



BT Managed Streaming

Deliver high impact, rich-media messages including video, audio and presentations to your audience, virtually anywhere around the world, anytime.

Key benefits of BT Streaming services

- Deliver the right message at the right time; live or on demand
- Cost effective, no infrastructure upgrades or additional hardware required
- End to end management before, during and after your streamed event
- Promote your corporate image with custom branding
- Reach all your employees with high quality live video
- Establish a corporate wide communication culture.

How BT Managed Streaming works

Streaming, or webcasting, enables you to deliver high impact, rich-media messages including video, audio and presentations to your audience over the internet.

Streaming integrates seamlessly with all of the conferencing services offered by BT so you can enjoy all of the benefits of true unified collaboration.

What you need to do

Decide on the message you wish to deliver and we will take care of everything else. We will stream the live event and also make a recording available for later viewing.

How to view a BT Managed streamed event

You need:

A personal computer or laptop with:

- Internet access
- Sound card
- Speakers
- Adobe® Flash® Player.

or an Android or iOS mobile device.

When would you use BT Managed Streaming?

The uses for streaming are almost limitless. Here are just a few ways our customers are using it to engage their audience:

- Company announcements
- Press conferences
- Product demonstrations and launches
- Annual General Meetings
- Project management
- Investor relations
- Distance learning/training
- All-Hands calls.



View a live streamed event

You will be given a URL as part of your booking confirmation. As soon as you have the URL and if you're running your own event, you can upload slides and start practising before the event starts. Simply email this URL to the audience wanting to watch your streamed event, who will click on the URL and enter their registration details if requested to do so.

View an on demand streamed event

You will be given a URL as part of your booking confirmation. After your event has finished email this to those people wanting to watch your streamed event. They click on the URL to watch. On demand content is typically available within 1.5 times the event duration. For example, if you have a two hour live event your on demand streamed event will be available approximately three hours after your event finishes.

Confirming your event

After booking, you will receive a confirmation email. This will confirm all of your event information e.g. date and time of the streamed event and the URL for your audience to use to watch the streamed event.

Manage the audience

An optional registration page enables you to collect valuable information from your audience before they access the content of the streamed event. With the optional Presentation package you can produce and present your streaming session with a variety of tools. These include question and answer sessions and voting by your audience to gauge understanding. You can also create an index of your archived presentation for fast and easy navigation.

Manage the event

BT Conferencing understands that event requirements vary per customer so we offer different levels of integrated services that can incorporate audio, web, video, streaming and on site Event Management. This enables you to reach your target audience and ensure that location isn't a barrier to conducting efficient, cost-effective and wide-reaching meetings.

For more complex, important events, BT provides an optional comprehensive Event Management service including:

- Pre-call consultation and access test
- Preparation and organization
- Running the conference
- Custom productions
- Post event debrief.

This service can also include co-ordinating AV equipment, as well as on-site management.

Proven and flexible solutions

Whether you stream from single or multiple sites across the internet or corporate intranet we offer practical and proven solutions deployed and used by major corporations around the world.

- Video signal: typically we'll use video conference, but we can optionally use satellite, fibre optic or on-site encoding
- Audio signal: we can utilize PSTN or video conference.

Call charges apply for capturing the signal.

BT Managed Streaming packages

Standard streaming packages include the following:

- Minimum event duration: 1 hour, which can be optionally extended
- 90 day replay to allow those who missed your event to access it at a time that's convenient to them
- Welcome screen to hold your audience until your event starts
- Advanced reporting and analytics to measure engagement and effectiveness
- Event delivery to mobile devices to maximize the reach of your message
- Confirmation, reminder and post-event user emails to maximize the success of the event.

Optional features to engage your audience

- Enhance your event with a wide choice of widgets including Facebook, LinkedIn, Twitter, Idea, Group Chat and Wikipedia
- The event can be set up to allow your audience to choose how they wish to view the event e.g. to move the slides and video to a size and position of their choice
- Presenter screen share capability allows effective application demonstrations
- Audience surveys
- Presentation package to enhance your event by giving you the ability to show PowerPoint slides as part of your stream or for presenters to control visual information during your event.

Additional BT Managed Streaming services

Including the following (additional charges apply for these services):

- Custom HTML work: custom templates
- Additional video encoding speeds
- Downloadable event archive.

BT Enterprise Streaming - delivering your message to your corporate intranet audience

To manage your corporate bandwidth more effectively our intranet solution uses software peering technology to deliver your streamed event. This is done via a desktop client that utilises your existing Local Area Network thus optimizing the Wide Area Network bandwidth demands, removing the need for you to add more bandwidth or buy additional hardware. The more computers connecting to your streamed event the more efficient the desktop client becomes with reduced load and a higher built in redundancy across your network.

Why BT Conferencing?

- Experience: over 25 years of getting local, regional and global people and systems working together
- The right products for the job: user friendly services, tailored to work for you
- Help when you need it: we're always on hand with 24/7 helpdesk support, wherever you are in the world
- Education and awareness: we'll provide training and ongoing education programs to get the best from your conferencing solutions.

Get in touch

If you like the sound of our approach we'd love to put together a more detailed proposal to help your corporation get more out of conferencing. Please contact your BT Account Manager directly or contact us at:

☎ Australia:	1800 234 799 or +61 (0)2 9231 1130
☎ Hong Kong:	+852 2312 9999
☎ India:	000800 4401782
☎ Japan:	0120 363 877
☎ South Korea:	+82 (0)2 3483 1171
☎ Malaysia:	+60 (0)3 7712 4597
☎ Singapore:	+65 6295 6237
☎ Taiwan:	+886 2 2162 6528
☎ United Kingdom:	0 800 61 62 or +44 20 7298
☎ United States:	1 866 766 8777 or 1 617 801 6700

Email us at:

✉ Asia Pacific:	asia.conferencing@bt.com
✉ EMEA:	emea.conferencing@bt.com
✉ United Kingdom:	btc.sales@bt.com
✉ United States:	conferencingsales@btci.com

🖥 Visit us online: **www.btconferencing.com**

Offices worldwide

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