LIVE STREAMING VIA APP

The Mobile Event App by plazz AG

Live streams allow you to **share even complex topics with a broad audience**. The disadvantage is an often missing interaction with the audience. This is where we come in with the Mobile Event Web-App.

Our content and communication platform will enable you to integrate live streams in conjunction with numerous **interactive features**.

Share content in addition to the live stream and exchange information with your participants in **real time**.

In order to give you a better overview of the possibilities, this whitepaper will take a closer look at our approach of a **live streaming feature**.

Starting with the use of the web app, followed by answers to frequently asked questions, as well as a list of providers that we can currently recommend using for live streams.

5 Top Reasons For Live Streams

> Become accessible anytime and anywhere through the web app

> Connect all of your participants via only a single platform

> The feature is suitable for small as well as extensive video productions

> Live Interaction with your audience in a variety of ways

> Receive comments and results from surveys in real time
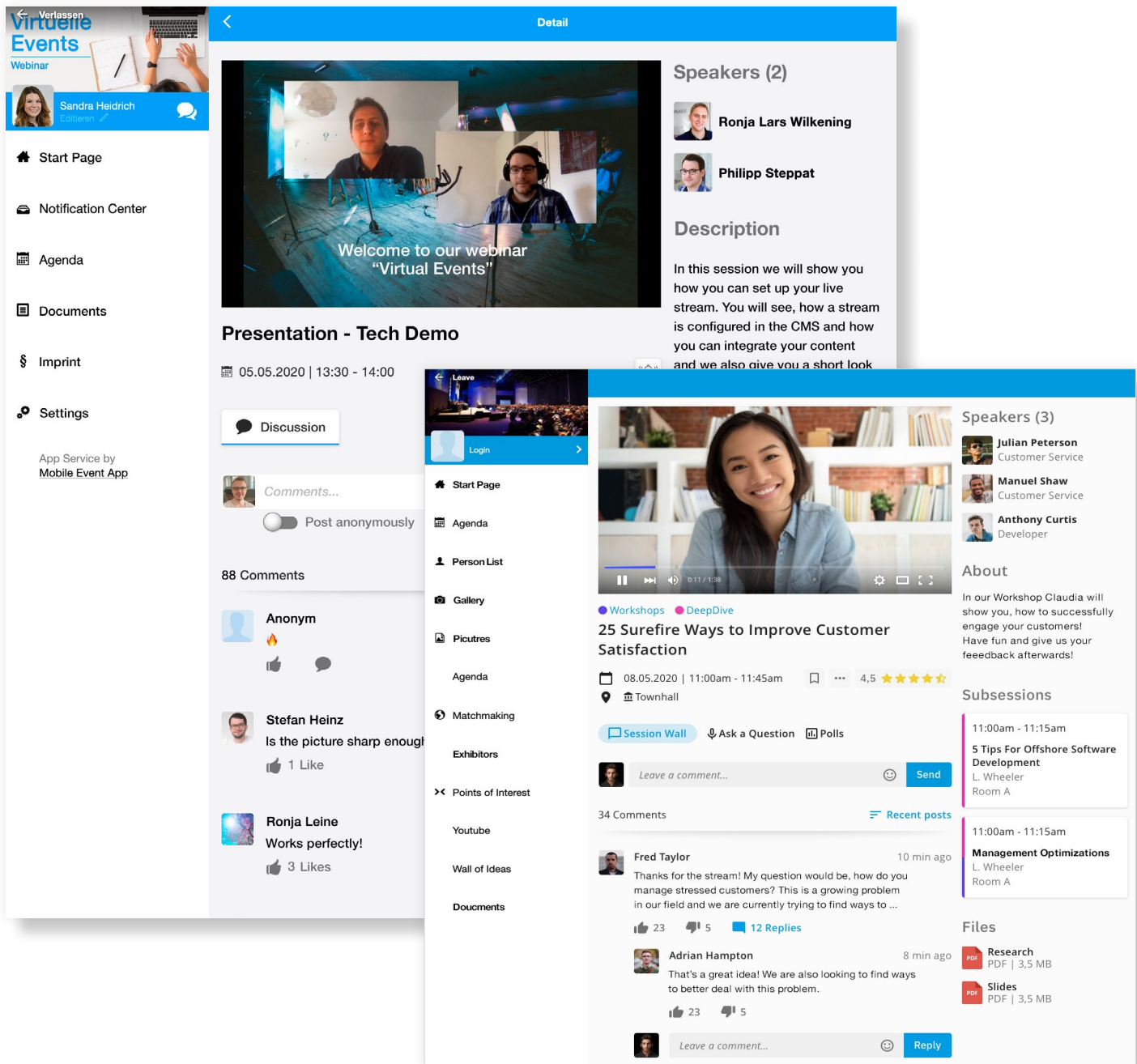
LIVE STREAMS & VIDEOS

The agenda detail in the Mobile Event App forms the **live stream portal** for your participants. As soon as the function has been activated in the feature setup, each of your sessions is able to carry an independent live stream.

This is done either via a directly **integrated video signal**, via Streaming Key. Or if you prefer an external solution, via a stream button, which links to the provider of your choice.

In addition to the live stream itself, you will also inform your participants about session details. Starting with listed peakers, a description text and the possibility to attach documents, you can **prepare your audience** for your live stream in advance.
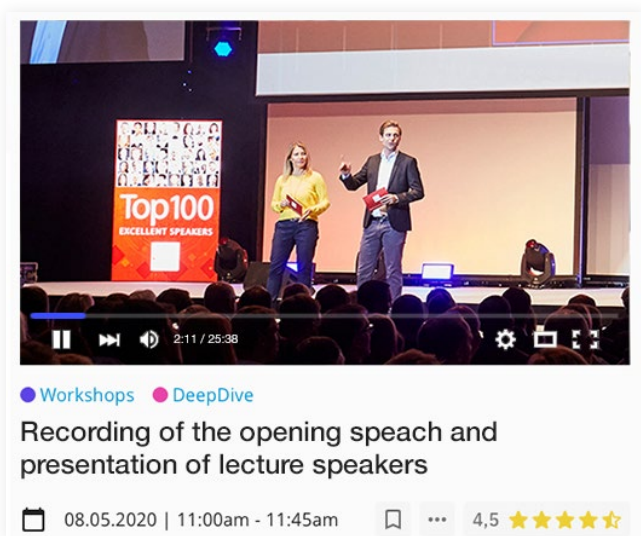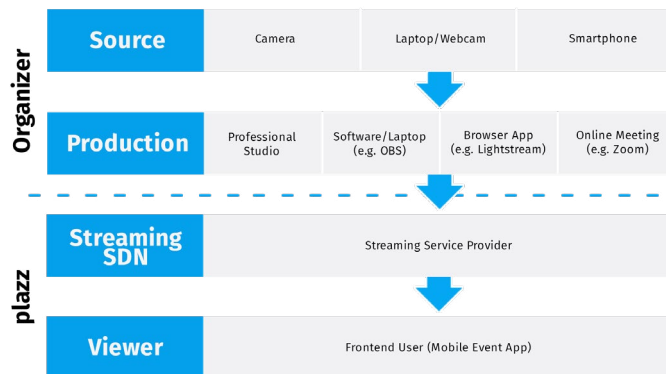
Below the video you can choose a variety of interactive elements. Examples include a message board, for **real-time exchange**, surveys or quizzes, and the ability to ask questions that are sent directly to the moderator.

LIVE STREAMS & VIDEOS

The live stream feature in the Mobile Event App allows you to **integrate a video signal** to your lectures, work-shops
and other online sessions. Everything directly in the app!

You don't want to distribute your stream over a public video platform? With our streaming solution you can be sure
that **only users of the event app** you have selected can access your live stream.

● Workshops ● DeepDive

Recording of the opening speech and presentation of lecture speakers

📅 08.05.2020 | 11:00am - 11:45am   🔖 ⋯   4,5 ★★★★⯪

Video On Demand
Offer video content for independent playback. This can consist of **recorded live streams** from the past or other pre-prepared video content.

Integrate videos directly into the MEA. They are then played back via the MEAs own video player, which has functions such as **picture-in-picture**, size adjustment and time shift.

Integration via platforms such as **YouTube** and **Vimeo** is also possible. The MEA then displays the video via the player of the respective platform.

Content Management System Configuration
You can choose between the integration of a **live stream within the web app** or a stream button that links to an external provider.

To integrate live streams our system generates a **Stream URL & Stream Key**. You need this information for the different providers, through which a live stream can be realized.

For the implementation simply copy the Stream URL and Stream Key into the program or **service of your choice**. This establishes a connection between the two end points, which feeds the video signal into the Mobile Event App.

The only requirement is, that your provider is able to support an **RTMP** signal.

You can activate a livestream for the placement. After saving, streaming information can be viewed here.

Settings for external streaming programs

Stream URL	*Automatically generated Stream URL*
Backup URL	*Automatically generated Stream Backup URL*
Stream Key	*Automatically generated Stream Key*

FAQ - FREQUENTLY ASKED QUESTIONS

Which streaming providers are supported?

The following programs or service providers support the transmission of a **live stream via RTMP** (real time messaging protocol) directly into the Mobile Event App. If you would like to use a provider that is not listed here, we can research it on request.

For programs/providers that do not transmit their video signal directly into the MEA, it is possible to integrate a **stream button** that links to your provider from our web app.

PROVIDER/ APPLICATION	LIVE * STREAM	STREAM BUTTON	PROVIDER/ APPLICATION	LIVE * STREAM	STREAM BUTTON
Adobe Connect		✓	Open Broadcaster Software (OBS)	✓	
BlueJeans		✓	Streamlabs	✓	
Cisco Webex	✓	✓	Streamyard	✓	
ClickMeeting		✓	Vimeo	✓	✓
GoToWebinar/ Meeting/Training		✓	YouTube Live	✓	✓
Microsoft Teams		✓	Zoom	✓	✓

*Programs that currently do not support live streams (e.g. Microsoft Teams) can still be displayed as a live stream via a workaround. This is explained in the next question.

My program/provider doesn't support live streams.

There is also a solution for this. Using programs such as OBS, Streamlabs and Streamyard, you can, for example, record the Team Meeting on your PC and send it **directly to the Mobile Event App** as a live stream.

Technical requirements for speakers and participants?

A stable Internet connection is important. For speakers an upload of at least **6Mbit/s** is recommended. Higher speeds allow you to further improve the quality of the stream.

For SD (720p) quality **2 Mbit/s** download bandwidth is recommended. For HD (1080p) quality **6 Mbit/s** and for UHD (2160p) **15 Mbit/s** are recommended.

Can pre-recorded videos be displayed?

Yes, it's possible. Video links from YouTube, Vimeo and Microsoft Stream are recognized when the stream button is linked and are **played back as a video in the agenda** detail. Furthermore, you can also play pre-recorded videos with programs like OBS and feed it into the app as a live stream.

Are there specific regulations regarding data protection?

From a data protection perspective, nothing changes on the part of the Mobile Event App. Live stream adhere to the same rules that apply to offline videos. However, if you choose a provider with servers outside of Europe (e.g. Zoom) for the live stream, it is advisable for your IT department to check the processed data.

LIVE STREAMING PROVIDERS

Feeding a live stream video signal via your provider into the MEA is **generally speaking very simple**. All you need is the generated Stream URL and the Stream Key from the agenda of our CMS. This data only needs to be copied into the respective program or service.

The stream itself is **protected** and can only be accessed within the Mobile Event App. The data center of our service partner is located in Europe and meets all requirements for data protection and data security.

Below we list programs and providers whose services are suitable for the Mobile Event App and we also provide you with additional information and useful links.

It should be noted that when specifying participant numbers, this only applies to the persons in the meeting. There is **no limit to the number of live stream spectators**, unless this is mentioned directly.

Cisco Webex (Live Stream + Stream Button)
A popular tool for digital collaboration is Cisco Webex. To implement live streams, a **paid subscription** will be required.

Only the meeting's host will need an account. They will then invite speakers via the tool using an URL. It is also possible to record meetings for later viewing. A meeting is limited to a maximum of 1,000 participants.

Help/Tutorials
Live Stream your Webex Meetings

Open Broadcaster Software (Live Stream)
This is **completely free** open source software. OBS is perfect for recording different scenes from a computer. Scenes are pre-configured views.

Technically this software offers you **enormous flexibility** and the possibility to create impressive streams.

However, the program itself is **quite complex** and not necessarily suitable for beginners. With technical understanding, however, this hurdle can be overcome.

Since this software is very popular, there are numerous tutorials online that guide you through the program step by step.

If you are planning to host live streams on a long-term or multiple basis, OBS is recommended.

Help/Tutorials
OBS internal Wikipedia

Getting started guide with pictures

Youtube tutorial for beginners

LIVE STREAMING PROVIDERS

Microsoft Teams (aktuell nur Stream Button)
One program that is probably the **most used** worldwide, especially on the corporate level, is Microsoft Teams.

Since many Microsoft products are already being used with the Office Suite, it seems ideal to also use this software for meetings and conference calls.

A direct integration of live streams is currently not yet possible. However, we are looking into how this can be realized in the near future.

Still, linking of team meetings via a **stream button** within the agenda details and the integration of **Microsoft Stream videos** is already possible and recommended.

Users navigate to the respective agenda item and are referred to the Teams Meeting via the stream button. Participants enter either via the **Teams App** or its web version in a browser.

Having an office account is not mandatory, as you can also **join as a guest**, as long as this has been configured in the meeting settings.

Help/Tutorials
Microsoft Teams Support Page

Teams Meetings Support Page

Streamlabs (Live Stream)
Similar to OBS, Streamlabs is another **free** open source software.

The advantage of this program is a **simplified user interface**. This allows a wide range of people to start live streams.

This software can now be used to share presentations, videos or other content of your screen.

It is also possible to stream a **live team meeting** into the event app.

Help/Tutorials
Getting Started

How to use an RTMP Stream Key

LIVE STREAMING PROVIDERS

As a live streaming studio **within your browser**, Streamyard is extremely easy to handle and can be used on different devices without any problems.

Via the platform, people can be invited for an interview and easily share their screens or other content. It is also possible to record the content for later viewing.

Fundamentally Streamyard is **free** of charge. However, there are restrictions, such as a limit of 20 hours of live streaming per month. Also, only a maximum of 6 people can be connected to a meeting at the same time.

If required, you can of course choose one of the paid packages and thus eliminate these restrictions.

Help/Tutorials
[Getting Started](#)

[Stream to your own Website](#)

Zoom (Live Stream + Stream Button)
A **widely used** tool for video conferencing is Zoom. It is well suited for discussions between invited experts, but also for lectures and screen sharings.

Zoom scores with a good user interface as well as a high **performance**.

There is also a **free version**. However, the meeting is limited to 40 minutes and 100 participants.

Meetings can be recorded for later viewing and distribution.

The paid version removes this limit and increases the number of participants, depending on the selected package.

But, due to some security vulnerabilities that have been discovered in the past and as a provider based outside of Europe, it is advisable to have your IT department perform a check beforehand.

Help/Tutorials
[Guide to enter Stream-URL/Key](#)

CONTACT

Use the full potential of the digital age and realize a virtual event via the **Mobile Event App**!

As a long-standing expert in the digital industry and partner of **14 DAX-listed corporations**, we work hard to inspire our customers with innovative and technologically sophisticated solutions.

Are you interested in the implementation of a **virtual event** or would you like to know how this could be realized in your situation? No problem!

We gladly offer you advice on how to realize and **successfully implement** your communication goals within the framework of a virtual event.

Contact us and digitize your events!

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