LIVE BROADCASTING

Broadcast your sponsored session live from London during the congress.

ESC official supplier, the company CYIM, will capture your sponsored session and send out a live feed via a specific link for wide audience distribution.

The Industry Sponsored session organisers must set up their own independent webpage to host the live broadcast.
The content of the independent webpage must not include any product names or logos, or names that might be perceived as misleading product names. Only corporate logos are allowed.
The ESC will not host any Sponsored Session live broadcasting on the escardio.org website or Congres.365 platform

To retrieve data from participants on the webpage, the organiser must organise their own data collecting system. The ESC will only provide the streaming.

Please contact sponsorship@escardio.org for any questions regarding the set up of a live broadcasting

When applying for an Industry Sponsored Sessions live broadcasting service, the applicant confirms that it is the sponsor's responsibility to obtain the copyrights from each speaker who will present during the session to be broadcasted.

The live broadcast service applicant confirms that all Speakers/Chairpersons participating in the Industry Sponsored Session have fully agreed to provide the session organizer 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.

The ESC will live broadcast content should be a true portrayal of the Industry Sponsored Sessions approved by the ESC Congress Programme Committee. The ESC reserves all rights to stop the broadcasting at any time where deemed necessary.

➢ **Procedure**
- Industry Sponsored Sessions organisers can provide a customized background image for the PinP.
- In any other case the ESC background image will be the default setting.
- Each individual presentation must be uploaded to the Speakers Service Center (SSC).
- Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
- In order to include a "Panel Discussion" in the video files, 1 PowerPoint slide must be uploaded to the SSC to start the recording of the "Panel Discussion". (e.g. The slide can list the names of the Panellists).
- After the congress, session video files will be provided by the ESC to the session organiser.

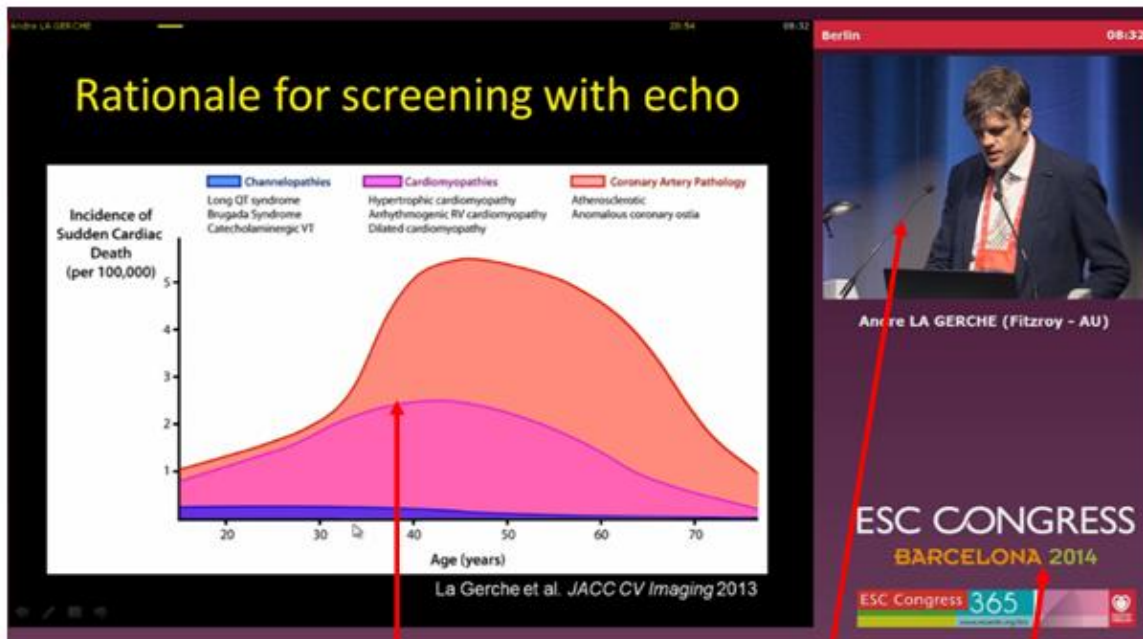**Deadline for application and artwork approval: 30 June 2015**

➢ **Important**
- The complete ESC presentation system is in use, as for any ESC session.
- If the presentations are not uploaded to the SSC, the live broadcast cannot be produced.
- The live broadcasting service is exclusively provided by the ESC supplier, the company CYIM.
- The session video files will **not be uploaded to the congress365.escardio.org** platform.
- **Editing of the live feed is not possible.**

➢ **Video recording of the transmission**
2 mp4 files per presentation (1 HD and 1 SD). Format H264 over mp4, 720p (HD)

LAYOUT OF A LIVE BROADCAST AND VIDEO RECORDING OF THE TRANSMISSION

The live feed identically reproduces the elements visible on the lecture room projection screen.

Slides of the session

Speaker: Fixed camera on the lectern

Congress background information (or corporate background)