



LIVE BROADCASTING OF INDUSTRY SPONSORED SESSIONS

Broadcast your sponsored session live from Barcelona during the congress.

ESC official supplier, the company CYIM, will capture your sponsored session and send out a live feed via a specific link for wide audience distribution.

Live Broadcasting of Satellite Symposia on the sponsor booth is allowed

Live Broadcasting of EBAC Accredited Educational Programmes on the sponsor booth is not allowed

The Industry Sponsored session organisers must set up their own webpage* to host the live broadcast.

The ESC will not host any Sponsored Session live broadcasting on the escardio.org website or Congres.365 platform

**Please note the ESC can promote your live broadcast via the escardio.org website if the webpage created is independent and dedicated to the live broadcast and is not part of your corporate website.*

The content of the independent webpage must not include any product names or logos, or names that might be perceived as misleading product names. Only corporate logos are allowed.

If you host the Live broadcast on your corporate website the ESC will not be able to promote it on their webpages.

➤ Cost

Live Broadcast with video files

€ 6,000

Points awarded: 3 points

When applying for an Industry Sponsored Sessions live broadcasting 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 broadcasted.

The live broadcast 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 live broadcast content should be a true portrayal of the Industry Sponsored Sessions approved by the ESC Congress Programme Committee. The ESC reserves all rights to stop the broadcasting at any time where deemed necessary.

➤ 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).
- Speaker presentation must be played from the ESC computer located at the lectern (no personal computers allowed).
- In order to include a "Panel Discussion" in the video files, 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 Panellists).
- After the congress, session video files will be provided by the ESC to the session organiser.

Deadline for application and artwork approval: 30 June 2014

➤ Important

- The complete ESC presentation system is in use, as for any ESC sessions.
- If the presentations are not uploaded to the SSC, the live broadcast cannot be produced.
- The live broadcasting service is exclusively provided by the ESC supplier, the company CYIM.
- **The session video files will not be uploaded to the congress365.escardio.org platform.**
- **Editing of the live feed is not possible.**

➤ Video recording of the transmission (Upon request to the company CYIM)

- 1 mp4 file of the complete transmission. Format H264 over mp4, 720p (HD)

LAYOUT OF A LIVE BROADCAST AND VIDEO RECORDING OF THE TRANSMISSION

The live feed identically reproduces the elements visible on the lecture room projection screen.



Slides of the session

Speaker: Fixed camera on the lectern