



making media simple

Providing leading technology
and service solutions

ABTT Interactive Live Streaming Webinar

Ian Holden & John Page

Who are we?

Ian Holden

I am a professional sound engineer who has worked in the post-production and broadcast industry for almost 20 years. I diversified into sales where I managed several video and audio brands as well as managing a post-production studio specialising in content for social media, gaming, virtual reality, and augmented reality. I am now a Sales Account Manager for Tyrell CCT focussing on Clear-Com audio and Live Streaming in the Theatre Market.



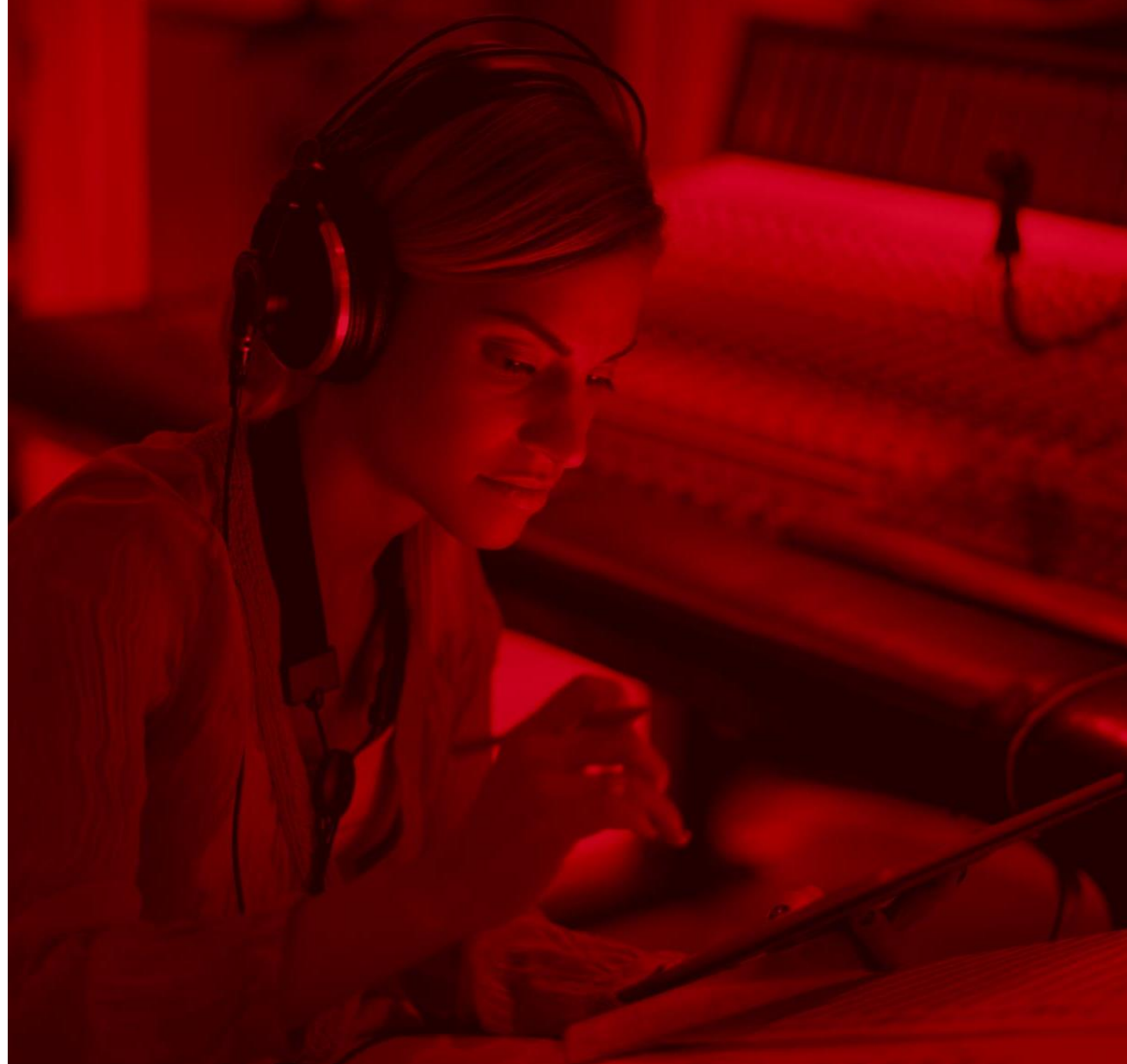
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Who are we?

John Page

Aged 11 John converted a double garage into a theatre, including 24 dimmable lighting circuits and 30 seats. Later he trained at Central School of Speech and Drama. He has toured Nationally and Internationally with Dance, Theatre, Comedy, Opera and even puppets. John has production managed the build of a number of temporary theatres and the more permanent Fugard Theatre in Cape Town. John has managed productions at the Garrick theatre the Noel Coward Theatre The Royal Opera House and the Old Vic and is a regular Production manager for Chichester Festival Theatre.



About Tyrell

Making Media Simple – Providing Leading Technology and Service Solutions

Tyrell CCT provides turnkey solutions for the creation, manipulation, management, and delivery of digital content to the broadcast and media entertainment industries. Tyrell CCT are the official UK distributor for Clear-Com and resellers for Livestream, Telestream, Streamstar, Twizted-Design, Brightcove and Sienna.

We are specialists in providing live performance solutions and it's our expertise in live streaming that brings us here today, we would like to share your knowledge and experience with you."



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“It will soon be possible to distribute grand opera music from transmitters placed on the stage of the Metropolitan Opera House by a radio telephone station on the roof to almost any dwelling in Greater New York and vicinity... The same applies to large cities. Church music, lectures, etc., can be spread abroad by the Radio Telephone.”



Lee De Forest

Father of radio and a pioneer in sound to picture.

Live Streaming & Video on Demand

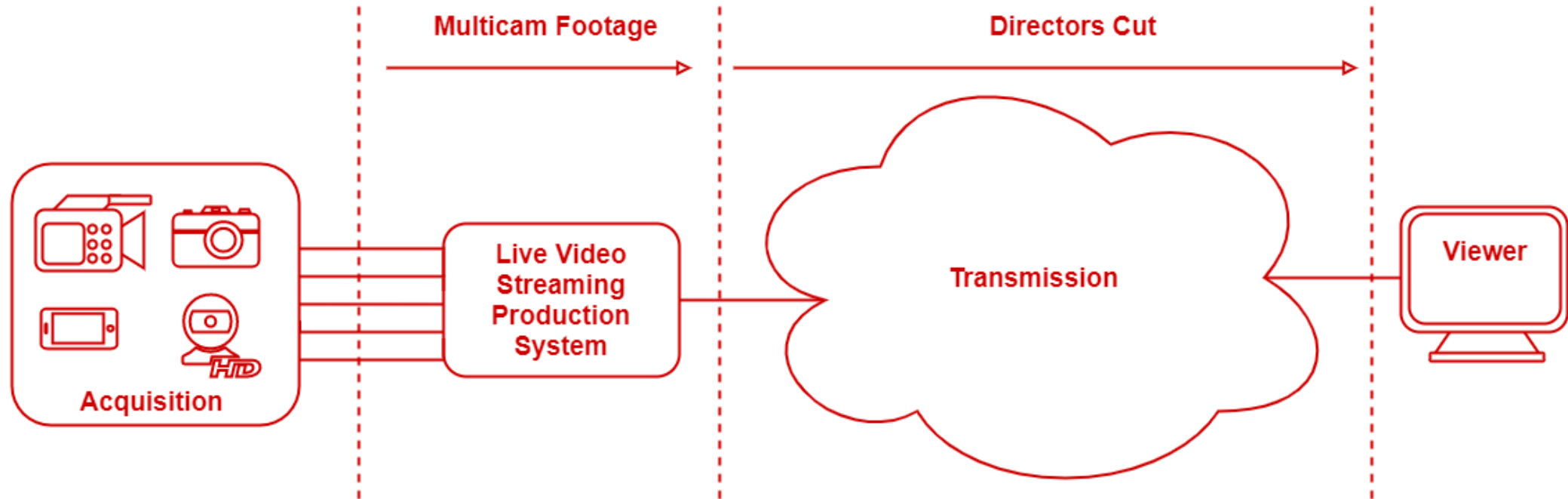


MARQUEE TV



Audience Engagement

Single Stream Broadcast





Live Streaming Benefits

Live Streaming and Vod Benefits for the Audience

- Convenience
- More cost-effective pricing
- Embracing Technological Benefits

Live Streaming and VoD Benefits for Theatres

- Providing access to those who may not be able to attend
- Serving the education sector
- Providing new experiences for audiences
- Reaching new audiences
- Providing business continuity

Live Streaming and VoD Benefits for Production Companies

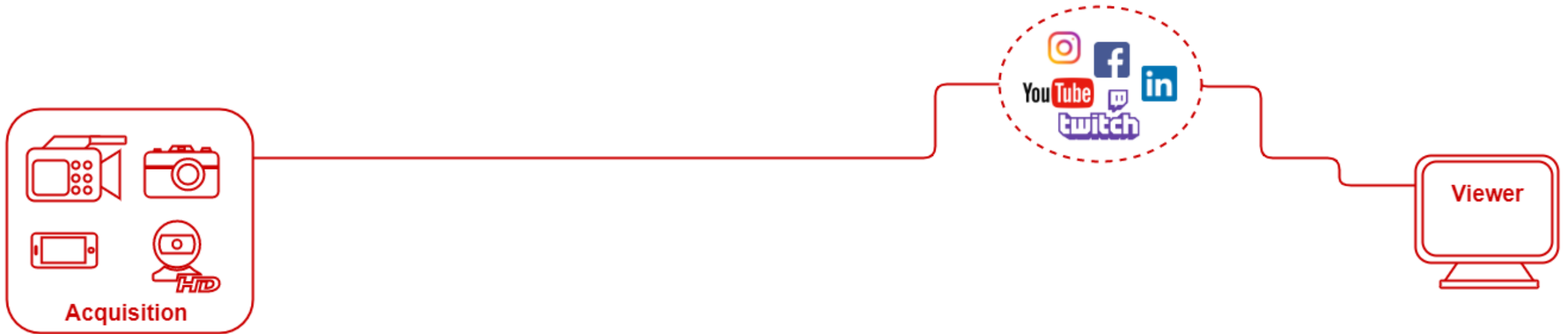
- Pushing artistic boundaries
- Providing new experiences for audiences
- Reaching new audiences /expanding reach
- Engaging with technology

Live Streaming Building Blocks

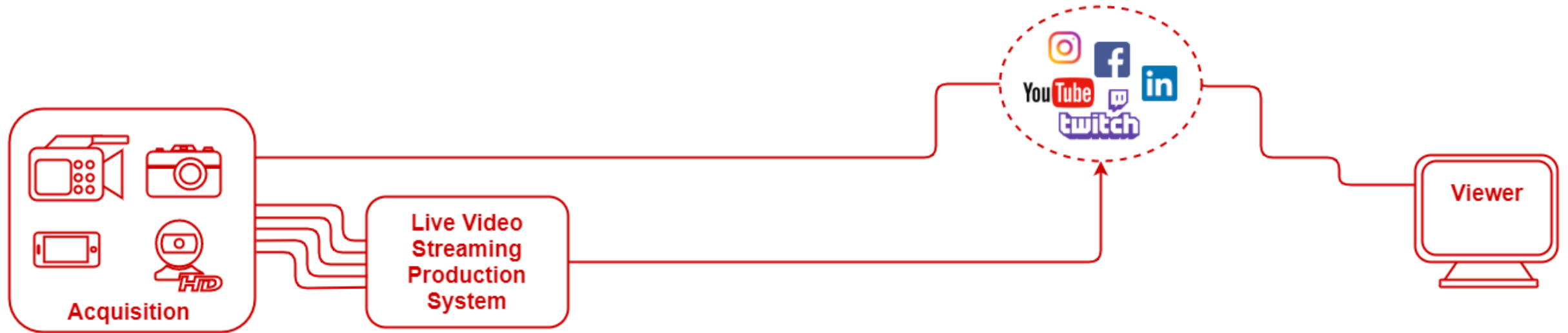
Live Streaming - Acquisition



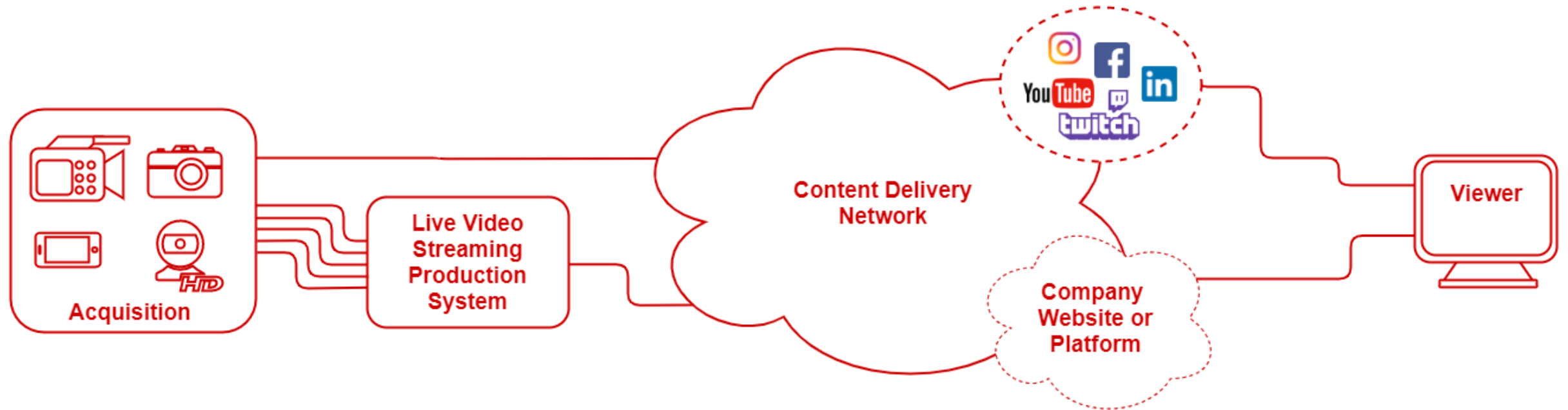
Live Streaming – Simple Workflow



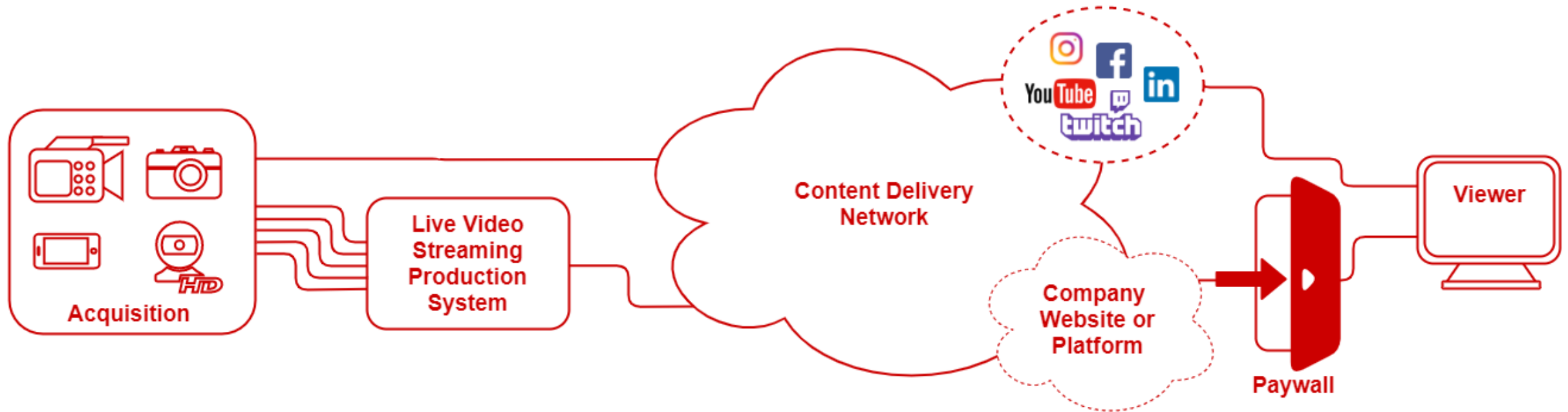
Live Streaming – Hardware Encoding and Mixing



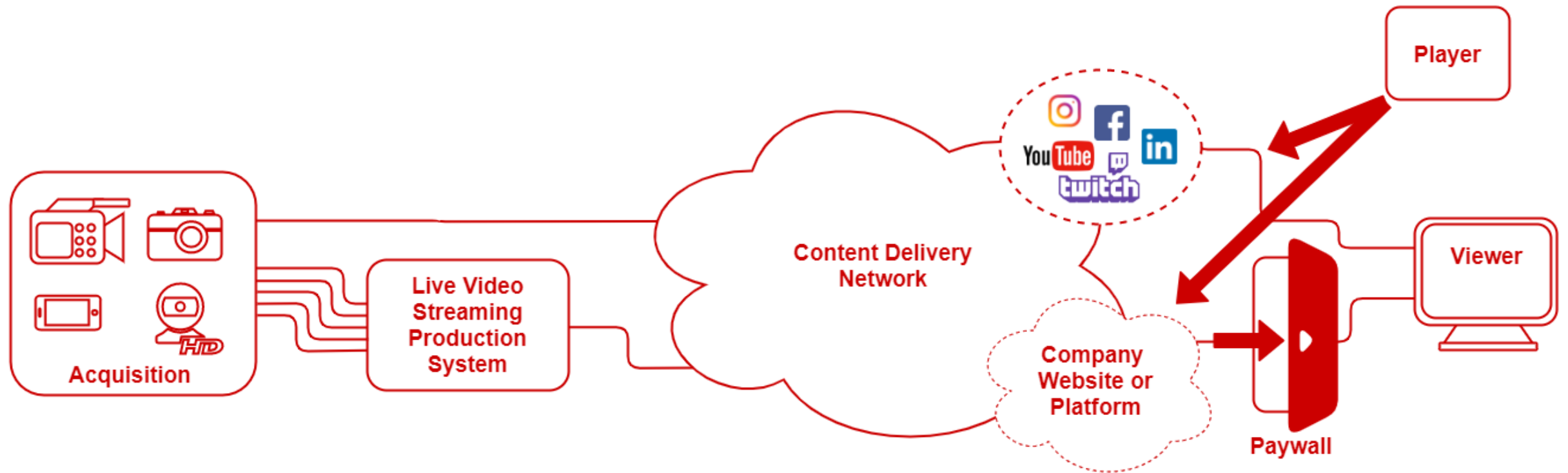
Live Streaming – Streaming Platforms



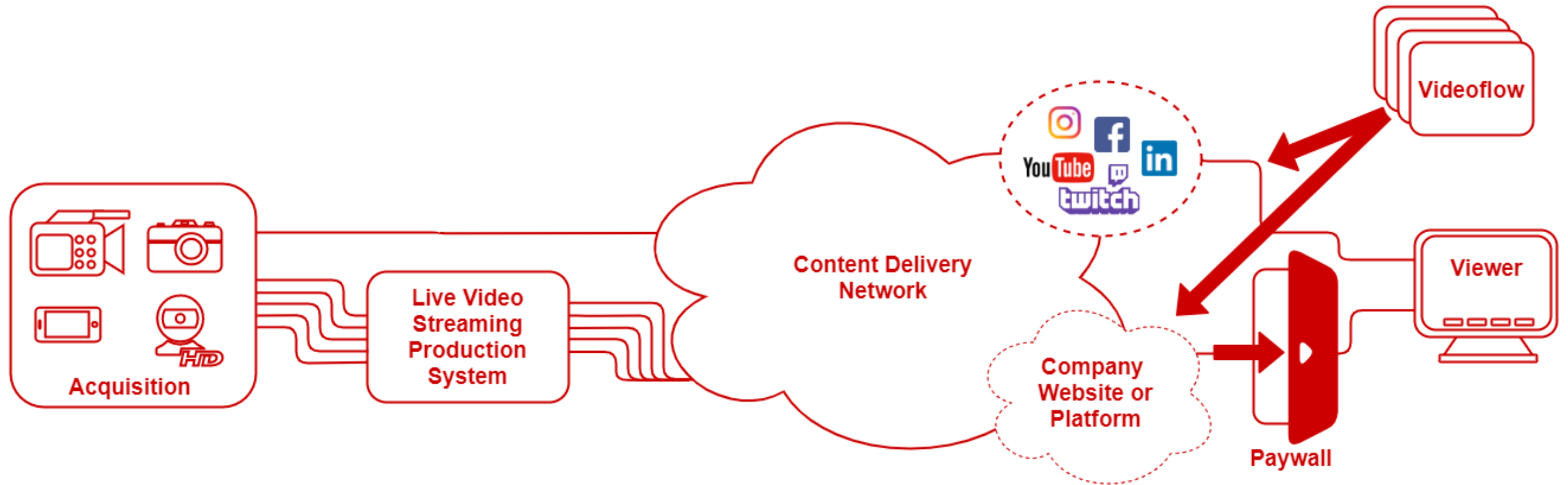
Live Streaming – Paywalls



Live Streaming – Players



Live Streaming – Video Augmentation



Why is interactive important?



“unless live streaming was filmed with theatre in mind, the result would just come across as a badly filmed TV show.”



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"Camino Fuente"
Written by Peter John Ross
© Copyright littleBIGman music
filmed live in ROSSLAND
© Copyright Framelines

Camera 1

Camera 2

Camera 3

Camera 4

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Interactive Views



Interactive Views



Interactive Views



Interactive Views



Interactive Sets



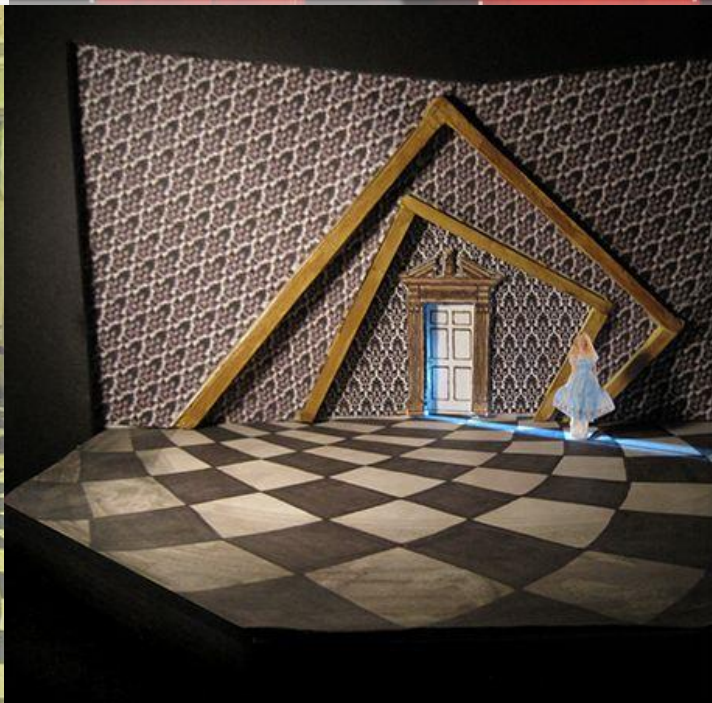
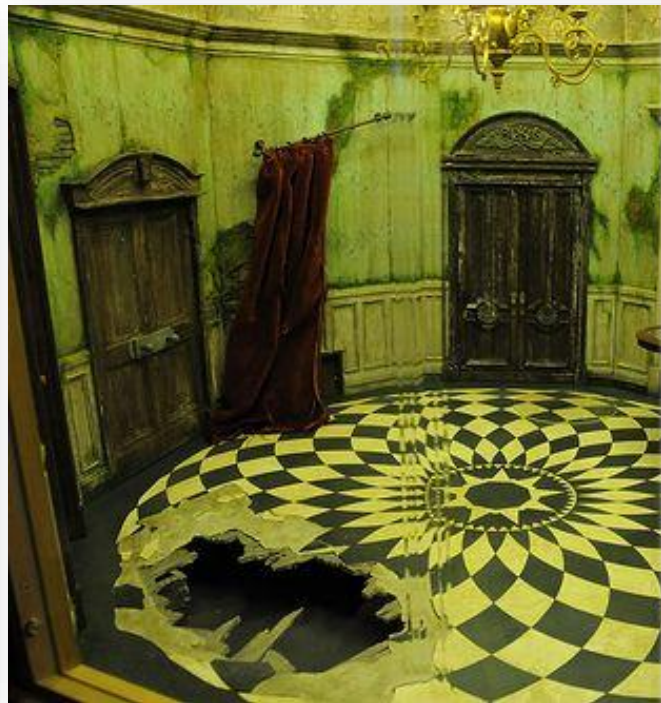
Interactive Sets



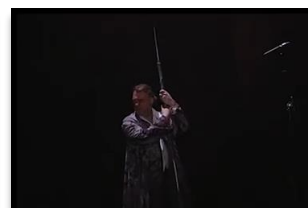
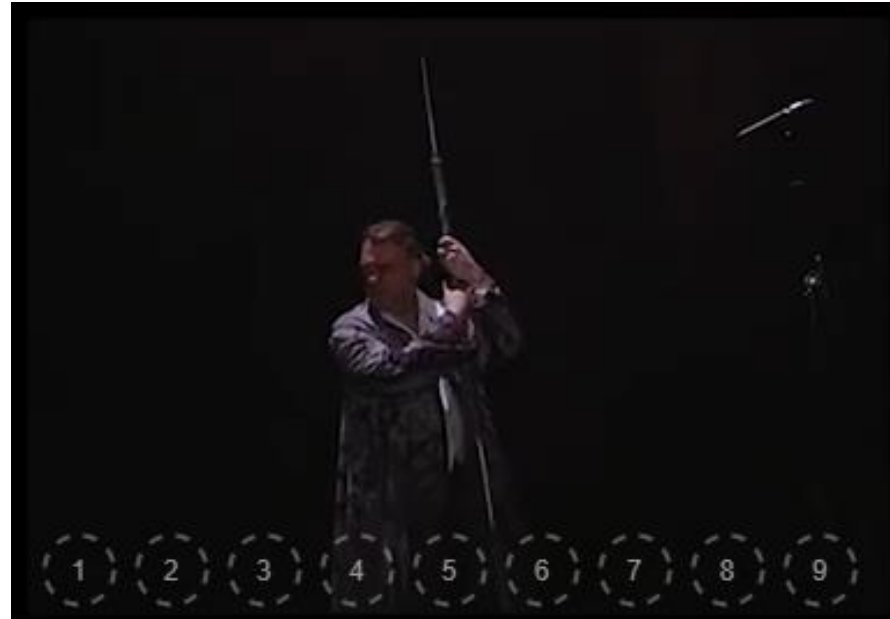
Interactive Sets



Interactive Sets



Educational Initiatives



Unobtrusive Overlays Controls



Custom Overlays Controls



Audience Participation



Audience Participation



Audience Participation



Interactive Live Streaming and VoD Benefits

- Resetting Artistic Goals
- Interactive VoD Education
- New Market Segments
- New Theatre Experience



Let's use the challenge the pandemic has given us, to rethink what theatre is. Let the business challenges we have been presented with, give us an opportunity to develop a new user viewing experience and ready theatre for a new generation of viewers, and help build a business resilience for the future.



Thank You for your time!

Ian Holden

Live Production Account Manager

ian.holden@tyrellcct.com

+44 7778 738446

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tyrellcct.com