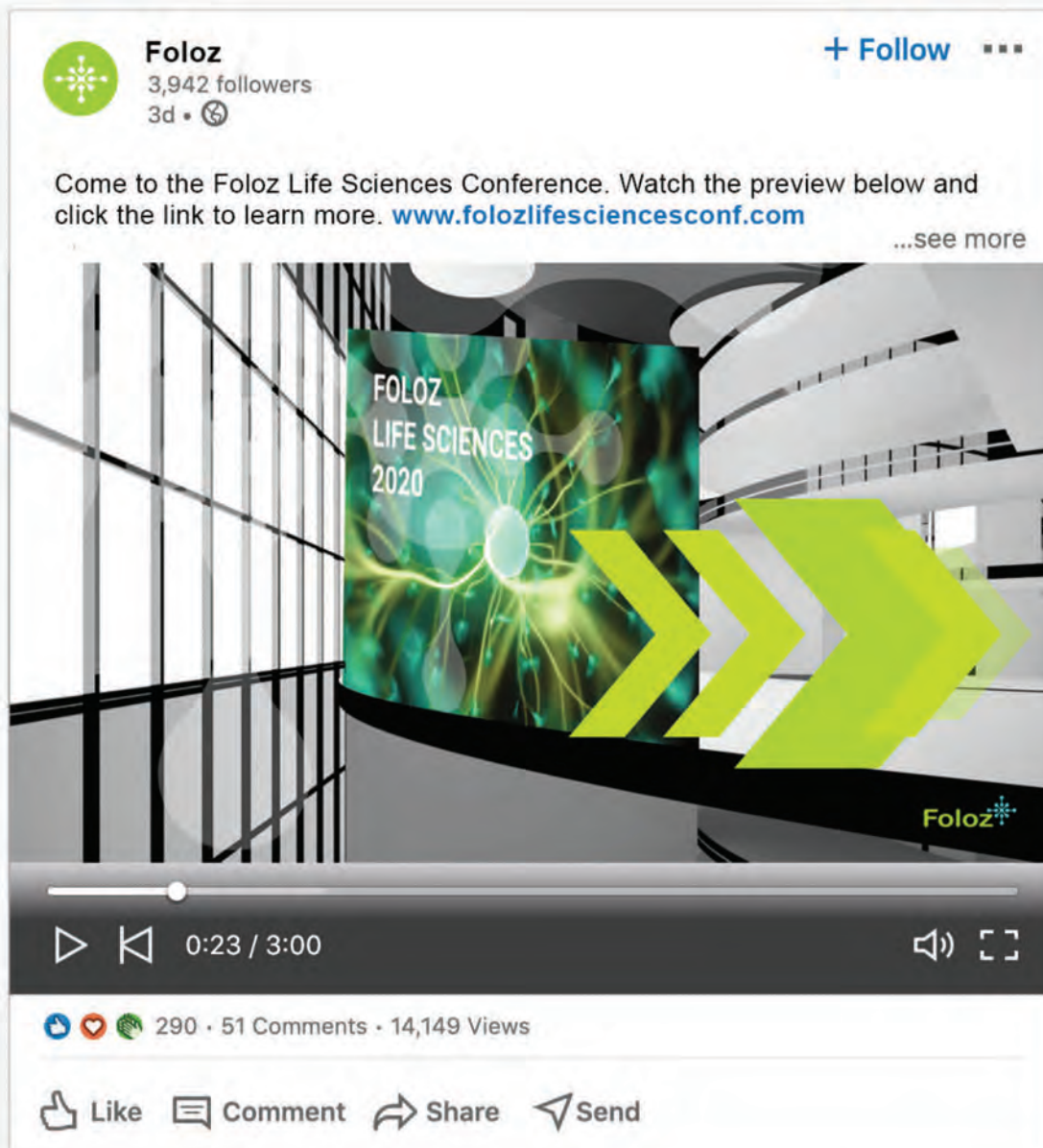
Online Presentations, Demand Gen, Product Launches

Webinar platforms like GotoWebinar, ClickMeet or Webinar Ninja have been a demand generation staple in the modern marketing arsenal.

Designed for more formal, speaker-driven presentations with slides and other content, webinar platforms allow non-technical users to create and deliver online webinars using their computer AV and presentation templates.

Most webinar presentations on these platforms are audio and slides, but lower-resolution, standard-definition video is available as well.

In a virtual event setting, GotoWebinar, ClickMeet or Webinar Ninja are ideal for track sessions, as they enable subject-matter experts to practice and prepare good-quality webinars that can be played back at a published time slot.



Online Video Streaming

Live Video Embedding, Syndication

Online video streaming platforms like Brightcove, Livestream and Ooyala are widely used by media and entertainment firms, advertising agencies and corporations to syndicate and distribute professionally produced videos for promoting content or products that can be monetized.

These platforms can also be used to deliver premium-quality live video streams that can be embedded within a website.

With specialized ad insertion and programming guides, these platforms allow marketing teams to easily understand which of their promotional channels – from display advertising to social media – are garnering the highest views and viewer conversions.

In a virtual event setting, Brightcove, Livestream and Ooyala are ideal for pre-event buzz, awareness, and attendance, as well as post-event viewing, tracking and social media amplification and community building.



Managed Webcast Services

Celebrity, Executive TV-Quality Broadcasts

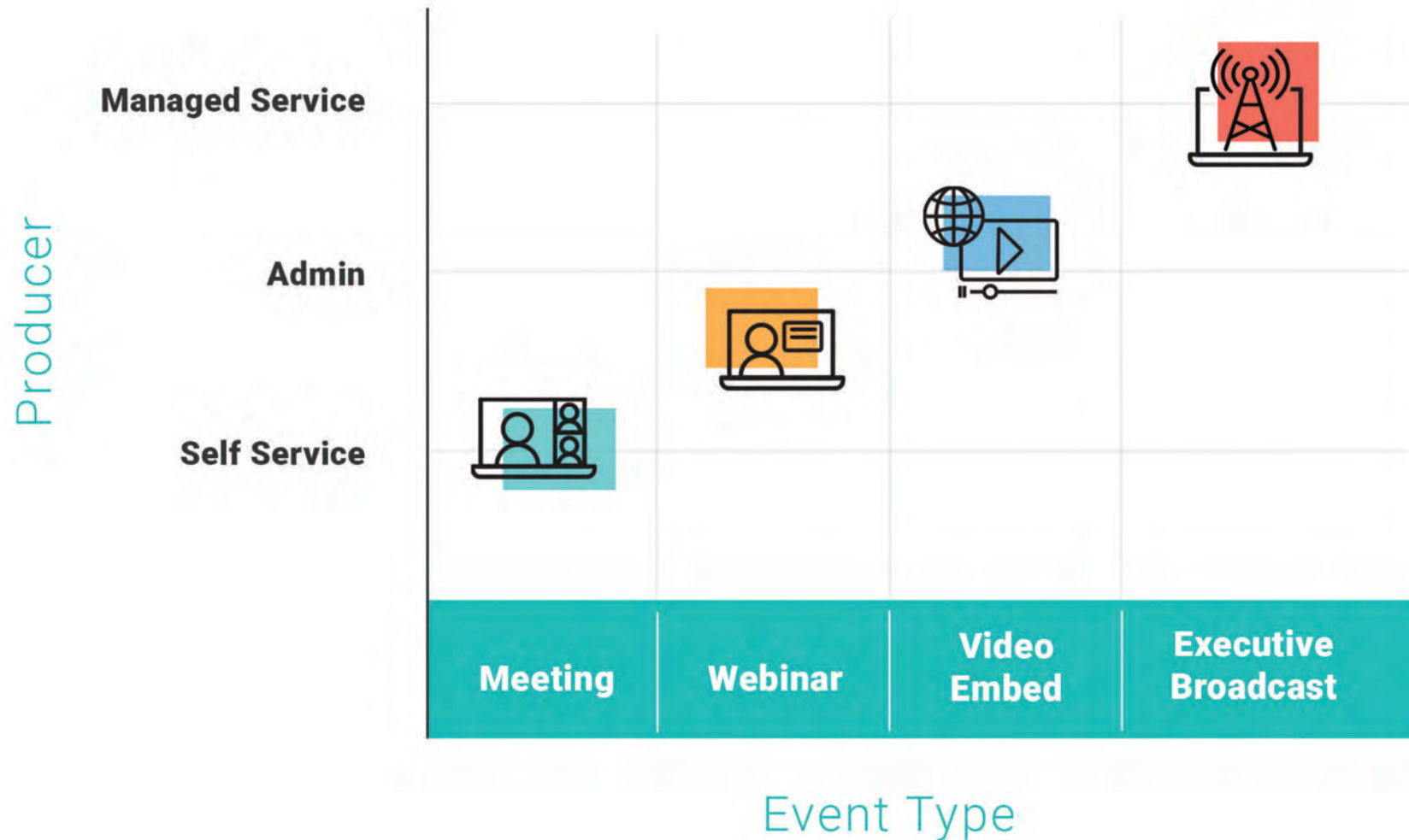
When a premium live event is on the line, organizations call in professional video managed service providers such as MediaPlatform, On24 and Intrado.

These organizations provide white-glove, end-to-end live event services, creating premium-quality video that can be streamed to tens of thousands of viewers in very high definition resolutions – from 1080p to 4k+.

Designed to be producer-driven, these providers offer a near limitless range of event customization – from how the event is produced, staged, lit and shot – through to the branding and elements of the online experience, including custom UIs, resizable content widgets and any number of ways to invite audience interaction, from polling to sentiment voting icons.

In a virtual event setting, MediaPlatform, On24 and Intrado are ideal for live keynote, inspirational speaker or celebrity guest broadcasts that usually serve as the main driver for event registration and attendance.

Live Video Tools



Live Video Tools	Meeting	Webinar	Video Embed	Executive Broadcast
	<i>Zoom, Teams, Webex</i>	<i>GoToWebinar, WebinarJam</i>	<i>Brightcove, Livestream</i>	<i>MediaPlatform, On24, Intrado</i>
Video Resolution 360-720	•	•	•	•
Video Resolution >720			•	•
UI: Video Only	•	•	•	•
UI: Real-time Audience Interaction	•			
UI: Polls, Surveys, QA		•	•	•
UI: Resizeable Widgets				•
Player: HTML5		•	•	•
Stream Targeting			•	
Syndication to Website			•	
Audience: <250	•	•	•	•
Audience: 1,000s		•	•	•
Audience: 10,000+			•	•
Integration: eCDN				•
Integration: Ad Insertion		•	•	
Integration: Marketing Automation			•	•
Analytics: Conversion/ \$ per Channel		•	•	
Analytics: Viewers Behavior/ Engagement		•	•	•
Analytics: Playerside Viewer QoE				•
Analytics: Network QoS				•
Virtual Event Use	Breakout Sessions	Pre-Recorded Presentations	Event Promotion/ Demand Gen	High Production Value / Keynote Broadcast