



WEBCAST OF INDUSTRY SPONSORED SESSIONS

The ESC offer our industry partners the possibility to optimize their investment and extend the reach of their **Satellite Symposia and EBAC Accredited Educational Programmes** organized during the ESC Congress 2015, by giving them access to the **ESC Congress 365** Web Site audience.

ESC Congresses Science is available under ESC Congress 365; The ESC invites Industry Sponsored Sessions organizers to purchase a Webcast service in order to make available their session's educational messages for the **ESC Congress 365** visitors to browse.

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

This year your room will be equipped with **Full-HD screens**. By choosing our fully integrated solution, you will get a high level quality service and the following advantages and benefits.

The webcasts produced by the ESC use the most up to date technology and secure and easy way to produce a session webcast during the ESC Congress 2015.



Background with video of the speaker unbedded

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

Benefits of « webcasting of your session »

1. Webcast recorded as mp4 in 720p
2. Customized background emphasis your colours
3. Record of your panel discussion with a 2nd wide angle camera

 NEW THIS YEAR

1. Webcasts recorded as mp4

The result webcasts files will be mp4 movie in 720p at 2MB.

This format is fully compatible with computers (Mac & PC) and tablets (Android and iOS). A 480p at 400kB version is also provided for smartphone broadcast.

When applying for an Industry Sponsored Sessions Webcast 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 webcast.

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

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.

The screenshot displays a webcast interface. On the left, a slide titled "Rationale for screening with echo" is shown. The slide features a graph of "Incidence of Sudden Cardiac Death (per 100,000)" versus "Age (years)". The graph is divided into three categories: Channelopathies (blue), Cardiomyopathies (pink), and Coronary Artery Pathology (red). The x-axis ranges from 20 to 70 years, and the y-axis ranges from 0 to 5. The total incidence peaks at approximately 5.5 per 100,000 around age 45. A red arrow points from the bottom of the slide to the speaker's video. The video shows Andre LA GERCHE (Fitzroy - AU) speaking at a podium. The interface includes a top bar with "Andre LA GERCHE", "20:54", and "08:32". The bottom right corner displays "ESC CONGRESS BARCELONA 2014" and "ESC Congress 365".

Category	Sub-category
Channelopathies	Long QT syndrome, Brugada Syndrome, Catecholaminergic VT
Cardiomyopathies	Hypertrophic cardiomyopathy, Arrhythmogenic RV cardiomyopathy, Dilated cardiomyopathy
Coronary Artery Pathology	Atherosclerotic, Anomalous coronary ostia

Slides of the session

Speaker: Fixed camera on the lectern

WEBCAST



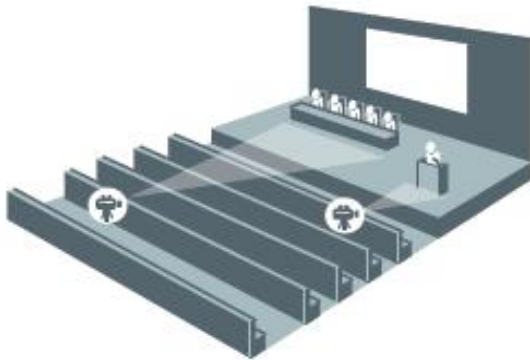
The ESC webcast official supplier, the company CYIM, will capture automatically the Industry Sponsored Session in the Village Lecture rooms and produce the webcast.

The organiser has the ability to edit the webcast video files, provided after the congress. The post production is to be made by the session organiser.

NEW THIS YEAR

A Second wide angle camera with a director

We offer the installation of a second camera to film the moderator panel, allowing wide angled shots and more interaction to be broadcasted during your Q&A sessions.



Simultaneous view:
Wide shot of chairpersons & speaker

- **Procedure**
 - ✓ Industry Sponsored Sessions organisers can provide a customized background image format.
 - ✓ In any other case the ESC background image will be used by default.
 - ✓ **Each individual presentation must be uploaded to the Speakers Service Center (SSC) to avail of the webcast service.**
 - ✓ In order to include a "Panel Discussion" in the Webcast, **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 Panelists). This is also applies to introductions and conclusions of your session
 - ✓ Speaker presentations must be played from the ESC computer located at the lectern (no personal computers allowed).
 - ✓ The webcast will be uploaded to the **congress365.escardio.org** platform.
 - ✓ Timing is approximately 48 hours to be uploaded.
- **Important**
 - ✓ The complete ESC presentation system is in use, as for any ESC sessions.
 - ✓ If the presentations are not uploaded to the SSC, the webcast cannot be produced.
- **Webcast files**
 - ✓ 2 mp4 files per presentation (1 HD and 1 SD)
 - ✓ Format H264 over mp4 with 2 frames size:
 - 720p (HD) – 3Mb/s (for computers and tablets with a good internet connection LAN / Wi-Fi)
 - 480p (SD) – 300 Kb/s (for Smartphone with a cellular internet connection 3G)

SATELLITE SYMPOSIUM – EXPERTS ON THE SPOT or EBAC ACCREDITED PROGRAMME EXPERTS ON THE SPOT

This Industry Sponsored Session will be arranged in the Hub. The company MediAVenture will capture automatically the webcast with several cameras and produce the webcast.

The organiser has the ability to edit the webcast video files, provided after the congress. The post production is to be made by the session organiser.

Deadline for application: 30 June 2015

NOTE: Webcast orders placed after the 16 JULY will not include the panel discussion complimentary camera