



SCREENCAST OF SATELLITE SYMPOSIUM

The ESC offers our industry partners the possibility to optimize their investment and extend the reach of their **Satellite Symposia** organized during ESC Congress 2015. The screencast is a turnkey solution for an efficient way to record your

Deadline for application: 30 June 2015

When applying for a Satellite Symposia Screencast 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 Screencast.

The Screencast service applicant confirms that all Speakers/Chairpersons participating in the Satellite Symposium 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.

LAYOUT OF A REGULAR SCREENCAST

The screencast identically reproduces the elements visible on the lecture room slides. The recording lasts the entire duration of each presentation of your Satellite Symposium.

Real-world data shows warfarin has higher bleeding risk than reported in RCTs¹

Canadian registry: 125,195 AF patients (aged ≥66 years) that started warfarin for SPAF during treatment period*

- Overall rate of major bleeding: **3.8% / patient-years** (95% CI 3.8–3.9%)¹
- Major bleeding in first 30 days: **11.8% / patient-years** (95% CI 11.1–12.5%)¹
- Over 5-year follow-up, 10,840 patients (**8.7%**) visited the hospital for major bleeding¹
 - Of these, 1,963 (**18.1%**) died in hospital or within 7 days of discharge¹

*Definition of major bleeding = any visit to hospital for bleeding.
AF, atrial fibrillation; CI, confidence interval; RCTs, randomised clinical trials; SPAF, stroke prevention in atrial fibrillation.

1. Gomes T, et al. CMAJ 2013;185:E121-7.

Slides of the session

SCREENCAST



The ESC screencast official supplier, the company CYIM, will capture automatically the Satellite Symposium and produce the screencast.

- **Procedure**
 - ✓ Each individual presentation must be uploaded to the Speakers Service Center (SSC).
 - ✓ In order to include a "Panel Discussion" in the Screencast, 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).
 - ✓ Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
- **Important**
 - ✓ The complete ESC presentation system is in use, as for any ESC sessions.
 - ✓ If the presentations are **not uploaded to the SSC**, the screencast **cannot be produced**.
- **Screencast files**
 - ✓ 1 mp4 files per presentation en 4:3