

Shifting
events to
digital?

Live stream!

A professional video camera on a tripod is shown in the foreground, angled towards the right. The background is a vibrant blue with streaks of light in yellow, green, and purple, suggesting a stage or event setting. A white clock face with tick marks is overlaid on the upper right portion of the image. The text 'IBM Watson Media' is positioned in the bottom right corner.

IBM Watson Media

2020: the year of virtual experiences

Avoiding
travel

Everyone
working
from home

In person
events
shifting to
online



Reach people anywhere with video

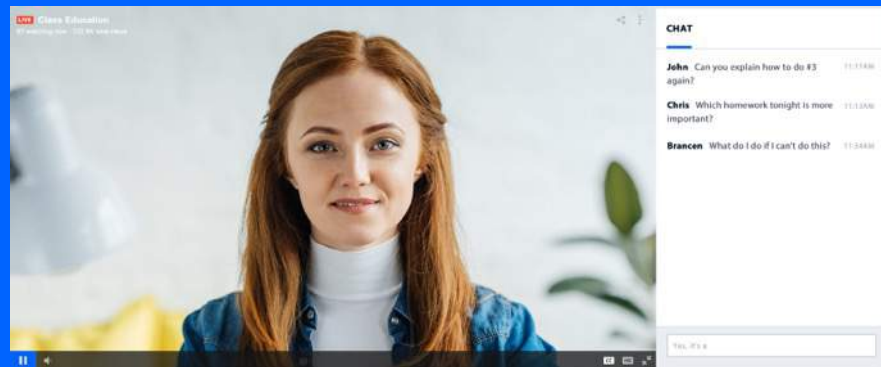


#1 Question: Which one do I need....Video Collaboration or Video Streaming?

Video Collaboration = two-way video
(tools like Google Hangouts, Zoom, Webex)



Video Streaming = one-to-many video
(tools like IBM Video Streaming, Microsoft Stream)

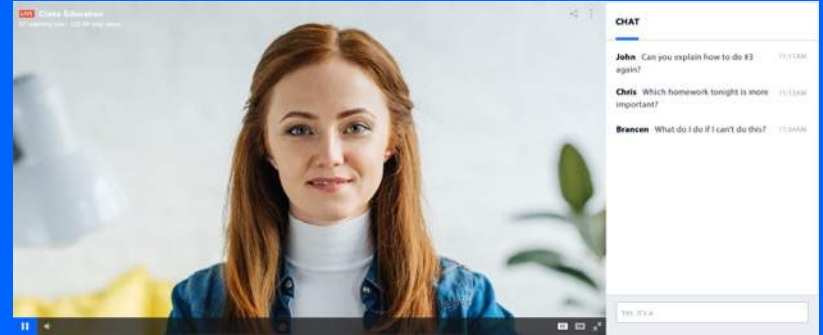


Video Collaboration = two-way video



- All participants on camera and can talk back and forth in real time
- Requires everyone to setup camera and software / download app
- Active control of mute button needed to avoid background noise and distractions
- Easiest way to start a session = mobile app
- Good for smaller groups, as larger means lots of distraction and negative impact to stability

Video Streaming = one-to-many video



- Only the presenter is on camera, while viewers can ask questions in chat or through Q&A
- No setup required for viewers other than typing a URL address
- No distractions from background noise since viewers are silent and typing in questions only
- Easiest way to start a session = mobile app
- Good for any size group, even up to a million people watching

#2 Question:

What if I need to share slides or other content on my desktop?

Video Collaboration = two-way video

- Easy to share slides or desktop, but also easy to accidentally share other things like private pop up text messages so be careful
- Must start video session using a laptop or other computer to share slides/desktop
- Cannot play other videos during the session or it will crash or simply stop working well

Video Streaming = one-to-many video

- Most tools require uploading slides ahead of time before starting the video session
- Must start video session using a laptop or other computer to share slides/desktop
- Other videos CAN be played easily without impacting performance

#3 Question:

Will presenters need any additional equipment?

Answer = No, but options to enhance quality:

- headset with built in microphone
- cell phone stand (if using a mobile app to do a video session)
- ring light

cell
phone
stand
\$15



stand and
ring light
\$25



stand and
ring light
\$20



headset
with microphone
\$10



Common use cases for video streaming

Training or
enablement
sessions

Employee town
hall events

Event
streaming
(conferences,
webinars,
entertainment
events)

Public access
communication

IBM's Approach

Streaming for one-to-many communication

Security Rich Cloud Solution

Restrict access with corporate directory

Multiple layers of encryption

Continuous edge-to-cloud protection with regulatory compliance

ISO 27001 certified

Custom Branding

Add custom logo to the viewing screen

Easily embed video player on other websites and online tools

Massive Scale

Presenters can broadcast from iPhone or Android device

Easy viewing on virtually any device

Interactive Experiences

Chat, Q&A, Polling

Mobile broadcasting

Real-time analytics

Auto Archived Material

Content can automatically archive

Available right after the broadcast for those who missed it

90-day Free Access

Sign up available until June 30, 2020

http://watson.media.ibm.com/extended_free_trial.html

- Scalable
- Trusted
- AI-powered



IBM complies with all
privacy laws globally

Helpful Links for more information

Support Site:

<https://support.video.ibm.com/hc/en-us>

Product Update Blog:

<https://blog.video.ibm.com/category/streaming-product-updates/>

Link to 90 day offer page:

http://watson.media.ibm.com/extended_free_trial.html