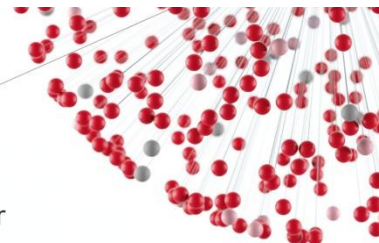


# ESC Congress Munich 2018 25-29 August

Where the world of  
cardiology comes together



## Webcast technical specifications

*No Product Advertising Permitted*

The ESC offers industry partners the possibility to optimise their investment and extend the reach of their Satellite Symposia organised during the ESC Congress, by giving them the possibility to reach out to a wider audience after the congress on the congress 365 platform.

NOTE: industry **webcasts are visible on congress365 unless specified otherwise before the congress**

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



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 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: 29 JUNE. The company CYIM will invoice extra accordingly.

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.

### Benefits of « webcasting of your session »

1. Webcast recorded as mp4 in 720p
2. Customised background emphasise 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 shows a webcast interface. On the left, a slide titled "Rationale for screening with echo" displays 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. The legend lists the following conditions:

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

The slide also includes the citation "La Gerche et al. JACC CV Imaging 2013". On the right, a video of the speaker, Andre LA GERCHE (Fitzroy - AU), is shown. The background of the video features the ESC CONGRESS BARCELONA 2014 logo and the ESC Congress 365 logo. The interface includes a top bar with the speaker's name and a time display of 08:32.

Slides of the session

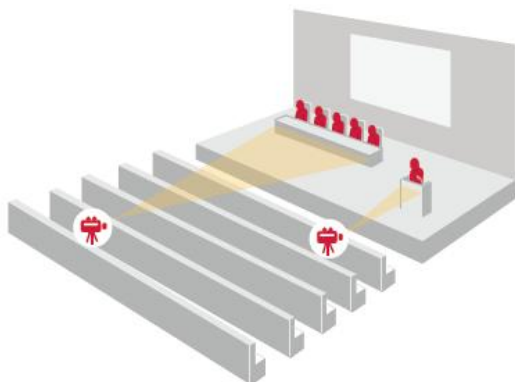
Speaker: Fixed camera on the lectern

Example of ESC Background image (Congress visual)

**Deadline for application: 15 May 2018**

## PANEL DISCUSSION:

The Webcast 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](mailto:sponsorship@escardio.org) before the **deadline: 29 June 2018**



Simultaneous view: Wide shot of chairpersons & speaker

After the congress, the ESC will provide video files for each presentation from the webcast in the timeliest manner after the congress. Should 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: 29 June 2018**

## What do you and your agency need to do now?

### Timeline 2018

#### Before the Congress:

##### May:

- Before 15 May: Confirm which of your session(s) will webcasted (if you have several Satellite Symposia, or Satellite Symposia -Experts On the Spot sessions) to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

##### June:

- Before 29 June: Confirm your session(s) which have a panel discussion to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)
- Inform CYIM at [congress@cyim.com](mailto:congress@cyim.com) if you wish to acquire the raw footage (extra charge, invoiced directly by CYIM)
- Confirm, in writing, you & your agency will be using the Speaker Service Centre (SSC) to [sponsorship@escardio.org](mailto:sponsorship@escardio.org)

##### August:

- The industry partner can provide a customised background image per Satellite Symposium to [satellite@escardio.org](mailto:satellite@escardio.org). In any other case the "ESC Congress background image" (congress visual) will be used by default.

#### During the Congress:

##### August:

- 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
- 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 (early September).

No raw footage will be available unless ordered before the deadline of 29 June.

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)
- Extra services requested to CYIM will be invoiced to you directly (this includes any altering of the specifications in this document)
- 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