



Making and Saving Money with Video Web Streaming



MAKING AND SAVING MONEY WITH VIDEO WEB STREAMING

The evolution of the Web and mobile telecoms over the last few decades means that we are at an exciting junction. The days of sitting passively in front of a TV are long gone. Media consumers – especially digital natives – like to watch, read, listen, and respond with their real-time opinions using multiple media channels.

For broadcasters, sports organizations, corporations, and educational institutions, these changes have created exciting new opportunities to use video streaming for growing their brand and making more money.

This eBook will highlight some of the innovative ways organizations are already doing this.

HOW YOUR ORGANIZATION CAN MAKE STREAMING WORK

In this section, we will look at how video streaming is being applied in four sectors – **broadcasting and media, sports organizations, the corporate world, and education.**

Gone are the days when video streaming was a massively complex exercise involving heavy investments in infrastructure and a highly experienced production team.

Thanks to today's advanced solutions, both seasoned broadcasters and complete novices can easily stream online. This accessibility means that organizations of all sizes can step into the broadcasting arena, all at a fraction of the previous cost!

This eBook highlights how advancements in web and mobile technology have shifted media consumption habits towards active engagement across platforms, presenting new opportunities for organizations to enhance their brand and revenue through video streaming.

This section focuses on the key benefits of video web streaming across different sectors without losing the essential points.

WHY STREAM VIDEO?

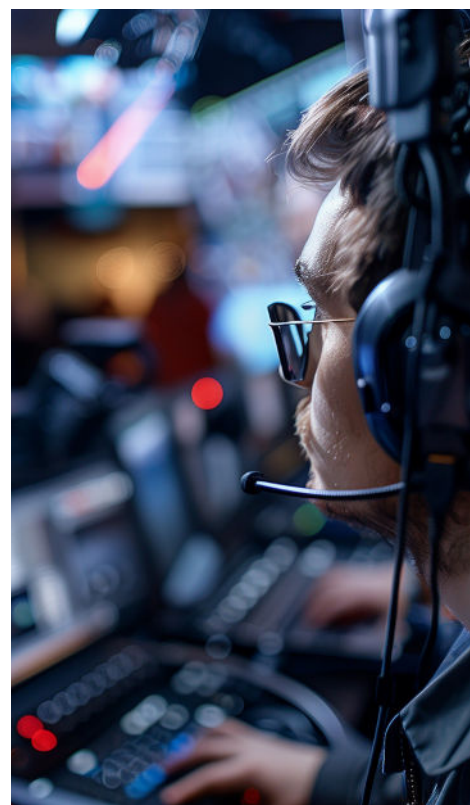
One may ask – why exactly do these diverse organizations of all shapes and sizes even need to get on the web video streaming bandwagon? Because it's a gateway to even more revenue and savings opportunities.

Here are some of the ways in which different types of organizations stand to benefit from incorporating video web streaming to their strategy:

Broadcast and Media:

New ways to expand brand, audience and advertising revenue

- **Expand Brand:** Increasing the number of touchpoints with viewers through expanded brand presence across multiple platforms can lead to greater brand awareness, audience engagement, and ultimately, increased revenue for broadcasters.
- **Expand Revenue Streams:** An expansion of brand presence can generate diverse income opportunities such as subscriptions, targeted advertising, and sponsorships on streaming platforms.



Sports Organizations:

A truly global reach and magnetic fan loyalty!

- **Reach More Fans:** Getting online and on-demand means becoming available to more fans, especially the younger generations that are moving away from the traditional format of watching sports on TV.
- **Get more value out of the same content:** Streaming and video solutions make it possible to have more on demand content like highlight reels, instant replays, and other engaging content to captivate fans and spark excitement outside of live games.
- **Monetize Fan Engagement:** Web streaming diversifies the sources of monetization available to sports organizations. For example, this can include subscription-based access to live and on-demand sports content, targeted advertising opportunities and branded content to attract new sponsors.



Corporations:

To better connection - from more engaged teams and sustainable communication to innovative sales strategies!

- **Cut Costs:** Corporations stand to save loads on travel and communication expenses by hosting virtual meetings, conferences, and training sessions via streaming. This is not just cheaper – but also greener.
- **Enhance Employee Engagement:** By providing dynamic and interactive communication channels with the help of video, corporations can increase participation and quality of collaboration – ultimately boosting engagement with both internal and external stakeholders.
- **Boost Sales:** There's a world of untapped sales and conversions which can be facilitated by showcasing products and services in more innovative ways like live virtual demonstrations and virtual showrooms.

Embracing virtual communication technologies not only improves operational efficiency but also enhances engagement and accessibility, ultimately driving growth and success.

Educators:

Unlocking better learning opportunities for all and fostering deeper engagement with students anywhere.

- **Expand Reach and Enrollment:** Institutions can expand their reach and increase brand awareness by offering virtual university tours, attracting a larger pool of prospective students who can explore campuses from anywhere. This wider accessibility can lead to more conversions and engagement with potential students.
- **Enhance Learning and Engagement:** Institutions can democratize the learning experience by offering online courses and virtual classrooms accessible via streaming. By providing interactive tools, they can deepen learners' understanding and foster greater engagement, leading to improved academic outcomes and student satisfaction.





But how easy is it really?

While anyone can sign up for a streaming account and begin broadcasting video to the masses, creating a professional show that can hold audience attention and attract new viewers takes more than just a camera and an internet connection.

But at the same time, if you find yourself tangled in a mess of complex hardware, software, and process diagrams in your video production process, you're likely to end up spending more time troubleshooting instead of bringing your creative vision to life.

That's where a smart solution comes in handy. By bundling all the essential video tools into one easy-to-use video production and streaming solution like TriCaster®, you can avoid the headache and complexity of dealing with multiple components. And you can focus on what really matters: making captivating content for your audience. This is exactly what Vizrt helps its customers do!

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But there's more to it than just creating captivating videos. As organizations increasingly explore new revenue streams, **monetizing video content has also become easier than ever before.** With a range of payment integration tools available, setting up a payment gateway for pay-per-view or subscription-based content is now simple and cost-effective. In essence, with both production and e-commerce solutions in place, there's no better time for organizations to unlock video streaming's moneymaking potential.

Creating a professional and engaging video show requires more than just basic tools; TriCaster® by Vizrt simplifies video production and streaming, allowing creators to focus on making compelling content while avoiding technical complexities.



Video streaming is revolutionizing broadcasting and media by offering new ways to grow audience, brand presence, and ad revenue.

As traditional TV viewership declines and streaming platforms gain popularity, video streaming allows both major networks and smaller players to reach audiences with high-quality content.

Let's now look at some examples of how some organizations are already doing this.

Broadcasting and Media

New ways to expand brand, audience, and advertising revenue.

Video streaming is opening new dimensions for broadcasters and media publishers as online content provides a powerful and engaging supplement to linear programming.

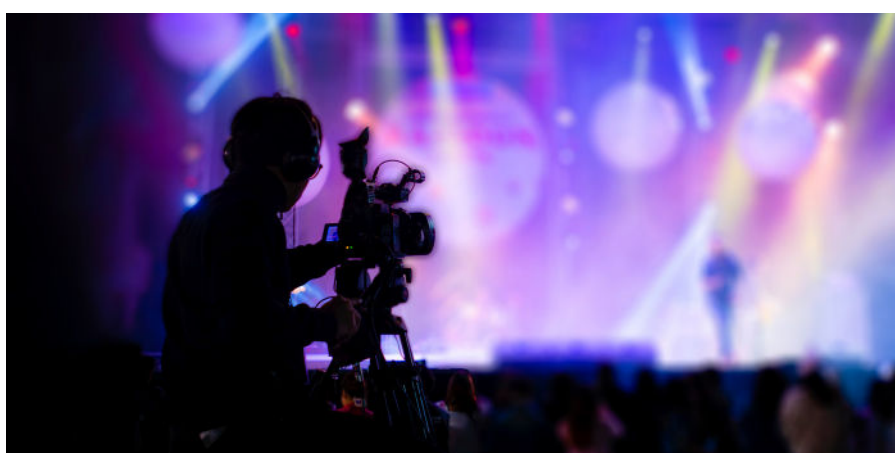
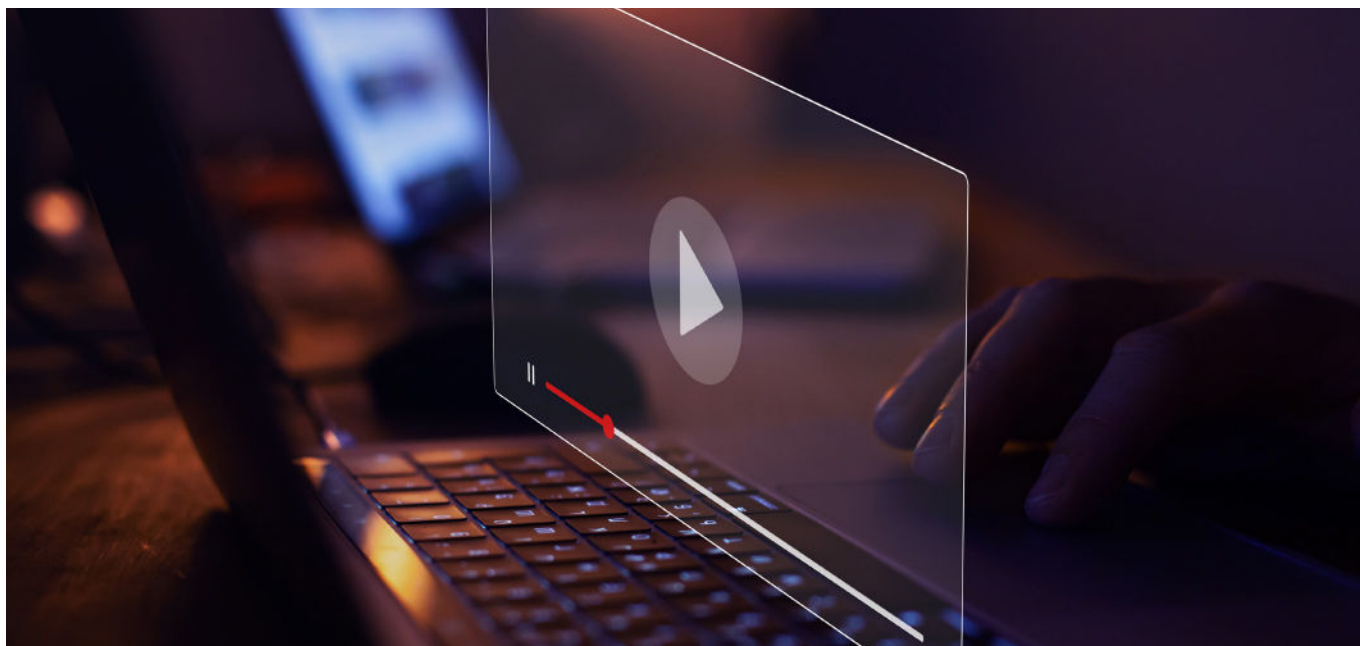
This is especially relevant now considering the ongoing trend of declining viewership for cable and broadcast television. In July 2023 – for the first time ever - linear TV made up for less than half of all TV viewing, according to Nielsen. This marked a record low in total viewership shares. And at the same time, streaming soared to record highs in viewership. [Source – Nielsen]

The revenue-raising potential with video streaming is huge, whether the money is made via pay-per-view, subscription-based streaming or delivering a sought-after audience to advertisers.

News giants like NBC, CBS, Fox Nation and more niche players like Cheddar, Al Jazeera, and Bloomberg are all flocking to streaming in attempts to **create a lifeboat for the future** as linear television viewership continues to decline.

The best part about streaming is the low barrier to entry. This is allowing for more broadcasts from smaller, niche organizations to be pushed out, enabling local and new players to also reach audiences with their news without having the budgets of big broadcasters.

With today's video streaming technology and a range of service providers skilled at integrating on-demand video clips and streams into live websites, there is no reason why any newspaper or magazine publisher cannot become a broadcaster of high-quality content.



Bloomberg's early move into online TV in 2011 has helped them reach a large audience of business leaders through platforms like YouTube.

Going where the audience is [everywhere]

Amongst one of the first movers to have recognized the potential of on-demand video and streaming was the business-news cable channel 'Bloomberg'. They launched their online TV service all the way back in 2011.

"We know our audience, which is business leaders. And we know they don't really think in terms of over-the-top, second screen, or ... devices. They think in terms of getting smarter, faster. Our job is to make sure our video content is delivered to them wherever and whenever they choose." - Bloomberg's Head of Digital Video, Paul Marcum [Source - [VentureBeat](#)]

Bloomberg call themselves 'fans of distribution'.

Due to their early exploration into streaming and diversification of channels, they've experienced significant audience growth from various sources, including YouTube. Bloomberg's OTT service achieved a staggering 7 million-strong audience in just 4 months.

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Pro Men **STANDINGS** BIKE 100,8km

Rank	Overall Rank	Flag	Name	Time
1	1		Magnus DITLEV	3:01:44
2	2		Sam LAIDLOW	+00:01
3	5		Patrick LANGE	+07:26
4	6		Ben KANUTE	+07:27
5	33		Pieter HEEMERYCK	+08:04
6	19		Tristan OLIJ	+11:00
7	4		Bradley WEISS	+11:02
8	18		Kieran LINDARS	+11:04
9	12		Nils FROMMHOLD	+11:05
10	7		Sebastian KIENLE	+11:05

Video streaming is transforming how sporting organizations engage with fans. To enhance the viewer experience and connect with diverse audiences, NFL launched NFL+ in June 2022, a subscription service offering live games, exclusive content, and NFL Network shows on all devices.

SPORTING ORGANIZATIONS

Towards a truly global reach and magnetic fan loyalty

Faced with ever more fierce competition from a multitude of sports organizations in a global arena, video streaming is unlocking new ways for teams and leagues to engage with their fan base, strengthen their relationships, attract new followers, and open new revenue streams.

Here's how:

NFL - Connecting with Fans Across Platforms

In June 2022, NFL launched their streaming subscription service NFL+, offering fans greater access to live games and exclusive content across all devices.

The service operates on a tier-based subscription model that offers fans access to live out-of-market preseason games, live local and prime-time regular season and postseason games, NFL Network shows on-demand, NFL Films archives and much more.

This move was aimed at enhancing the fan experience and deepening the league's connection with its diverse fanbase, especially reaching younger fans who do not tune into traditional TV.

"The passionate and dedicated football fans are the lifeblood of the NFL, and being able to reach and interact with them across multiple platforms is incredibly important to us. We look forward to continuing to grow NFL+ and deepening our relationship with fans across all ages and demographics, providing them access to a tremendous amount of NFL content, including the most valuable content in the media industry: live NFL games." - NFL Commissioner, Roger Goodell [Source: NFL official website]



Higher Fan Engagement with Real-Time Video Content

Vizrt Customer, the ‘Collingwood Football Club’ (based in Melbourne, Australia), wanted to keep fans engaged and connected worldwide.

Wanting to ensure the best fan experience across all touchpoints, Collingwood turned to Vizrt’s 3Play® 3P1, an intuitive video editing solution that enabled them to quickly churn out highlight reels, instant replays, and other engaging content to captivate fans and spark excitement around game days.

The efficiency and effectiveness of 3Play® 3P1 have revolutionized Collingwood’s video production workflow, enabling near-real-time editing and distribution of game highlights across multiple social media channels, ultimately amplifying the club’s visibility and engagement on digital platforms.

Being able to deliver game updates and exclusive footage in real-time allowed them to enhance fan loyalty and satisfaction, ultimately strengthening their global fan base and fostering a deeper connection with supporters.

Corporate Organizations

To better connection - from more engaged teams and sustainable communication to innovative sales strategies

Corporate organizations are embracing video streaming to broaden their brand’s reach, enrich communication channels, and propel sales growth. It’s not just about disseminating information; it’s about forging authentic connections with audiences—whether they’re employees, loyal customers, or potential leads. The COVID-19 pandemic has helped catalyze this shift, prompting companies to adopt video as a vital tool for engagement and outreach.

Video streaming holds immense potential for corporations, offering ways to streamline operations, cultivate stronger internal networks, expand service portfolios, and reimagine marketing strategies. And all in a sustainable and cost-effective way!





Let's dive into some examples:

Telling better, bigger stories: taking events virtual with Apple

Tech behemoth Apple has redefined what is possible with virtual events, setting new standards with their groundbreaking product launches. This was nudged into reality because of the pandemic when Apple's #WWDC23 (Worldwide Developers Conference) - which has been a pivotal event for them for 40 years - went virtual. What was previously a week-long in-person gathering morphed into a two-hour pre-recorded experience in a green screen studio, exclusively available online during the pandemic.

Apple saw unprecedented success in going virtual with their first remote WWDC drawing 22 million viewers. This set "a new standard for what online events can achieve." [Source: [Apple Insider](#)]

WWDC has been **touted as big tech's Super Bowl.**

The social commentary and fan culture surrounding the event is fueled by live blogs and discussion forums, attracting more engagement. If fans want to get involved, there are many ways in which they can. The event is made available for streaming on Apple's website and YouTube, either in its entirety or broken down into smaller digestible chunks, giving it huge potential for on-demand viewership.

Better ways of meeting and training

With the cost of travel continuously escalating and eating into the bottom line of businesses, there has long been a clear commercial drive to reduce the number of journeys made - whether this be to conduct large town halls, or to get subject matter experts flown around to deliver impactful training.

Video streaming technology is changing the way forward-thinking organizations work, such that participants from around the world can 'tune-in' to meetings and workshops from their own locations and at their own time.

Corporate organizations are increasingly using video streaming to reach more people, improve communication, and drive sales growth.

For example, Apple has redefined what is possible with virtual events, setting new standards with their groundbreaking product launches.



Netherlands based insurance company Achmea connects colleagues and customers globally with the help of Vizrt's video solutions. Achmea wants their subject matter experts to make and disseminate quality content from anywhere.

This goes way beyond 'video conferencing,' which at its basic level does not deliver the quality and technical reliability to make it a viable communications tool for the long term.

Video streaming amplifies the capabilities of traditional video conferencing, taking it to new heights of effectiveness and engagement, even transcending the limitations of physical attendance at meetings and events.

This is not to say that companies need network TV-standard cameras and a huge studio to make video meetings work. Today, there is a superb range of equipment available which helps balance streaming quality with budget demands.

How is this possible? Production values are superior with best-in-class video solutions, which give streamed video meetings and presentations the **credibility** they need to be taken seriously by both internal and external audiences. Multi-camera live switching enables multiple participation and interaction, while guest speakers can be fed in using Skype™.

A great example of this is how a Netherlands based insurance company **Achmea** connected colleagues and customers globally with the help of Vizrt's video solutions. Achmea **wanted their subject matter experts to make and disseminate quality content from anywhere.**

"We saw the pressing need of sharing knowledge in a scalable manner, but in a unique way to an online meeting," says Yvo Verbeek, Learning Consultant Digital, Achmea.

This versatility and the need for a broadcast-like quality called for something more sophisticated than an everyday online web-chat service. The concept developed further and the idea of creating a recording studio to serve Achmea's learning, and development needs was born. This entire initiative has greatly helped in bringing their employees closer.



Creative Selling with Nordstrom

Video streaming opens superb new ways for businesses to rethink engagement strategies for new and existing customers. High end fashion retailer Nordstrom did exactly this by creatively integrating live streaming into their mix of selling strategies.

They introduced Livestream Shopping, which is a shoppable livestream that offers customers virtual personal shopping appointments using video streaming technology, enabling them to receive personalized advice from expert stylists.

This new shopping channel was aimed at giving customers real-time access to Nordstrom employees and partners so that they do not feel that they must shop alone. During these informative and interactive shopping livestreams, customers could ask questions and purchase the items displayed in real time.

“Livestream Shopping enables us to stay closer to the customer with interactive and engaging experiences that allow for discovery, personalization and service at scale,” comments Fanya Chandler, Senior Vice President at Nordstrom.

The company came up with creative and engaging ways to interact with their prospective buyers by showing how to wear something instead of simply highlighting the top sweaters of the season. One example was their styling livestream on “how to wear the Burberry runway looks of the season.”

The potential for utilizing video streaming for sales is huge – from live product demonstrations to interactive virtual showrooms – organizations can unlock a wide array of untapped selling opportunities by investing in and mastering video solutions to sell their products.

“

“Livestream Shopping enables us to stay closer to the customer with interactive and engaging experiences that allow for discovery, personalization and service at scale.”

Fanya Chandler
Senior Vice President
at Nordstrom



Video streaming is an ideal way to deliver educational programs to a worldwide audience, as it easily overcomes the barrier of physical access. It is a powerful tool to engage learners better, and foster better connection between educators and learners.

EDUCATORS

Unlocking better learning opportunities and fostering deeper engagement with students anywhere.

The internet has transformed the education marketplace with schools, colleges, universities, and vocational training providers now competing globally for the best students. Video streaming is an ideal way to deliver educational programs to a worldwide audience, as it easily overcomes the barrier of physical access. And more than that, it is a powerful tool to engage learners better, and foster better connection between educators and learners.

Opening new markets in higher education:

The internet has ushered in a truly global economy, and the higher education sector is in an ideal position to take advantage of this. Distance learning has long been adopted by institutions to attract students who can't or don't wish to attend full time in person. And the onset of COVID-19 heavily accelerated this transition, pushing many towards virtual learning when other options became unavailable.

This free access and reach have democratized education and taken it away from the hands of the elite few, giving institutions of all sizes a chance to compete in the game.

It has never been easier for universities to set up, produce and broadcast live video streams. And with strong participation channels like email, chat, and social media added to the mix, virtual learning can become a truly two-way street and facilitate meaningful dialogue and education.

Institutions have the scope to utilize video streaming not just **as part of courses** – through live broadcasts of lectures and creating on-demand video libraries – but also **as part of their own marketing communications**. This includes live Q&As livestreamed for potential students at the admissions stage.



DEMOCRATIZING TOP-TIER TECH EDUCATION

For many, obtaining an education from a top-tier university is a distant dream due to its exclusivity, exorbitant fees, or limited accessibility.

The Indian Institutes of Technology (IITs) and the Indian Institutes of Science (IISc) are pinnacle top-tier institutions in India's higher education landscape, coveted by countless aspiring students but unattainable for many. With acceptance rates hovering at less than 1%, admission into these institutions is incredibly competitive.

Fortunately, for those unable to secure admission, both the IITs and the IISc offer a lifeline by providing hundreds of free courses each semester through their massive open online course (MOOC) platform - the National Programme for Technology Enhanced Learning (NPTEL).

NPTEL is a collaborative effort between the IITs and IISc. From courses pertaining to the latest technological developments like EVs to the Internet of Things, NPTEL is democratizing access to high-quality science and engineering courses, allowing learners anywhere to engage with lectures and educational materials on demand with the help of video streaming technology.

Vizrt customer Cranfield University, renowned for their leadership in technology and management education, also recently embarked on a journey to revolutionize their online learning experience.

Cranfield was always keen to deliver high quality online live lessons to their students, making their expertise in technology and leadership available to everyone, regardless of where they tuned in from. The University's goal was to **reduce the learning miles, time, and cost of accessing its world-leading research and knowledge.**

Recognizing the need for high-quality live lessons accessible from anywhere, they established their very own Grenville Turner Studio in 2018. Powered by Vizrt's TriCaster and NDI technology, this studio enabled them to produce professional-grade live online broadcasts, surpassing the limitations of standard streaming platforms.

Top-tier tech education is becoming more accessible through free courses offered by prestigious institutions like the Indian Institutes of Technology and Indian Institutes of Science via their NPTEL platform.

Meanwhile, Cranfield University enhances online learning with professional-grade live broadcasts, setting a new standard for distance education.

With state-of-the-art facilities and seamless integration that the current technology offers, Cranfield University not only enhanced the learning experience for students but also opened doors to new marketing opportunities and revenue streams.

Liberty Science Center’s “Live from Surgery” program uses live streaming to give medical students immersive 3D views of surgeries, allowing interaction with surgeons and providing a deeper understanding of medical procedures.



With state-of-the-art facilities and seamless integration that the current technology offers, online classes are now delivered from locations such as Cranfield’s aerospace laboratories or from its green screen studio equipped with custom lighting. The video lessons look more akin to professional BBC or CNN multicamera newscasts than a traditional Zoom, setting a whole new standard for online education. Their success in this endeavor not only enhanced the learning experience for students but also opened doors to **new marketing opportunities and revenue streams** for the university.

To learn more about how Cranfield made this possible, read the full story here: [Cranfield University - Vizrt.](#)

INTERACTIVE LEARNING IN REAL TIME

With medical advances constantly delivering improved care, shorter recovery times and better overall outcomes, one of the main hurdles standing in the way of progress is access to adequate and quality training.

The Liberty Science Center in Jersey City, New Jersey offers a unique program called “Live from Surgery,” which utilizes live streaming/video streaming technology to enhance learning experiences for medical students. Through this innovative program, students can observe surgical operations remotely and in 3D, providing them with a close look at procedures as they happen.

To add to the learning experience, Surgeons engage with students before, during, and after surgeries, offering valuable insights and opportunities for interaction. This immersive learning experience aims to enrich students’ understanding of medical procedures and encourage exploration in healthcare by ensuring students are engaged and involved at every step.

These sessions are held in the institute’s Interactive Theater or 3D Science Theater, where students get a view of critical medical procedures occurring live, can communicate virtually with the doctors, and even physically hold the instruments viewed on screen.



In conclusion, the landscape of video streaming is evolving rapidly, offering unprecedented opportunities for organizations across various sectors to expand their reach, engage audiences, and drive revenue growth. From broadcasters and sports organizations to corporations and educational institutions, the benefits of incorporating video streaming into their strategies can't be denied.

With best-in-class video solutions like the ones offered by Vizrt, creating professional-level content is now within reach for any organization. And as the demand for high-quality video content continues to rise, there's never been a better time to jump on the streaming bandwagon.

WHERE TO GO FOR MORE INFORMATION

As we have demonstrated throughout this eBook, today video streaming is possible for all, and not just that – it is lucrative for all.

Organizations from a diverse set of industries stand to benefit from strategizing, investing in and mastering video solutions as part of their communication mix.

Vizrt offers a choice of affordable and complete options that can help bring to life the kind of use-cases we discussed here and many more.

Visit vizrt.com for more information. If you would like to talk in detail about how your organization can specifically make use of video, [contact our experts today](#).

In conclusion, the landscape of video streaming is evolving rapidly, providing organizations with unprecedented opportunities to expand their reach, engage audiences, and drive revenue growth.

**READY TO BEGIN
YOUR VIDEO WEB
STREAMING JOURNEY?**

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