Live broadcasting

No Product Advertising Permitted

Optimise your investment and extend the reach of your Satellite Symposia organised during EHRA 2018, by reaching out to a live audience with a live stream of your session from the congress centre.
Industry Live broadcast **will not be visible** or hosted on www.escadrio.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.

Companies and their agencies are obliged to:
- **use the ESC 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**

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

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 Heart Failure Congress Programme Committee. The ESC reserves all rights to remove content from the hosting website at any time where deemed necessary.

INDUSTY 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 webpage should not be linked to any page and should not contain misleading information in the url: it can mention Satellite Symposium in the Url, and if you wish to mention the congress name it should be referred to correctly: **EHRA 2018**. The industry partner/or its agency is entirely responsible and in charge of creating this 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
- not navigate to other pages
- not contain any product advertising
- not be hosted on your corporate website (must be independent page/website)
- be set up with an embedded player

The url streams will be sent to the player, by the ESC; the live-broadcasting services are exclusively provided by the ESC supplier: CYIM.
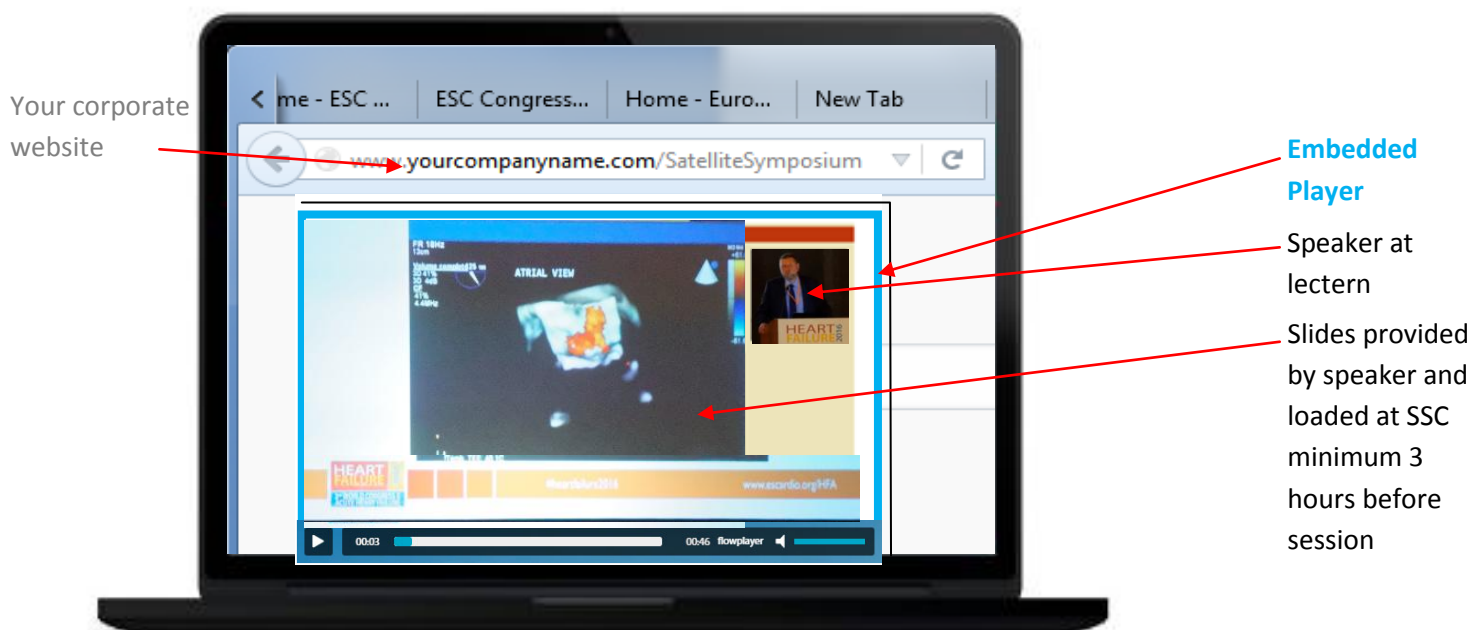
REQUIREMENTS FOR THE TECHNICAL TEST:

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.
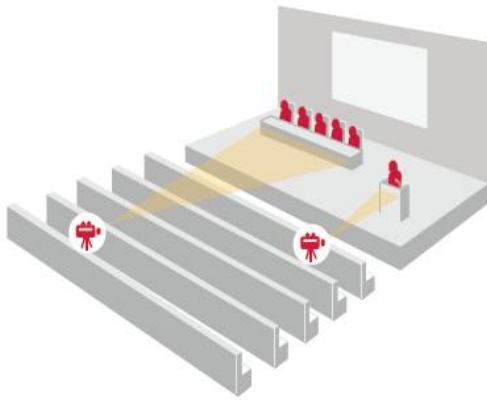
Requests for extra test days will be charged as extra.

Here is an example of a webpage on your computer screen:

Your corporate website

Embedded Player

Speaker at lectern

Slides provided by speaker and loaded at SSC minimum 3 hours before session

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 sponsorship@escardio.org before the **deadline: 23 February 2018**

Simultaneous view: Wide shot of chairpersons & speaker

If you wish to acquire "raw footage" (uninterrupted filming of the session), or have your Session in different languages: you must inform our supplier CYIM prior to the congress,
CYIM will ensure to set up the room accordingly. Services will be invoiced by CYIM **DEADLINE: 23 February 2018**

What do you and your agency need to do now?

Timeline 2018
Before the Congress:
January/February:
- Only if required, contact congress@cyim.com to create your stand alone webpage with embedded video if you cannot create this page.
- Confirm the technical contact's details to sponsorship@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 sponsorship@escardio.org
- Confirm which of your session(s) will be live-broadcasted (if you have several Satellite Symposia) to sponsorship@escardio.org
- Confirm your session(s) which have a panel discussion to sponsorship@escardio.org
- Inform CYIM at congress@cyim.com if you wish to acquire the raw footage or have extra languages (extra charge, invoiced directly by CYIM)
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to sponsorship@escardio.org

February/March:
- Be available for all the Live broadcasting tests
- Test all the url links(HLS, DASH, HDS Flash) 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/player 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 EHRA 2018 Congress to make Live-broadcast tests with the final link by contacting europacesatellite@escardio.org

During the Congress:
March:
- The final url links (HLS, DASH, HDS Flash) 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 sponsorship@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 box.com during the week following the congress.

No raw footage will be available unless ordered before the deadline of **23 February 2018.**

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:
- This document 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. (webpage, extra languages ...etc)
- 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