

# Swagit

Live and On-Demand Meeting  
Video Doesn't Have to be a  
Major Production



Do you hold regular meetings at the same location? Do you need to broadcast those meetings, stream them online, and/or make them available on-demand? Do you have a limited budget for equipment and overtime? Are you looking for ways to improve your meeting broadcast process and viewer experience, and save money at the same time?

## Setting the Scene

Imagine you're inside a typical meeting room. Members of the governing body, or panelists, are seated on the dais at the front of the room. There's probably a podium for guest speakers or audience comments, and maybe a large video monitor, projection screen or whiteboard on one wall for presentations or graphics. Your audience seating area completes the room. In alternate scenarios, the room could be a lecture hall or auditorium, or a less formal boardroom-style meeting space with limited or no audience seating.

## Questions to Answer

If you wanted to record or broadcast a meeting in that room, where do you set up your video cameras and operators? Can you safely arrange their power cords and cables? Where do you set up the video director or engineer's command station, wired and loaded up with monitors, switchers, maybe a graphics generator, and the control board or panel – to say nothing about your recorder, encoder, broadcast switcher, router cabling, and servers that you need in order to broadcast that video stream out to the internet and/or cable channel? Can you leave your equipment set up permanently, or do you need to store it in a secure location between meetings? Who sets up the broadcasts, who ensures they stream flawlessly, and who maintains the accessible video archive payout on your website?

A professional-quality remote broadcast solution can handle it all for you – hands-free.

### How does a complete remote broadcast switching solution work?

More than just a streaming or production service, a complete remote broadcast solution is a fully integrated system that redefines and simplifies your entire meeting video process – from hardware components to camera operators, to production engineers, to streaming video delivery and more.

Sounds complicated? It doesn't have to be. Let's step back and look at the big picture first. In a nutshell, key ingredients in any broadcast solution include:

- Equipment
- Physical setup and installation
- Broadcast production crew
- Video post production, delivery and storage for on-demand viewing

### Equipment Needs

Let's think about your broadcast equipment. If you're starting from scratch and assembling a piecemeal system, you'll have to determine what you'll need, and make sure it's all compatible – without breaking the bank. Your shopping list for a typical setup might consist of:

- Two to five cameras
- At least one video monitor
- Broadcast switcher
- Control board or panel
- Graphics generator for titles and full-screen graphics
- Video recorders
- Streaming video encoder/server
- Video matrix switch for 24/7 video feed or cable output
- Managed power units
- Hardware rack, wiring, cables
- Control console/desk
- High-speed network and internet connectivity (at least 6 Mbps)

### Physical Setup and Installation

In addition to your equipment selection, you'll also have to make plans for its physical setup and installation. Here are some factors to consider:

- Will the setup be permanent or temporary?
- Who will set up or install the equipment?
- Where should you place your cameras and command station?

Considerations include:

1. Power and data cabling
2. Operator accessibility, if needed
3. Line-of-sight placement of cameras for optimal video framing
4. Security – protection against theft or unauthorized use
5. Network connectivity

### Broadcast Production Crew

Finding competent, reliable broadcast production crewmembers can be a challenge. Even if you already have volunteers or staff on board with those particular skills, are they always available when you need them? What happens if they get sick or go on vacation?

If you're assembling your broadcast team from scratch, think about those specific needs, which can include:

- The qualifications, requirements, knowledge, and abilities required for each position
- Personnel availability, including flexible scheduling and overtime
- Cross-training for skill coverage

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### Video Post Production, Delivery and Storage for On-Demand Viewing

You will probably want to polish your recording afterwards, especially to increase your viewership and accessibility. Maybe you need to trim off some dead air at the beginning or end of your recording. Perhaps you'd like to index the video with your meeting agenda to create content jump points. Or you may be required to add closed captioning (it's the right thing to do).

After that, you need to somehow deliver your video to a remote audience. Cable TV and/or the internet are the two best options. Most viewers today prefer internet streaming video because it's convenient, mobile-accessible, and available on-demand. It might be easy for your viewers, but there are challenges for you as the broadcaster. Should you use a public platform or your own website for delivery and storage? Can you livestream to your website and to social media sites at the same time? What is the most optimal place to display your meeting video links on your website to ensure you are maximizing your viewership? Do you have previous video content that could be migrated to your on-demand library? What are the monthly costs for hosting and file storage? Is there an upload quota? Will you be charged for bandwidth usage? Can you control public access and/or commenting?

Considerations:

- Platform (includes public video sharing website, social media, or your organization's website)
- Hosting, storage, and bandwidth fees
- Privacy and technical concerns
- System & file management
- Video players, mobile accessibility, upgrade flexibility
- Ease of management

If you don't have a dedicated IT and/or video team, these challenges can be overwhelming. Fortunately, there's a way to simplify the process – by implementing a complete end-to-end full-service remote broadcast switching solution like Swagit.

*The Swagit Broadcast Solution eliminates video production and broadcast challenges*

### Avior™ Remote Broadcast is a One-Of-A-Kind Solution

Built on Swagit's decades of industry experience, Avior™ combines remote broadcast production components and services that consistently deliver high quality results. An Avior™ full-service video production system consists of cameras, a compact control station, and a network connection to Swagit's remote broadcast operators. Typically, two to five Avior™ Pan-Tilt-Zoom (PTZ) cameras are permanently wall- or ceiling-mounted within a meeting space. These cameras are wired to a compact command control station (roughly the size of a mini-fridge) that holds almost everything: broadcast switcher, character generator for lower-thirds and full-screen graphics, ProRes recorder, redundant streaming and recording encoder/servers, a video matrix switch to handle a 24/7 video feed or cable output, and managed power units, plus a wired or wireless all-in-one software-based video control panel. An Avior™ system includes everything you need, for a fraction of the cost of purchasing off-the-rack components. Meeting video can be controlled by a single person onsite – or remotely, from Swagit's headquarters in Dallas where Swagit's skilled team of broadcast specialists handle about 300 meetings a month for locations across North America.

### With Avior™, You Can Do Much More

Think outside the box – consider some of these ideas. With Avior™, you can:

- Integrate video slides and screen presentations with meeting video
- Increase brand awareness with overlay video graphics
- Improve viewers' ease of comprehension with overlay video titles
- Use picture-in-picture (PIP), especially useful for sign language interpretation
- Share specific video segments via email or on social media – the video does not need to be trimmed or edited, but rather can jump directly to the shareable moment
- Record locally to an SD card while livestreaming your broadcast, as a local backup, public record, or for immediate post-event delivery to your cable channel
- Quickly add an optional digital signage playout switch for 24/7 feed to stream/broadcast PSAs and other material
- Direct, control and record non-streamed events locally when needed, especially for internal or private meetings, workshops and work sessions, presentations, and training videos
- Make your meeting space and hands-free video capabilities available to other departments, groups, or organizations

### Agenda Management Integrations

Swagit's full-service video production system integrates with many of the most common agenda management solutions, including:

- Legistar
- OneMeeting (coming soon!)
- Peak (coming soon!)
- iCompass
- AgendaQuick
- BoardDocs
- Community by Diligent

With Swagit, you won't have to change what you're already doing. You'll just do it better.

### Save Time, Money and Resources

Avior™ remote broadcast gives you full-service video control and automated video delivery, allowing your staff to focus on what they do best: organize, facilitate and run your meetings. You don't need to furnish a complete camera control studio. You won't need to budget for a camera crew and video engineer or director every time you hold a meeting. There are no headaches over union labor, since the meeting is controlled offsite. And you won't have to contend with video file finalization, uploads, indexing, maintenance and archives.

***Granicus Video: Best-in-Class Streaming Solutions for Best-in-Class Meeting Experiences***

**About Granicus:** More than 6,000 government agencies use Granicus to modernize their online services, web presence, and communications strategies. We offer seamless digital solutions that help government actively reach, inform, and engage citizens on the first unified civic engagement platform for government.