



BetEasy Darwin Triple Crown

Live Streaming

Learn the basics of live streaming and expanding the reach of your audience.



Northern Territory
**MAJOR
EVENTS**
Company

Live Streaming



This guide is for you if you plan to stream live performances of an event on existing platforms, such as Facebook, Twitter and YouTube.

Reasons for live streaming vary and include:

- Selling tickets – ensure you have an online ticketing system in place and include details in the live stream.
- Connecting with your audience – when live performance isn't an option, live streaming keeps you on their radar.
- Selling merchandise – include messages and/or links in your live stream to explain how to buy merch.
- Growing your audience – encourage your audience to share your event with their networks.
- Increasing awareness – of your event, your organisation and the causes you represent.

Create a strategy to support the reasons why you are live streaming. For example, if you want to sell merchandise or tickets, the strategy should include using links to buy in your live-streaming posts.

Check your bandwidth

Live streaming requires good upload speeds. Test your speeds at www.speedtest.net

Video Standard	Minimum Required Upload Speed
Standard Definition Video	3 Mbps
720p & 1080p High Definition	5-10 Mbps
4k Ultra Definition	25 Mbps

Equipment

If you have a webcam on your computer or laptop, you can stream. Some platforms (eg YouTube,

Periscope, Twitter, Facebook) let you stream from a mobile phone, but if you have the resources, set up an external camera and microphones for better quality. It is best to start with a setup you know, then upgrade as you start to feel its limitations. There are many online guides explaining how to set up audio/video for live-streaming.

Do a test run

Set up your gear and ask a friend to watch a test stream. Can they hear you? Can they see you? How's the quality? Fix the issues, then work out the process you need to follow to get the best live stream. Once you have a foolproof system you can concentrate on the quality of your performance, not the quality of your stream.

Promote your stream

Use your social media channels to promote your stream, and give your audience enough notice so they don't miss it. Repeat your message across your channels (Twitter, Facebook, TikTok, Instagram etc).

Performance rights

If your live stream includes performing covers of other people's songs, you could be subject to a copyright takedown. Livestream organisers will need to contact APRA to obtain an Online Mini Licence. Performers who take part in the stream should submit their set list to APRA as part of their Performance Return. Visit www.apraamcos.com.au to find out more.

If you still have questions after reading this, you can contact MusicNT on (08) 8981 1995 or email info@musicnt.com.au for advice on best practice.

For further information to help you plan, run, finance and report on your event, get in touch with us on (08)8999 6286 or email ntmec.grants@nt.gov.au.

DISCLAIMER: NTMEC make every effort to provide accurate and up-to-date material for NT businesses to use as resources. However, our material is for general use and information only – it is not designed to be, nor should it be regarded, as professional advice. NTMEC does not guarantee, and accepts no legal liability, for the accuracy, reliability, currency or completeness of any material. You should seek appropriate independent professional advice before making any decisions based on material provided.