SEP 2016

LIVE

Production Guide

facebook

INTRODUCTION

This guide is designed to provide creative and production teams basic technical guidance on producing Facebook Live broadcasts.

Use this guide as a starting point to understand the range of creative capabilities for Facebook Live, and how they can be achieved through our Publishing Tools and Media Solutions Partners.

This document is not a developer guide to our API. For information on integrating with our API please visit our developer resources at:

https://developers.facebook.com/docs/videos/live-video
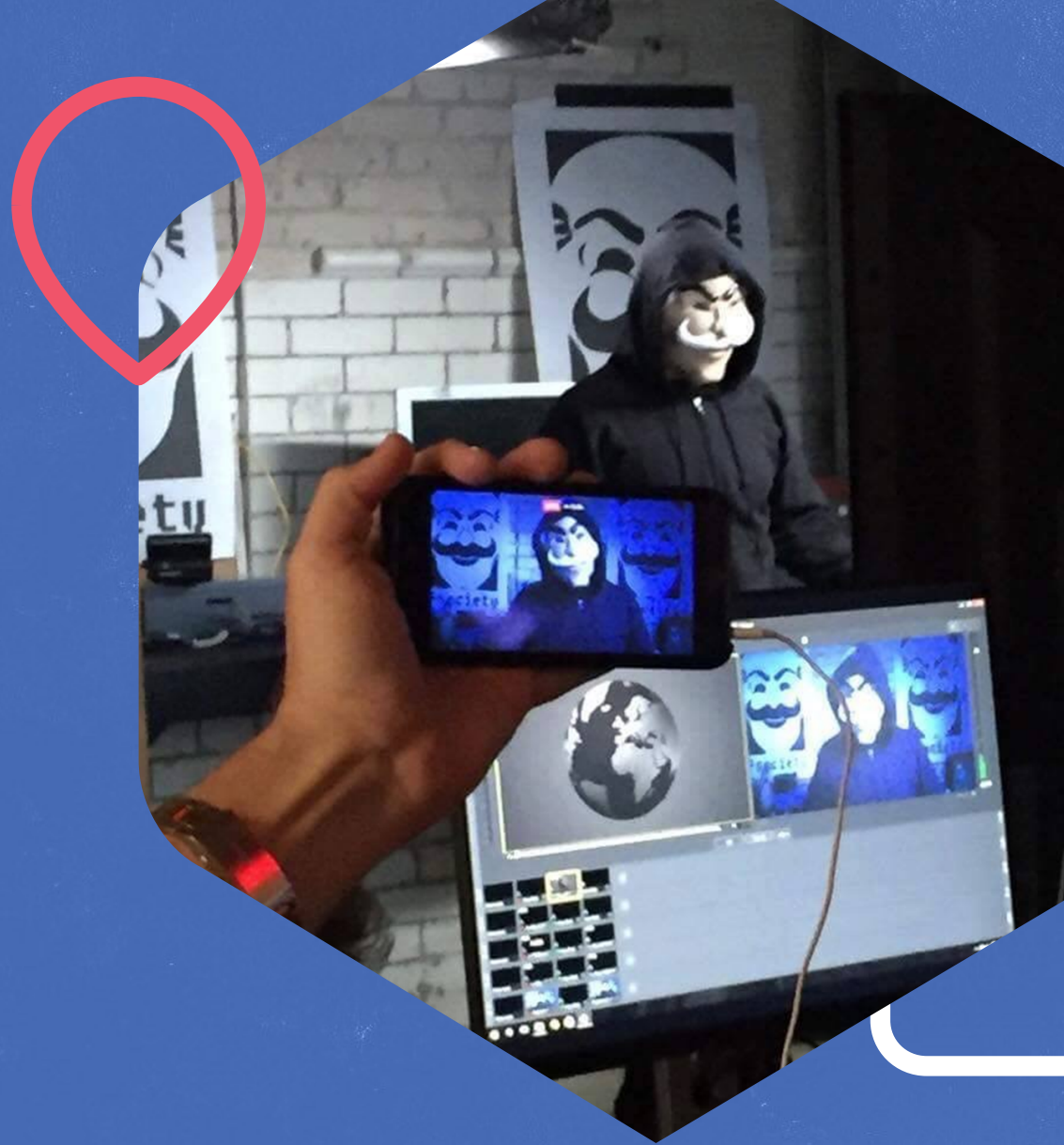
GETTING STARTED

Facebook Live is a rapidly evolving platform. New features and capabilities are always being released. What may or may not have been possible yesterday, may have changed today.

There may be more that one way to accomplish what you need, so add time to do research and experiment to find a solution that is right for you.

You don't need to start from scratch. Working with an experienced production team or leveraging our Media Solutions Partners can help achieve your goals.

Broadcasting on Facebook Live is an exciting opportunity for brands, but comes with additional considerations that should be weighed with the benefits. Ask yourself how the idea benefits from being live, and do the benefits out weight the challenges.

One of the great advantages of Facebook Live is the audience's participation. As you form your idea, consider how you will engage and manage your audience.

Production Check List

The following are some baseline considerations/questions that you should consider as you get started.

- **Hire experts.**
  Live streaming is not new, and there are hundreds of experienced production teams who can work through the creative and technical challenges.

- **Establishing a reliable internet connection is essential.**
  We recommend using a wired connection as much as possible. If you are on WI-FI, make sure it's secured and dedicated for broadcast. 10Mbs upload or greater connection is recommended.

- **Test ahead of time.**
  The more complex the set up the more planning and testing is needed. Create a test page that you can broadcast to and test your set up.

- **Build a tight run of show and scripts.**
  Rehearse your show. Prep your talent and walk them through the whole production. Everyone needs to rehearse. Leave as little to chance.

- **Think about lighting and audio even in simple configurations.**
  When shooting on a phone, how will you handle dimly lit locations or background noise and wind?

- **Communicate to all the editors and page admins that you are broadcasting live.**
  Avoid accidental deletion of posts during broadcast.

- **Do you have rights to the music or performances you might capture.**
  If you are at a music festival or sporting event how can you be sure not to infringe on broadcast rights? https://rightsmanager.fb.com/

- **Are you working with Influencers or public figures?**
  Please review our branded content policy. https://www.facebook.com/policies/brandedcontent/

- **How will you use the video after broadcast?**
  Will you save it for people who missed the broadcast to watch, or recut it for highlights?

- **If you are shooting from a phone, put it in "Do Not Disturb" mode to prevent notifications interrupting your shoot**

- **Comment moderation can be done from another team member on desktop.**
  When blocking a comment the entire person not individual comment is blocked from the Facebook Page.

- **When running media understand how our ad products work and have the production and media teams coordinated**

SHOOTING WITH FACEBOOK'S APP

The simplest way to go Live is by broadcasting from within the Facebook App or Facebook's Mentions app.
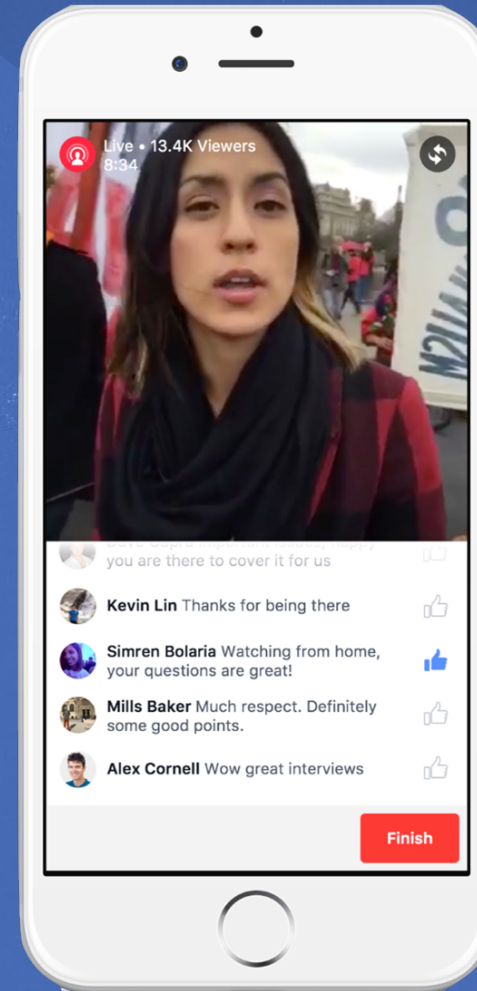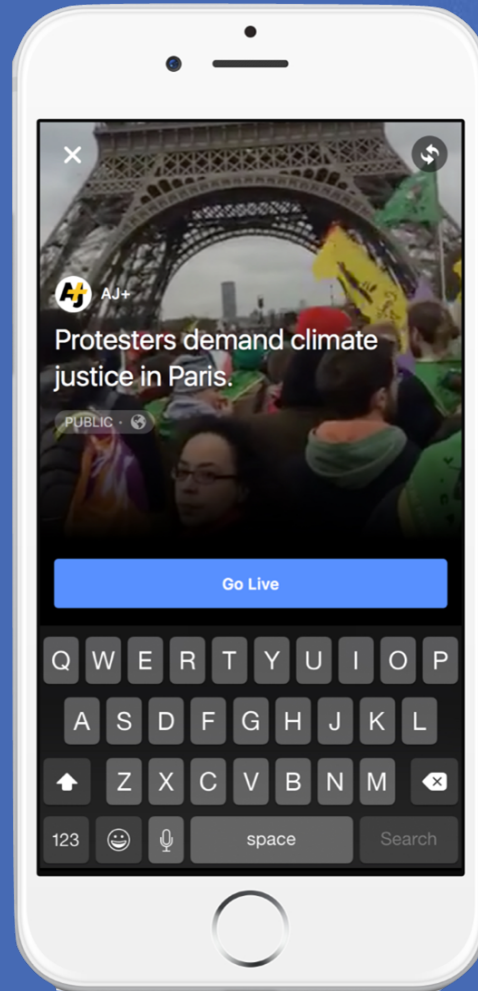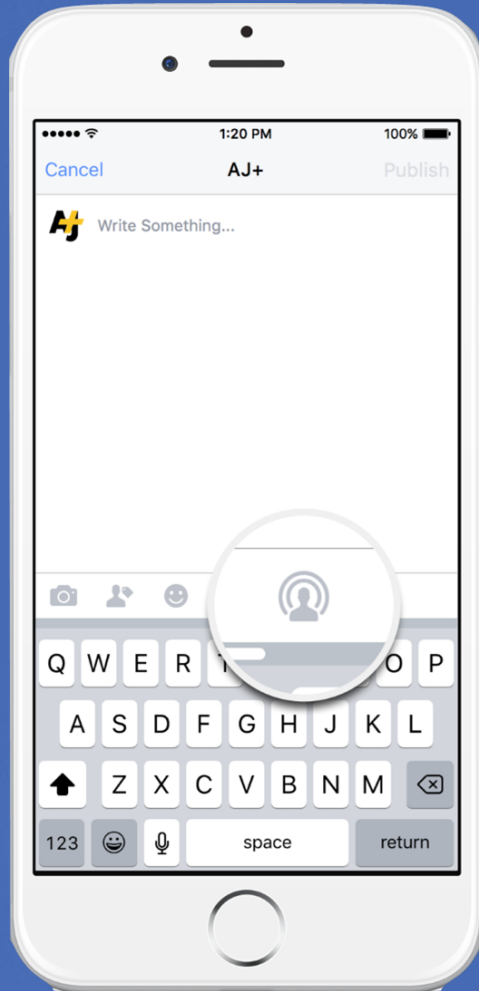
Once broadcasting you can monitor Reactions and Comments from the mobile app or desktop.

Login then find the page you want to broadcast from and start a new post. Tap the Live icon and the Live interface with launch.

Phone Accessories

To transform your phone into a professional video camera a number of accessories are available.

These can provide professional audio, lighting and lensing options. In addition, these accessories can allow you to mount the camera on a tripod, or use a gimbal for stabilizing a handheld shot.

These products are meant to serve as examples, and are not a recommendation. There is a wide spectrum of manufactures available from a variety of retailers.

BEASTGRIP
http://amzn.to/1Qm1K3B

LIGHT
http://amzn.to/1U9raRE

V-RIG COLD SHOE
https://amzn.com/B00U1TYU1U

GIMBAL
https://amzn.com/B00OXMSZG2

LIGHTWEIGHT PHONE RIG
https://amzn.com/B00MAARLT6

RODE MICROPHONE
https://amzn.com/B004K8WPUQ

Dedicated Camera

Our Media Solutions Partners also offer integrated camera solutions for studio and drone configurations..

These can give you a higher quality output without having to use complex professional cameras and equipment.

DRONE http://www.dji.com/

**LIVE EVENT CAMERA**
https://getmevo.com/

Publishing tools

Our Publishing Tools, accessible through a business's page on Facebook, enables a you to connect a live broadcast via RTMP to a video post. This allows for complex live productions using multiple cameras and professional equipment to stream live on Facebook.

Prior experience with live streaming technologies and running an live event is recommended.
A comprehensive guide for this is available on our Media Solutions Web Site.
https://www.facebook.com/facebookmedia/get-started/live
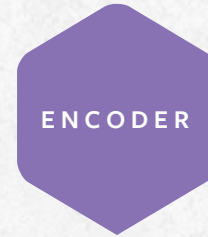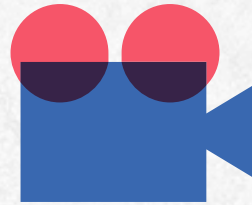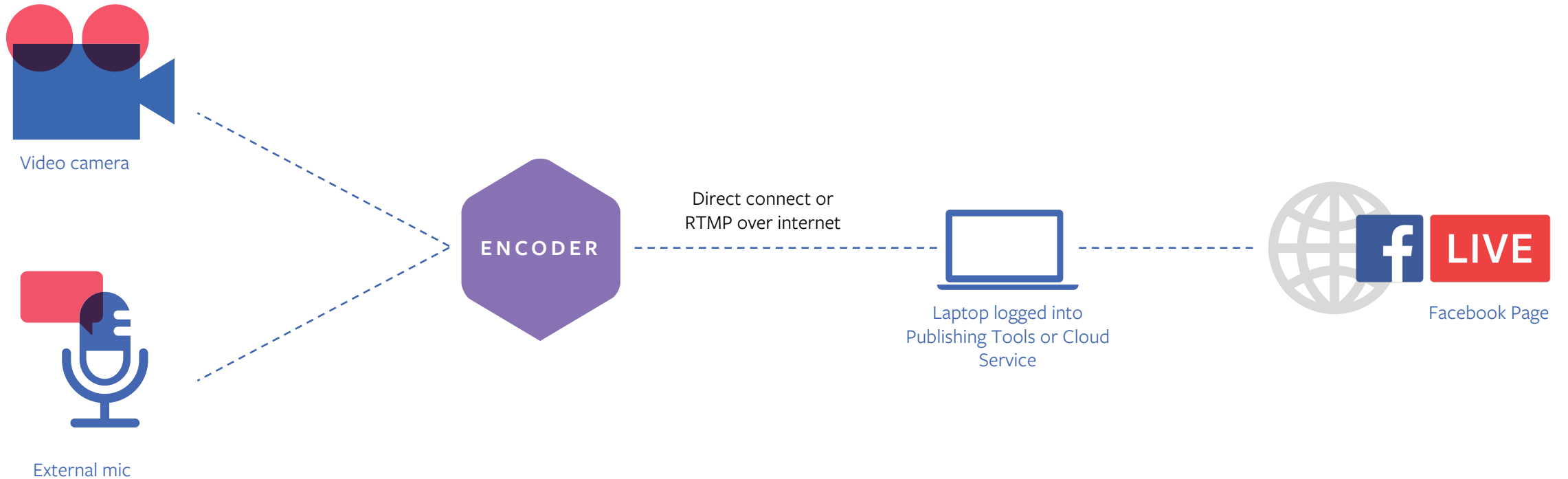
PUBLISHING TOOLS ON YOUR FACEBOOK PAGE
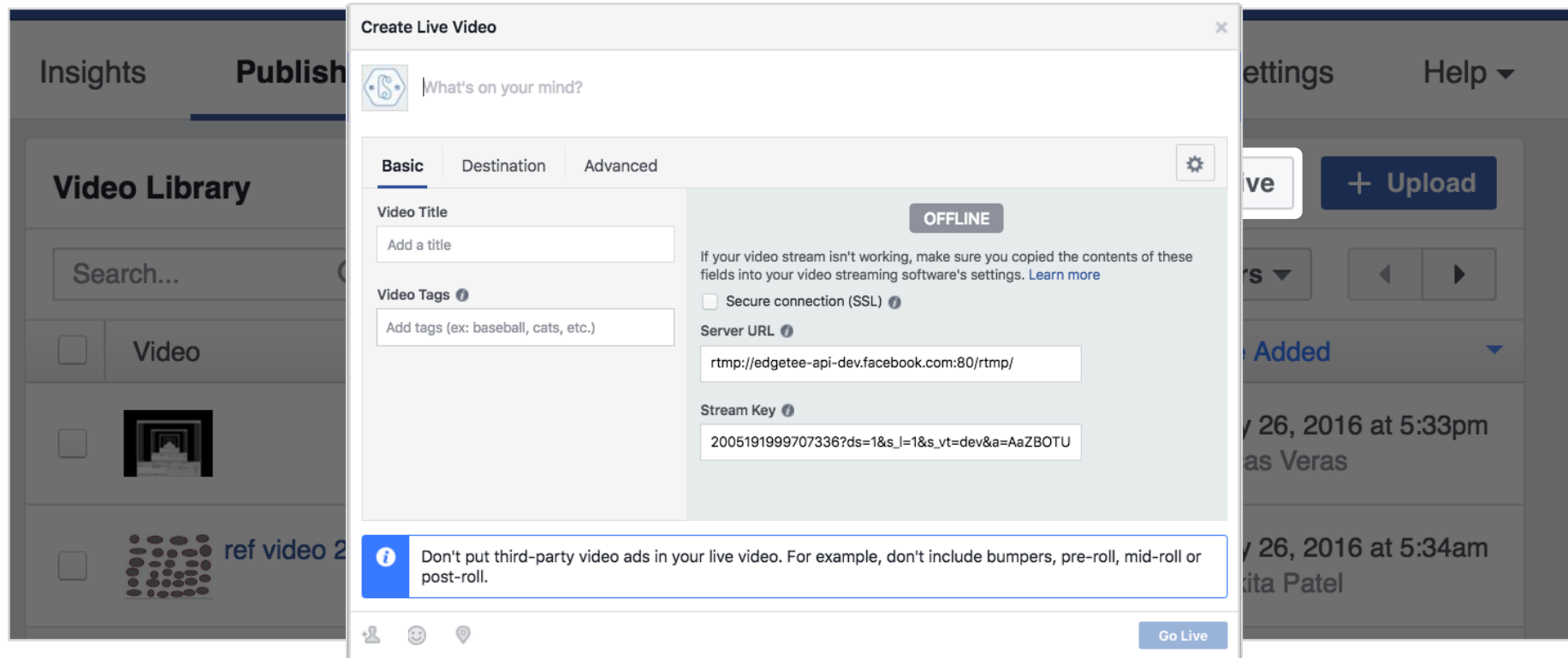
Publishing Tools are accessible through a business's Facebook Page in the video section. To create a new Live video, click the + Live button to generate a Stream URL.

Once the stream URL is generated you can 'Preview' the post along with adding location and people tags. In addition you can specify if people will be able to embed the post and if the post is a Continuous Live broadcast.

COMMON PRO-CAMERA CONFIGURATION

Video camera

External mic

ENCODER

Direct connect or
RTMP over internet

Laptop logged into
Publishing Tools or Cloud
Service

Facebook Page

LIVE

One of the more common scenarios is utilizing a professional camera to broadcast from. This involves connecting the camera to an encoder to make the content available to stream either over the internet or a direct connection to a laptop.

Using our Publishing Tools or one of our Media Solutions Partners cloud services, the stream can be connected to a page via RTMP.

Alternatively you can connect to a laptop running software like Telestream's Wirecast which then connects to the page over the internet.

TRADITIONAL CONTROL ROOM
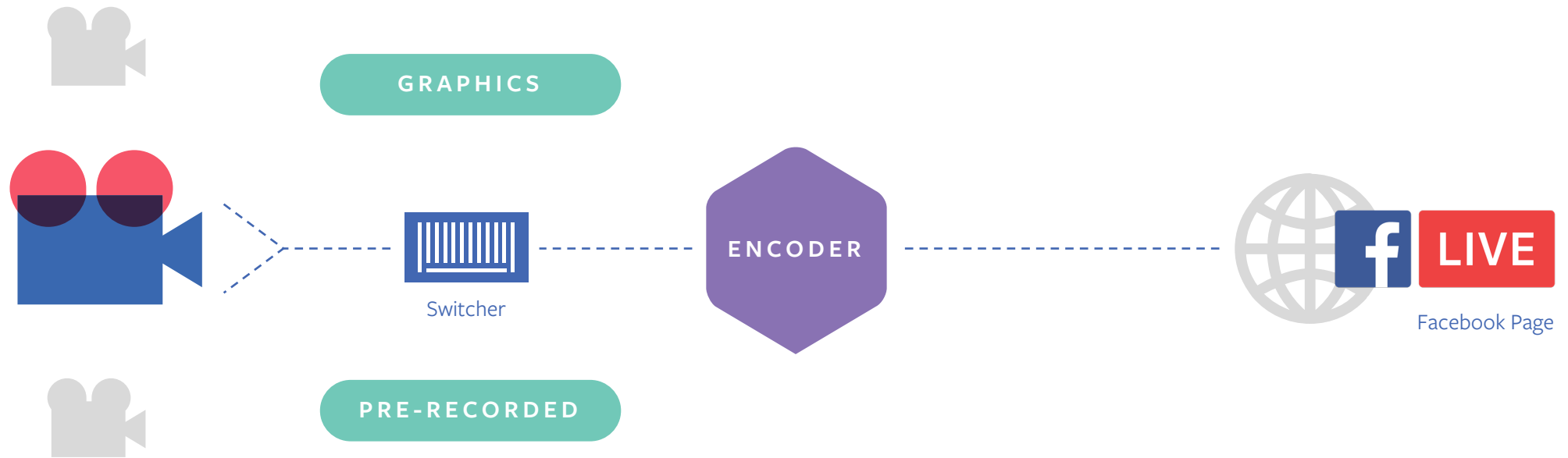
Productions can utilize multiple cameras ether through an external switch that feeds into an encoder (diagram above). This enables a production to utilize all the capabilities of a traditional broadcast and then send that feed into an encoder to stream to Facebook Page.

VIRTUAL CONTROL ROOM
MULTI CAMERA

ENCODER

ENCODER

GRAPHICS

PRE-RECORDED

Cloud Based
Streaming Service

LIVE

Facebook Page
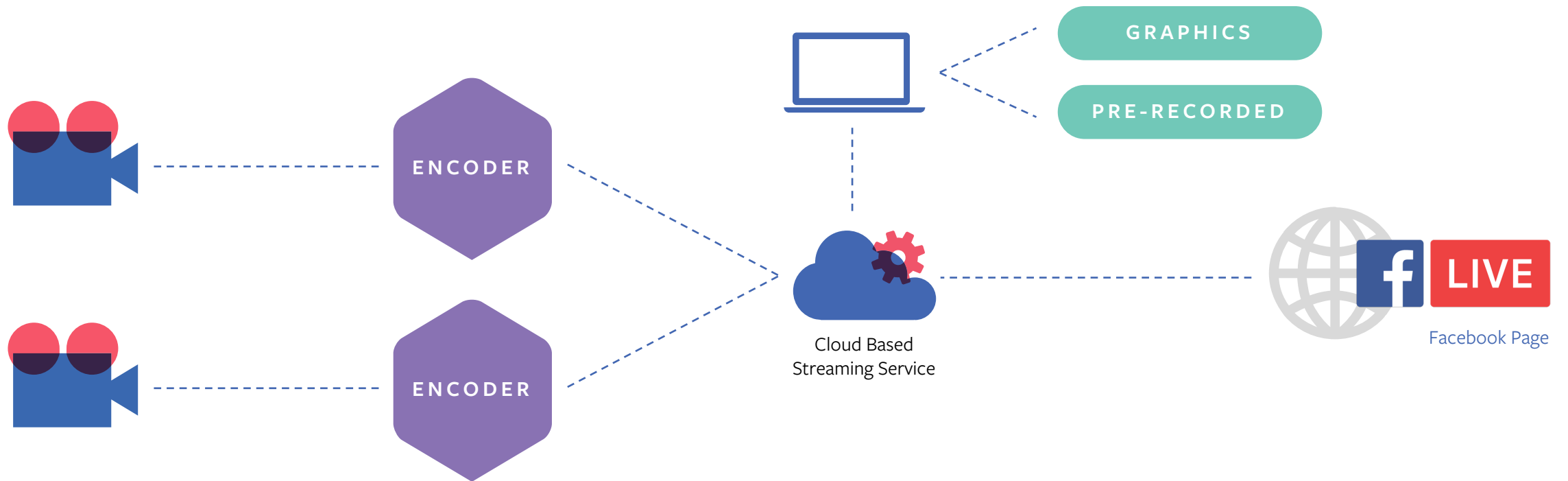
Using a cloud based solution as a virtual switch you can support multiple cameras either from the same location or from multiple locations connected through the internet. Many solutions allow you to switch between graphics or prerecorded material as well.

VIRTUAL CONTROL ROOM
MULTI CAMERA / MULTIREGION

ENCODER

ENCODER

Cloud Based
Streaming Service

Facebook Page

Facebook Page

Facebook Page
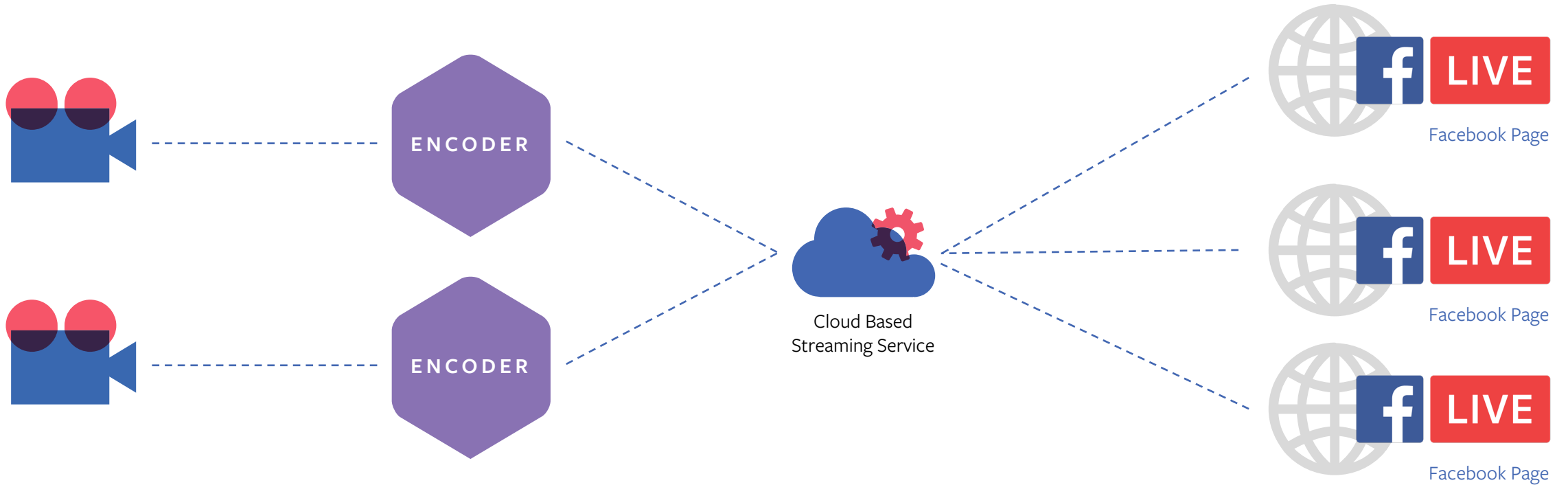
Cloud Solutions also provide the ability to broadcast to multiple pages. This can be useful if you want to provide different language options across multiple regions.

Each post can support localized copy. Additional services can provide localized captions and overlays.

AUDIENCE PARTICIPATION
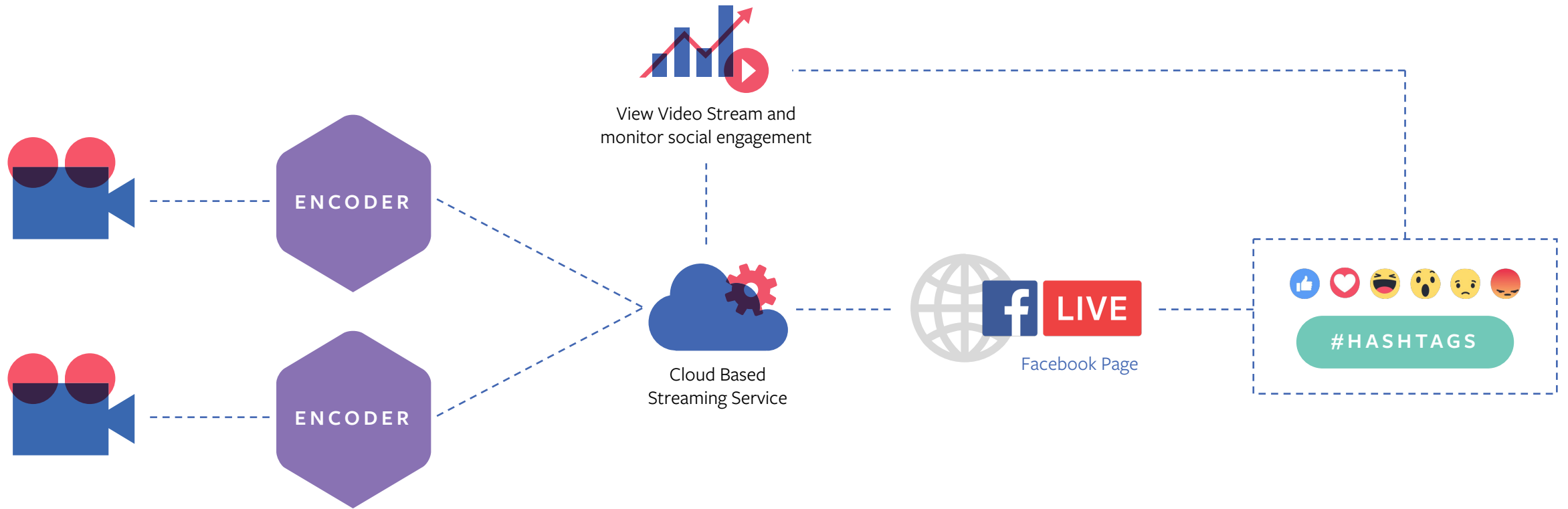
One of the exciting capabilities of Facebook Live is the ability to monitor comments, hashtags and Reactions during a broadcast. These enable various audience participation mechanics during a broadcast such as Q&A session, voting scenarios like a talent competition or games and auctions using comments and hashtags.

Please refer to our Reactions policy at the end of this deck.

ENCODER

VIDEO KIOSK

ON-SITE ACTIVATION

FACEBOOK PAGE

On-site activations like a live selfie booth are possible. These can be an exciting opportunity for brands to install in venue to give people a fun way to express themselves on a brands page.

MacBook

Live Media Solutions Partners

In addition to our Publishing Tools, our partners have integrated our API into their products to provide a range of services. These include encoding solutions, streaming media servers, drone production, global CDNs and social integrations.

CAPE PRODUCTIONS
Cape is the drone video production company, bringing you professional-grade films without any of the hassle of filming or editing.

GROOVYGECKO
Offers a user interface to create and publish live Facebook videos.

STREAMSHARK
Delivers innovative end-to-end live streams with native Facebook Live integration.

WIRECAST
Stream professional live video with multiple cameras, graphics, effects, transitions and more.

DJI
Dedicated to making aerial photography and filmmaking equipment and platforms more accessible for creators and innovators.

iSTREAMPLANET
Supports Facebook Live streams.

TELESCOPE
With Telescope's Live STUDIO, power Facebook Live streams, engage viewers and display real-time graphics

WOWZA
Wowza supports Facebook Live streams.

FOXTALES
Studio quality live w/proprietary comment engine, sentiment analysis, session analytics.

MEVO
Mevo camera enables real-time edit and share of live events with unprecedented production value.

TERADEK VIDEO
Stream professional quality video to FB over WI-FI, Ethernet, or 4G/LTE from any camera.

GRABYO
Live streaming and instant highlights to Facebook and Instagram.

OOYALA
Ooyala Live streamlines the creation and management of cloud-based TV channels, and live events.

VIDPRESSO
Vidpresso:Live helps stream multiple cams, replies and graphics in a FB Live stream.

Partners and Solution Providers by Function

Our partners and other solution providers provide a host of functionality to support your Live broadcast

Encoders
Wirecast*
Teradek VidiU
Livestream*
LiveU Solo
Wowza

Graphic Overlay, Live Production Tools
Livestream
Vidpresso
Grabyo
EasyLive
Switcher Studio
ManyCam
Telescope

Camera Switching
Livestream
Wirecast
Switcher Studio
Vidpresso

Live Comment Curation
BumeBox
Spredfast
Telescope

Event & Display Live Installations
tagboard
CrowdTangle
Foxtales

Split Screen: multiple inputs, one output
Vidpresso
The Video Call Center
Shindig

Live Video Insights
Delmondo
CrowdTangle

Drones
Cape Productions
DJI

Cameras
Livestream Mevo

Clipping/Highlights
Grabyo
EasyLive

Branded Content integration
Grabyo
Vidpresso
Telescope

Managed Event Production
Pixel Corps
GroovyGecko
Vidpresso
Telescope
Grabyo
iStreamPlanet

Cellular Data for Live
LiveU Solo
Teradek

Continuous Livestream Management
EarthCam

WORKING WITH REACTIONS

- Reactions are an extension to the 'Like' button to make it easy and quick for people to express and share how they feel.

- Allows a Live audience to express themselves, and participate in the broadcast.

- Create natural prompts for your audience to react to.

- Do not use Reactions for voting, bidding, contest entries or sweepstakes.

DO'S

"Let our actors know how you feel to see what they do next."

"See what happens next. Tap the reactions for us to show you."

DONT'S

"Vote Haha for choice #1, and Wow for Door # 2"

"Like or Wow for a chance to win a new cell phone."

"React with Love to vote for your favorite contestant."

As you think about using Reactions in your broadcast, please review our policy on how to properly use this feature. Broadcasts that do not follow policy will be removed.

5 Takeaways

1. Publishing Tools are a simple way to connect a video stream to a post. Effects, switching and other effects are handled through the production team.

2. When developing an idea keep it simple and focus on what makes it unique to live. Ask yourself what is the value of Live to the idea.

3. Hire a production team who is familiar with live production. Plan to budget for rehearsals and research especially if your production is complex. Leave as little to chance.

4. Having a reliable internet connection is essential for a successful broadcast. If a connection is broken or weak for more than 3 minutes the broadcast will end. If you need to use cellular service invest in a bonded cell service like LiveU,. If you are using WI-FI, make sure the connection is dedicated to your broadcast and not shared.

5. Partner with media teams to distribute the Live content after the broadcast has completed. This provides additional reach for your content to particular target audiences.

LINKS

Live Site :
https://live.fb.com

Using Publishing Tools :
https://www.facebook.com/facebookmedia/get-started/live

Media Partners:
https://www.facebook.com/facebookmedia/get-started/live-video-solutions

Branded Content Policy:
https://www.facebook.com/policies/brandedcontent/

Branded Content Getting Started:
https://www.facebook.com/facebookmedia/get-started/branded-content

Live Examples:
https://media.fb.com/2016/06/20/the-live-blog-june-20-2016/

Developer Overview:
https://developers.facebook.com/docs/videos/live-video

Rights on Facebook:
https://rightsmanager.fb.com/

General Best Practices:
https://www.facebook.com/facebookmedia/best-practices/live

Scheduling a Live Broadcast :
https://fbookmedia.files.wordpress.com/2016/10/scheduled-live-e28093-guide.pdf