

GRANICUS

Streaming Public Meetings Made Simple

From Production to Processing and Distribution

Agenda Today

1

Welcome and Introductions

2

Simplifying Content Creation

3

Painless Video Processing

4

Distribution Made Easy

5

Questions



Connecting & Interacting Today



Questions

Submit your questions via the Zoom Q&A console.



govCommunity

See additional resources and chat after the webinar



Chat

Your peers are in the chat. We encourage you to connect there!

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Today's **Expert**



Bryan Halley

President, Swagit at Granicus

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3 Painless Video Processing

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5 Questions and Next Steps



Production and Content Creation

Production is the first phase of streaming. Critical considerations include type of content, project ownership, level of internal and external investment required to achieve the desired results.



Production and Content Creation Paint Points and Challenges

1. Content type? (Meeting, field, PSA, hybrid meeting, etc.)?
2. Who produces or acquires the content? (DIY, contractor, automation, outsourced)?
3. Costs, logistics, resources and availability of staff or contractors?
4. Who's responsible for the final product? (IT, video team, clerk)?
5. Redundancy is important for public meetings.



Production and Content Creation Simplified

1. Maintain creative control while outsourcing time and labor-intensive tasks.
2. Move away from manual processes that require significant technical expertise to set yourself up for continued success.
3. Multiple cameras lead to the best results, and professional video content that meets residents' ever-growing expectations.



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Processing

After production, content needs to be processed for distribution. Do we want staff to spend their valuable time on video processing and editing?



Processing Pain Points and Challenges

- ✓ Likely requires significant technical support
- ✓ What do your planned distribution channels mean for processing?
- ✓ Is there accompanying meta data that will require additional time/effort (agendas, minutes, captions, etc.)?
- ✓ Inclusion of various types of meta data can complicate the process.
- ✓ Have you considered ADA compliance?



Processing Simplified

- ✓ Focus on time-saving processes to enable staff
- ✓ Concrete processes lead to a consistent video product and peace of mind for everyone involved
- ✓ Time and energy spent on processing in format can be greatly reduced
- ✓ Go from creation to distribution by breezing through processing
- ✓ Accessibility compliance is no-longer cost-prohibitive, but requires significant staff time if not automated



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Distribution

- ✓ Where are you distributing your content (website, cable, U-verse, OTT, overflow)?
- ✓ Where is the content coming from?
- ✓ Is the content live and/or video on-demand?
- ✓ Are you required or intending to distribute relevant meta data?



Distribution Pain Points and Challenges

- ✓ Requires significant technical and communications support to take advantage of multiple channels
- ✓ Hybrid meetings
- ✓ Staying ahead of public expectations in the 21st century



Distribution Simplified

- ✓ Use a variety of channels
- ✓ Automate, automate, automate
- ✓ Simplify search, whether through sound or specific words
- ✓ Meet the public where they are for the best engagement
 - Examples: Youtube, Roku, cable, website



Success **In Action**



Austin, TX

- ✓ Still chose to outsource despite massive budget: time savings and relief of staff pressure were worth it.
- ✓ Being hands-free gives peace of mind, City is able to stick to a concrete process and avoid any political accusations.



Yellowknife, Canada

- ✓ HD broadcast and streaming services fully-outsourced and hands-free since 2014.
- ✓ Located 250 miles south of the Arctic Circle.
- ✓ Built-in redundancy layers with public meetings in mind.

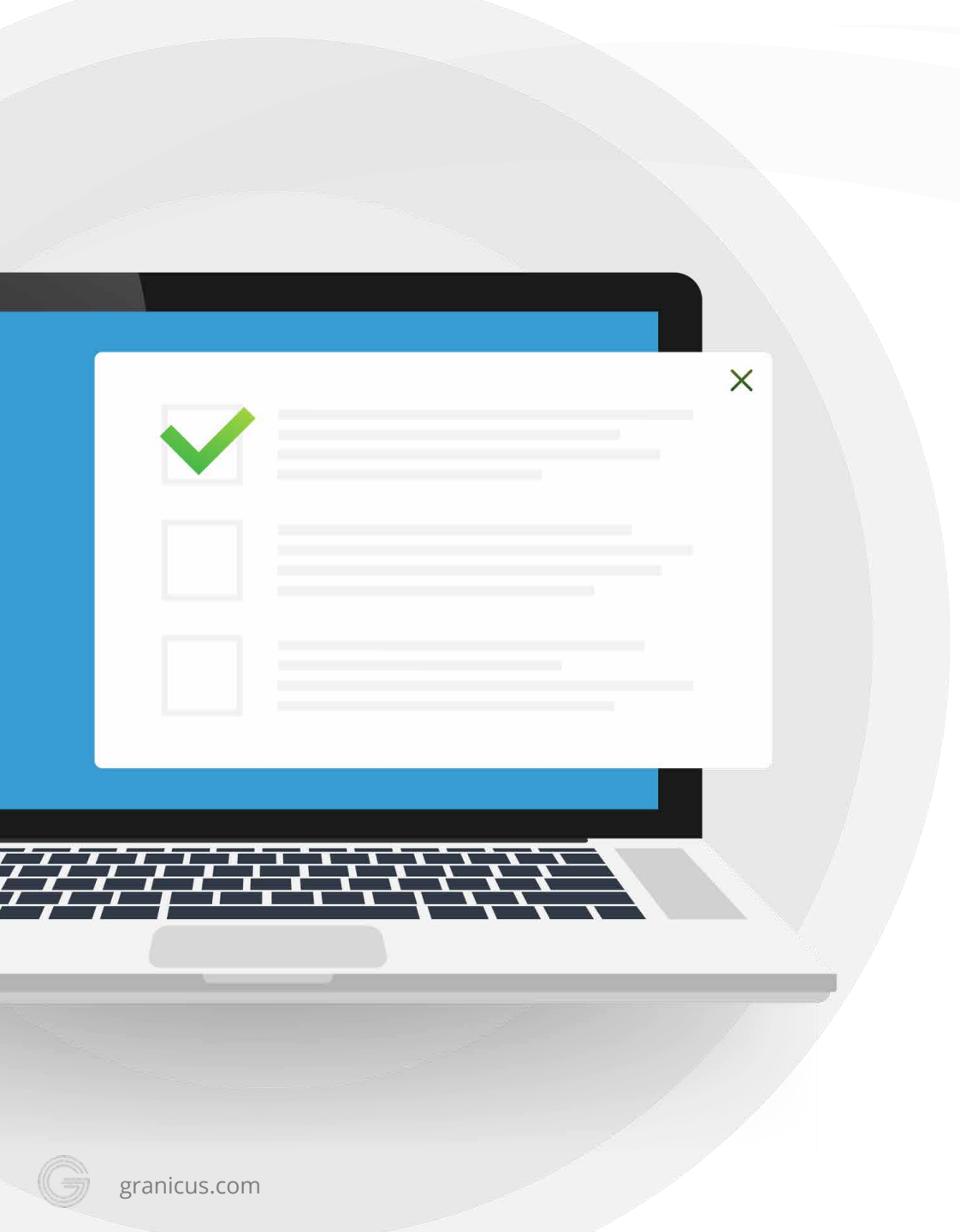
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Questions



Poll: Would you like more information on streaming best practices?

1. Yes
2. No



Thank you!