



## WEBCAST

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 2013, by giving them access to the **ESC Congress 365** Web Site audience.

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### INTRODUCTION

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.

The ESC offer two types of Webcast services options:

#### Option 1

The session is run exclusively via the SSC (Speakers Service Center).

All slides are uploaded to the SSC.

Speaker presentations **must** be played from the ESC computer located at the lectern (no personal computers allowed).

#### Option 2

The Industry Sponsored Session organizers use their own computers to play all Speakers presentations via the lecture room technical cabin.

No slides are uploaded to the SSC.

The webcast will be recorded and produced by the session organizer and provided to the ESC in the defined timeframe in order to be posted online.

**NB:** The entire ESC sessions will use a **PinP** projection setting.

**Picture(s) in Picture:** multiple sources (PPT, image of the Speaker and Scientific information) displayed over an image (background).

Camera within the lecture room is remotely adjusted on the lectern only and all the time supervised to ensure a good framing.

### IMPORTANT

**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.

Industry Sponsored Sessions Webcasts will appear with the following disclaimer:

*"The ESC has in no way endorsed the content of this session and does not make any representations on the claims/findings made therein."*



## ESC CONGRESS 365

**Proposal:** In its mission to reduce the burden of cardiovascular disease, the ESC provides cardiologists around the globe with access to the complete set of science from the ESC Congress free of charge.

Congress Science is available under ESC Congress 365 and offers the following resources:

**For each session:**

- Webcast
- Slides
- Abstract
- Report

**Additional resources:**

- Congress Peer Review
- Video Resources
- News Resources

## ESC Congress 365

Your free access to ESC Congress content all year long

View thousands of webcasts, slides, abstracts and reports from the world's leading cardiology congress – online, anytime, without subscription!

Cardiac Imaging

Prevention & Rehabilitation

Basic Science

Interventional Cardiology & Surgery

Hypertension

Ischemia & Coronary Artery Disease

Acute Coronary Syndrome

Arrhythmias & Pacing

Heart Failure

Valvular Disease and Interventions

or search by author, keyword etc...

search

## ESC Congress 365

Your free access to ESC Congress content all year long



813 presentations found.

Hypertension

1 2 3 4 5 6 7 8 9 >>

◆ Title	◆ Year	▲ Webcast	◆ Slide	◆ Abstract	◆ Report
 What do the Guidelines say?	2011				
 Second generation baroreflex activation therapy.	2012				
 Blood pressure management.	2012				

The above design and the future implementation may differ.



## WEBCAST OPTION 1

### Mandatory and exclusive use of the Speakers Service Center (SSC)

Speaker presentation **must** be played from the ESC computer located at the lectern (no personal computers allowed).

**The complete ESC presentation system is in use, like for any ESC sessions.**

This option allowed the ESC webcast official supplier, the company SYM, to capture automatically the Industry Sponsored Session and produce the webcast.

#### ➤ Procedure

Each speaker presenting at the session (to be webcasted) must go to the Speaker SSC at least 3 hours prior to the commencement of the session to upload their slides.

If this requirement is not filled, a webcast cannot be made of the session.

#### ➤ Timing

The webcast will be uploaded to the [www.escardio.org](http://www.escardio.org) website.

Timing is approximately 24 hours to be uploaded, except for sessions taking place on Tuesday which will be uploaded the following week.

#### ➤ Webcast files

Editing of the webcast files is not possible.

Upon request, the ESC will provide the sessions organisers with the webcast files:

- 2 mp4 file 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)

#### ➤ ESC Projection Setting

Industry Sponsored Sessions organisers can provide a customized background image (**deadline Friday 9 August 2013**) format: jpg or png 1920 x 1080 (72 dpi)

In any other case the ESC background image will be used by default.



The Congress 365 visual is embedded in the ESC Background image. Industry webcasts sponsors will have the possibility to add the Congress 365 visual to their customized background.

#### ➤ Overflow system on lecture room external screen:

Broadcasting of any presentation on the external screen.

Presentation **must** have been uploaded **at least 3 hours** prior the session into the SSC. (time requested in order to guaranty the presentation is properly encoded)

#### ➤ Cost

€ 8 500 per session

Points awarded: 3



## WEBCAST OPTION 2

### No use of the Speakers Service Centre (SSC)

This option allowed the Industry Sponsored Session organizer to play all Speakers presentations from their own computer(s) in the lecture room.

**The complete ESC presentation system is bypassed and not used.**

#### ➤ Procedure

Industry Sponsored Sessions organizers must inform the ESC and the company ACS, official AV supplier of all additional equipment they plan to install in the lecture room.

All connections to the projector, monitors, ect...**must** be ordered from ACS in advance.

Contact person: Mr. Fazel Laloe / ESCsatellites@acsaudiovisual.com / +31 20 549 3078

Industry Sponsored Sessions organizers must inform each speaker presenting at the session to be webcast not to upload their slides at the SSC.

The Webcast must be recorded and produced by the session organizer. Production costs must be covered by the session organizer.

➤ **Timing**

The webcast will be uploaded to the [www.escardio.org](http://www.escardio.org) website approximately 24 hours after reception of the webcast files.

➤ **Technical video file specification**

Each presentation within a session should be in a separate file:

- 2 mp4 file 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)

➤ **ESC Projection Setting**

Industry Sponsored Sessions organizers must take care of their customized background image and projection setting.



Industry webcasts sponsors will have the possibility to add the Congress 365 visual to their customized background.

➤ **Overflow system on lecture room external screen:**

This option does not allowed the broadcasting of presentations to the external screen.

All connections to the external projection screen must be ordered from ESC AV official supplier in advance.

➤ **Disclaimer of responsibility**

**The ESC declines any responsibility for any problems or technical malfunction, disabling the production process of the webcast.**

➤ **Cost**

**€ 10 000 per session**

Points awarded: 4

The costs for any extra orders are not included in the webcast price.

**The webcasts produced by the ESC use the most up to date technology.**

**Option 1 will be used to produce the entire ESC sessions webcasts and is the most secure and easy way to produce a session webcast during the ESC Congress 2013.**