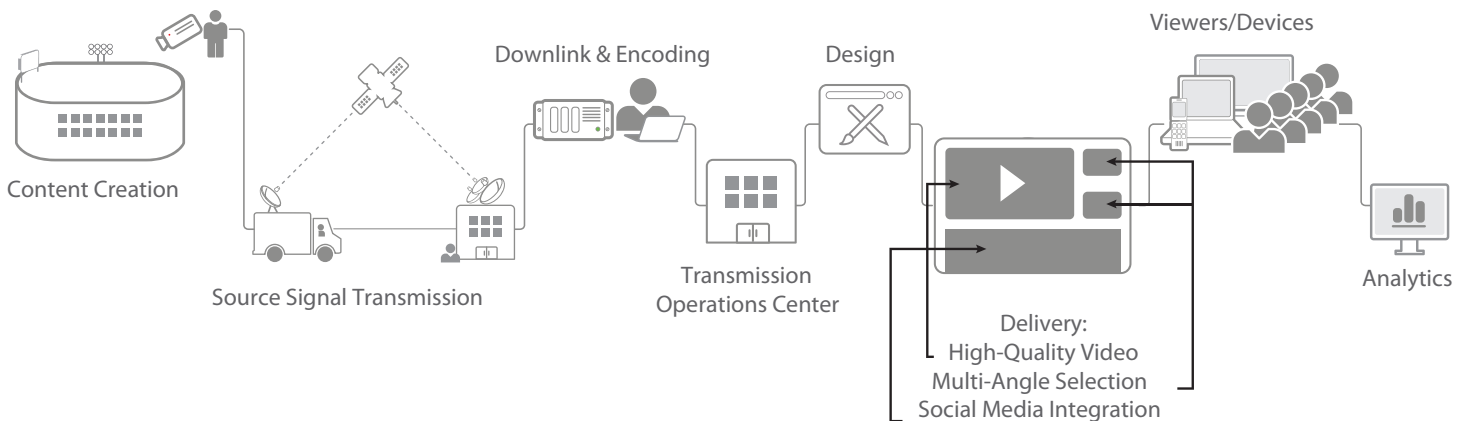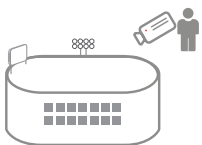# YouTube Live Streaming Event:
Glossary

Before we begin planning your live YouTube/Google event, we want you to take us backstage—show and explain the site, the YouTube channel, the event, the talent, the music, the promotion, etc. We need to understand the look and feel of your event to translate that same experience to your YouTube audience.

Next we need to think beyond your live event and determine what the YouTube interactive, technical producer and sales team will need to deliver it online. We can help determine if you need filming/production, transmission, encoding, and/or delivery services, then offer solutions that will increase interactivity and engagement with your online viewers.

This glossary and the AEG Request form will help you help us plan your live event. Using it, we will develop a project plan and/or proposal. Please complete the form with as much detail as possible and include any additional pertinent information. This information will help us make your event(s) a success.
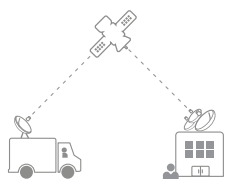

Content Creation

Tell us about your event so that we can make it a one of a kind. Does your event require AEG Digital Filming/Production Services?

Production Services: If needed, AEGDM offers full production services and crew to meet the needs of any scale of event—from corporate training broadcasts to multi-venue sporting events, all delivered to audiences worldwide. The GRAMMY-nominated AEGDM production team has broadcast-grade production experience. We are well-versed in optimizing productions for digital distribution and delivering brand-consistent engagement that helps drive usage and viewer duration times.

Transmission

Does your YouTube live streaming event require AEGDM signal transportation (satellite uplink, fiber, etc.)?

Signal Transportation: Satellite uplink or fiber transmission allows AEGDM to receive the live video feed from anywhere in the world. AEGDM's best practices call for one additional hour added to both ends of the live event time for proper testing, for example, a two hour live concert requires four hours of transmission services.

Satellite Services: Signal transport using satellite uplink trucks and satellite dishes.

Fiber Services: Direct wired connectivity to production.

Streaming and Encoding

Does your YouTube live streaming event require live video encoding services?

Video Encoding: AEG Digital Media can encode content with YouTube specifications into any format for delivery to the end consumer on any device. We encode in seven bit rate profiles to accommodate all possible user scenarios and connections.

Does your event require a Content Delivery Network (CDN) to deliver your event to a wide audience?

Content Delivery Network: Hosts and delivers encoded video to the live player/end user.

Does your event require rebroadcasting?

Broadcasting: The distribution of audio and video content to a dispersed audience via any audio visual medium.

Rebroadcasting: A replay or loop of previously recorded material played back within the live player on the YouTube channel, which historically drives significant additional usage important to brands and sponsors.

Transmission Operations Center

Does your event require a live video player for desktop and mobile?

Live Video Player: For delivery to personal computer desktops, AEGDM's Tremolo Player is an advanced video player with volume, feed, and full-screen controls. The player adjusts to the end users changing connection speeds and optimizes the video for the ultimate viewing experience, ensuring an engaged audience.

Desktop: The environment where the live event is played on your PC or Mac, usually through an Internet browser.

Does your event require a live video player for mobile devices?

Mobile Devices: Smart phones, tablets, and similar portable Internet-capable devices which usually run on an Android or iOS operating system.
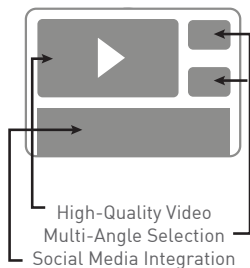
Design

We commonly receive a skin for the player. Website "skin" may have several definitions but for our purposes is described below.

Skin: The designable area that lives around the video player and associated YouTube widgets.

Do you have a mockup? Will the event stream from the YouTube channel, masthead or both?

Mockup: The overall design of how the client would like the end-user page to look. It includes everything including the player, widgets, and social media integration pieces (such as AEGDM's The Hawk social media product).

Delivery

AEG Digital Media is capable of delivering your event to YouTube viewers on any platform using the industry's best products for live events.

Tremolo Player: The video player of choice for live events supports adaptive bit rate streaming for an uninterrupted viewing experience and capabilities to support up to nine separate camera angles/feeds, providing the most immersive live event experience available. Live events lose over 20% of their audience when live player load time exceeds 5-7 seconds. The Tremolo Player loads in under 1 second to ensure that the YouTube audience stays for the event from inception, giving brands and sponsors what they want — large and engaged audiences.

To learn more about the Tremolo Player, visit:
http://www.youtube.com/watch?v=c2sNjRn28DU

The Hawk: The social media aggregation and conversation gadget that seamlessly integrates your in-venue event with a worldwide audience. Fans become more engaged when they are participants in the event rather than just spectators. This tool takes the YouTube viewer and converts them from spectators to participants in the YouTube experience.

To learn more about The Hawk, visit: http://www.youtube.com/watch?v= PxOb0Oz86MY

The MC: The live, integrated, social polling tool that lets you communicate with your audience in venue and online like never before.

To learn more about The MC, visit: http://www.youtube.com/watch?v=gQWa3JdV33g

High-Quality Video
Multi-Angle Selection
Social Media Integration

Viewers / Devices

Does your event require active content restriction based on viewer location or other factors?

Geo-Targeting: The method of determining the geolocation of a YouTube channel or YouTube masthead visitor and delivering different content to that visitor based on location such as country, region/state, city, metro code/zip code, organization, IP address, ISP, or other criteria.

Geo-Blocking: Technology used to prevent access to YouTube channels and websites from visitors in particular countries or regions.

Does your event require video on demand (VOD) services?

VOD: Video on demand includes capture, editing, processing and hosting of events of any length for post-event availability, which is immediately published into the YouTube on demand content channel in near real time.

Post Event Services

Does your event require advanced analytics on the live and/or rebroadcast portions of the event?

Advanced Analytics: In conjunction with the Tremolo Player, AEGDM can provide complete post-event analysis, so brands can access mission critical marketing data about their live YouTube content experiences.

Custom Reports: When more detailed reporting is required, including reports for individual streams, mobile devices, etc., customers can request additional stream reports or custom reports.