

ACUTE CARDIOVASCULAR CARE2019

2-4 March
Malaga, Spain



ACCA
Acute Cardiovascular
Care Association
European Society of Cardiology

LIVE BROADCASTING

No product advertising permitted

Optimise your investment and extend the reach of your Satellite Symposia organised during the Acute Cardiovascular Care 2019, by reaching out to a live audience with a live stream of their session from the congress centre. Industry Live broadcast will not be visible or hosted on www.escardio.org with this service.

The ESC and the official supplier CYIM are not responsible for any issues if you do not comply with this technical document.



Example of screen in a Lecture room at the congress centre during the congress

Companies and their agencies are obliged to:

- use the ACCA Live-Broadcasting service as provided
- are not permitted to provide/create connexions of their own under any circumstances
- mandatory use the Speaker Service Centre
- provide slides in 16:9 format

The applicant of this service confirms that it is their responsibility to obtain the copyrights from each speaker who will present during the session to be live-broadcasted, & the speakers fully agree to provide the session organiser with any potential conflicts of interest that may arise from their presentations.

Under no circumstances the ESC can be held liable for Speakers' copyright absence or conflict of interests.

Industry Sponsored Sessions content should be a true portrayal of the Industry Sponsored Sessions approved by the Acute Cardiovascular Care Congress Programme Committee. The ESC reserves all rights to remove content from their web site at any time where deemed necessary.

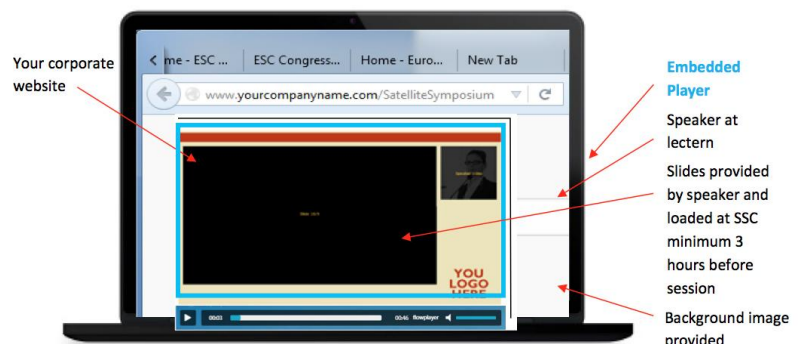
Industry obligations

The industry partner or its appointed agency must set up an independent/stand alone webpage to host the live-broadcast dedicated to the session and not contain any product advertising. The industry partner/or its agency is entirely responsible and in charge of creating the webpage. If you or your agency cannot create an independent webpage you may contact our supplier CYIM (for a cost quotation) to create the webpage and embed the video files for you. CYIM will invoice you directly for these services: congress@cyim.com

The stand alone webpage should:

- be dedicated to the live broadcasting,
- must not contain any product advertising,
- cannot be hosted on your corporate website (must be independent page/website),
- must be set up with an embedded player

The streams will be sent to the player, by the ESC; the live-broadcasting services are exclusively provided by the ESC supplier: CYIM.



Example of a webpage on your computer screen

Requirements for the technical test

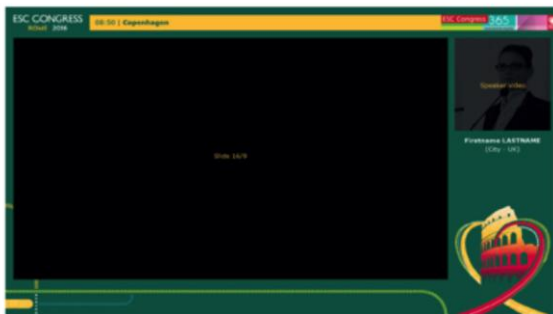
The industry and/or appointed agency is responsible for testing all the links provided by the ESC during the tests dates prior to the congress, and should inform the ESC of any issues which may occur during the test dates.

IMPORTANT

The ESC will not be held responsible for any technical issues if the industry and/or appointed agency did not test all the links provided, or omitted to provide the ESC with feedback after each test (on all devices).

The ESC does not provide analytical data regarding the connections: to analyse the quantity of viewers the industry should plan their own statistical analysis in the player and/or on the website.

Requests for extra test days will be charged as extra.



Standard background

In the player you will see the same elements as in the room: Slides and speaker

Panel discussion

The Live Broadcasting will capture your speaker and slides. To ensure a second camera is available to film the panel discussion you need to confirm its session number(s) provided by your satellite symposia contact at the ESC. Please confirm session numbers to accaservices@escardio.org before the deadline: **10 January 2019**

If you wish to acquire raw footage, this needs to be requested, prior to the congress, by contacting CYIM and set up before the congress commences. This will be invoiced by CYIM accordingly: Deadline to order raw footage of the session: **10 January 2019**

WHAT DO YOU AND YOUR AGENCY NEED TO DO NOW?

TIMELINE 2018-2019

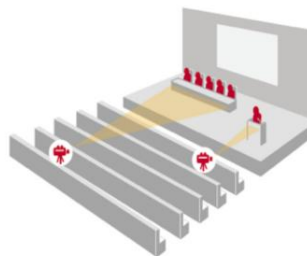
Before the Congress:

December

- Confirm the technical contact's details to accaservices@escardio.org
- Put into place all your tests for page views and data analytics if you plan to use these on your independent webpage.
- Send your webpage URL, where the live-broadcast will be hosted, to accaservices@escardio.org or contact congress@cyim.com to create your stand alone webpage with embedded video.
- Before 14 December: Confirm which of your session(s) will be live-broadcasted (if you have several Satellite Symposia sessions) to accaservices@escardio.org

January

- Inform CYIM at congress@cyim.com if you wish to acquire the raw footage (extra charge, invoiced directly by CYIM)
- Confirm your session(s) which have a panel discussion to accaservices@escardio.org
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to accaservices@escardio.org



*Simultaneous view:
Wide shot of chairpersons & speaker*

February

- Be available for all the Live broadcasting tests
- Test all the links provided by the ESC, these links are to ensure visibility on webpages, smartphones and other devices. Please provide feedback to ESC during the allotted test period for all of the devices to ensure they are all working properly. This is mandatory.
- The test links you receive are to test bandwidth, synchronisation, data analytics (for example player statistics) etc... These links are not the final links; they will need to be replaced in your webpages by the final links supplied a day or two before the beginning of the congress.
NOTE: Load tests to diagnose performance levels cannot be made at this stage, if required please inform us, this will be charged as extra.
- You must book a rehearsal slot during the Acute Cardiovascular Care 2019 to make Live-broadcast tests with the final link by contacting accaservices@escardio.org

During the Congress:

March

- The final links will be provided onsite for your rehearsal and industry sponsored session, you are responsible for testing all links to ensure smooth running of the live-broadcast of your session(s).
- At the end of your session rehearsal you must confirm by email you have tested all links for all devices to accaservices@escardio.org
- Each speaker presenting at the session must go to the Speaker Service Centre (SSC) at least 3 hours prior to the commencement of the session to upload their slides. This requirement is mandatory.
- Before your session there is a 5 minute holding page with the congress visual.
- Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
- A camera is adjusted on the lectern and the panel, and supervised throughout the session to ensure good framing. Just before the session starts, a person from your company or agency can inform the room technician about framing preferences for the session and framing preference for the panel discussion.

After the Congress:

The ESC will provide the sponsor with 2 mp4 files per presentation (1 HD and 1 SD). This footage will be sent via www.box.com during the week following the congress.

No raw footage will be available unless ordered before the deadline of **10 January 2019**.

Format H264 over mp4 with 2 frame size:

- 720p (HD) 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
- 360p (SD) 300 Kb/s (for Smartphone with a cellular internet connection 3G)

Reminders:

- These technical specifications must be communicated to your agencies (if applicable)
- The webpage for the live broadcast cannot be on a commercial or the corporate website
- Extra services requested to CYIM will be invoiced to you directly
- All links provide to you must be tested and feedback provided to the ESC
- Panel discussions must be confirmed to ensure proper filming
- Mandatory use of the SSC at all times
- Slides must be uploaded at least 3 hours before the session starts

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Webcast

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Optimise your investment and extend the reach of your Satellite Symposia by reaching out to a wider audience after the congress on the congress 365 platform.

NOTE: industry webcasts are visible on congress365

A recording in the form of a webcast means that the speaker's voice is recorded with the PowerPoint slides (including videos) and video of your speaker(s).

The webcast is recorded as 1 video per presentation, not as 1 video for the entire session. To acquire raw footage you must order this to our supplier CYIM before the deadline: **10 January 2019**. The company CYIM will invoice extra accordingly.



Background with video of the speaker embedded

Example of screen in a Lecture room at the congress centre during the congress

Advantages

- Enables a perfect integration of your brand and communication elements.
- Provides an overall more dynamic performance.
- Ensures more comfortable display for everyone in the room, including those seated at the back.

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Layout of a Webcast

The Webcast identically reproduces the elements visible on the lecture room projection screen. The recording lasts the entire duration of each presentation of your Industry Sponsored Session. The presentation is available on the ESC365 platform for 5 years.

Deadline for application: **14 December 2018**



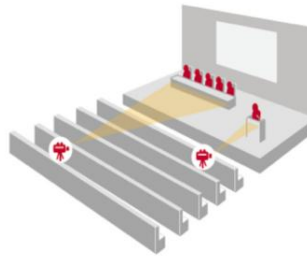
Sides of the session

Speaker: Fixed camera on the lectern

Example of ESC Background image (Congress visual)

Panel discussion

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*Simultaneous view:
Wide shot of chairpersons & speaker*

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