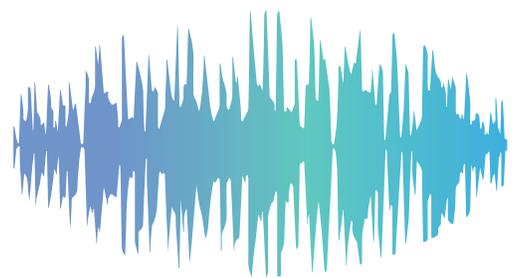


THE BASICS: 5 KEYS EFFECTIVE VIDEO PRODUCTIONS

Whether you're planning a live video streaming broadcast or recording a video on-demand (VOD) asset to be shared privately within your organization, or distributed to your customers, prospects, congregation, or the public, we would like to share 5 fundamental tips to help you get started and smooth your path to video success.

1 AUDIO MATTERS (a lot)

Unless you're shooting a silent movie, the quality and clarity of your audio is just as important as the quality of your video, maybe even more so. In fact, if you're like most people, poor sound quality can be a deal-breaker. Think of your reaction when you've experienced garbled sound or out-of-sync audio when watching a video. The good news is that your videos can have excellent sound quality without excessive cost or effort. It starts with acquiring a good external mic and finding a location where you can control the amount of external noise. View some great audio pointers at 9:49 in the **"Getting Started with Video Production"** video.



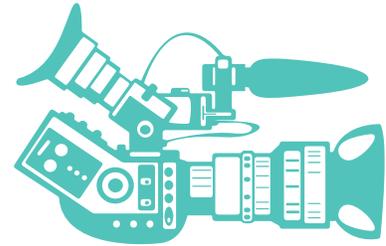
SO DOES YOUR LIGHTING

2

Have you ever been talking with someone who is standing in front of a window on a bright sunny day and all you can see is their silhouette? Placing your primary light source behind your subject (AKA Backlighting) is a sure way to craft a bad visual experience. Have your on-camera subject face your light source and ensure that the lighting is bright enough to see your subject and background clearly. Want to know more about lighting your video? Check out the lighting discussion at 3:03 in the **"Getting Started with Video Production"** video.

3 WHEN LIVE-STREAMING (or recording a video)

Use a standalone camera on a tripod with an external mic and (if possible) a camera operator rather than a laptop sitting on a table with a built-in webcam and mic. Why? Because you want to create a dynamic event, not a talking head video. Having a camera on a tripod and a camera operator lets your presenters move and helps them share their passion via their body language, making the event more authentic and compelling.



MAKE YOUR VIDEO INTERACTIVE

4



If you've got a live audience, have a wireless handheld mic handy for the on-site audience to ask questions. For the folks watching online, use your video platform's chat or Q&A tools to capture questions from your online viewers. Actively encouraging comments and questions during your broadcast and allocating adequate time to address them gives your audience a role to play in your session, making it more of a conversation and helping to keep them engaged.

5 NETWORK BANDWIDTH

Can be a precious commodity. In order to live stream, you'll need a sufficient upload speed to broadcast without interruption. Under normal conditions, you want to have an upload speed that is double your proposed video bitrate quality. For example, a 720p HD stream can require a video bitrate between 1.2 and 4 mbps (1,200 and 4,000 kbps), so you'd want to have an upload bandwidth speed between 2.4 and 8 mbps available. A wired connection and a dedicated line, especially one that is not being shared with an entire office, is also ideal. However, depending upon your provider, even an amazing connection can still suffer issues. A service that utilizes multiple CDNs like Ustream, should be used for resource intensive applications like live streaming, which will mitigate your risk of congestion on the network side.



There's a lot more we can share to help you create terrific videos and leverage them throughout your business. Want to learn more? [Follow our blog & social channels.](#)