



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 2014, 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.

Deadline for application: 30 June 2014

➤ **Cost**

Standard Webcast	€ 8,500	Points awarded: 3 points
Customised Webcast	€ 10,000	Points awarded: 4 points
Standard Webcast Package (1 Satellite Symposium + 1 Expert on the Spot)	€ 12,000	Points awarded: 5 points
Customised Webcast Package (1 Satellite Symposium + 1 Expert on the Spot)	€ 15,000	Points awarded: 6 points

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.

ESC CONGRESS 365

- 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 for each session: Webcast, Slides, Abstract, and Report

The screenshot shows the ESC Congress 365 website interface. At the top, it says "ESC Congress 365" and "Your free access to ESC Congress content all year long". Below this, there are search options: "Search by Topics" and "Search by Guidelines Track". A grid of topic buttons is displayed, including: Cardiac Imaging, Prevention & Rehabilitation, Basic Science, Interventional Cardiology & Surgery, Hypertension, Ischemia & Coronary Artery Disease, Acute Coronary Syndrome, Arrhythmias & Pacing, Heart Failure, and Valvular Disease and Interventions. On the left, there is a "Sponsors" section with logos for AstraZeneca, Bayer, Boehringer Ingelheim, Bristol-Myers Squibb, Pfizer, and Servier. On the right, there is a "Watch the video" section and a list of "More congress resources" including ESC Congress 2013 SP&P, BEST OF ESC Congress, ESC Congress in Review (2013), ESC TV, and YouTube Channel. A search bar is located at the bottom right of the topic grid.

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!

855 presentations found.

Hypertension

1 2 3 4 Next Last

◆ Title	▼ Year	Webcast	Slides	Abstract	Report
Association of sodium and potassium intake with ventricular arrhythmic burden in patients with essential hypertension	2013				
Sex differences in the associations of arterial hemodynamic load with left ventricular hypertrophy and remodeling	2013				
RDN and the sympathetic nervous system.	2013				
Alcohol consumption in stage 1 hypertensive subjects increases the risk of developing prediabetes	2013				
Life style and nutritional status as risk factors of coronary artery disease in of Korean hypertensive patients:data from Korea National Health and Nutrition Examination survey (KNHANES IV)	2013				
General treatment recommendations.	2013				

LAYOUT OF A REGULAR ESC 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 Satellite Symposium. The presentation is available on the ESC365 platform for 5 years.



Slides of the session

Speaker: Fixed camera on the lectern

STANDARD WEBCAST



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

- **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).
 - ✓ 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).
 - ✓ Speaker presentation 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 24 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.
 - ✓ **Editing of the webcast files is not possible.**
- **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)

CUSTOMISED WEBCAST



Option1

This option permits the ESC webcast official supplier, the company CYIM, to capture automatically the Industry Sponsored Session and produce the webcast. After the congress, the session organiser has the ability to edit the webcast video files provided; post production is to be made by the session organiser.

- **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).
 - ✓ 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).
 - ✓ Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
 - ✓ The Webcast video files are provided after the congress by the ESC to the session organiser for post production.
 - ✓ After the congress, edited video files and slides are provided by the session organiser to the ESC and posted on the **congress365.escardio.org** platform, 24 hours after reception of the files.
- **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.
 - ✓ Editing of the webcast files is possible.
 - ✓ The files must be send to sponsorship@escardio.org
- **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)



Option 2

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

It also allows the session organiser to liaise directly with the ESC supplier CYIM to upgrade the standard webcast by adding extra cameras to capture several video feeds (e.g: stage, attendance...)

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.

- **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).
 - ✓ 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).
 - ✓ Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
 - ✓ The Webcast video files are provided after the congress by the ESC to the session organiser for post production (The webcast identically reproduces the elements visible on the lecture room projection screen)
 - ✓ After the congress, edited video files and slides are provided by the session organiser to the ESC and posted on the **congress365.escardio.org** platform, 24 hours after reception of the files.

- **Important**
 - ✓ If the presentations are not uploaded to the SSC, the webcast cannot be produced.
 - ✓ Additional equipment necessary to upgrade the standard webcast must be ordered directly with the ESC supplier CYIM at the session organiser's own expense.
 - ✓ The files must be send to sponsorship@escardio.org

- **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)



Option 3

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 (SSC) is bypassed and not used.

- **Procedure**
 - ✓ The Webcast must be recorded and produced by the session organizer.
 - ✓ Production costs must be covered by the session organizer.
 - ✓ Industry Sponsored Sessions organizers must inform the ESC and the company ACS, ESC 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.
 - ✓ Industry Sponsored Sessions organizers must inform each speaker presenting at the session not to upload their presentation at the SSC.
 - ✓ After the congress, edited video files and slides are provided by the session organiser to the ESC and posted on the **congress365.escardio.org** platform, 24 hours after reception of the files.

- **Important**
 - ✓ No use of the Speakers Service Centre (SSC)
 - ✓ The files must be send to sponsorship@escardio.org

- **Webcast files to be provided to ESC**
 - ✓ 2 mp4 files per presentation (1 HD and 1 SD)
 - ✓ Format H264 over mp4 with 720p (HD)
 - ✓ Only these formats can be uploaded

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

Standard webcast, customised webcast option 1 and 2 are the most secure and easy way to produce a session webcast during the ESC Congress 2014.