

Smart Live Production

Made Easy Post-Covid

A white paper about the changes in live video production and its new opportunities.

TUBICON
2021.



Editor

Julia Rüpschl

Writer

Ursula Matras
Julia Rüpschl

Contact

STRYME GmbH
Dovskygasse 5/2
1130 Vienna

STRYME Inc.
95 Street, 2nd Floor
San Francisco, CA 94103





contents

CONTENTS

PART 1

LIVE - MORE REAL
THAN EVER

7

PART 2

BOOMING MARKET &
PANDEMIC IMPACT

10

PART 3

CHANGING BEHAVIOR

15

PART 4

QUALITY MATTERS

21

PART 5

CONTENT
PRODUCTION

25

PART 6

CONTENT DELIVERY

32

PART 7

STAYING CONNECTED
POST-COVID

37

PART 8

THE TUBICON
SOLUTION

40



part 1

LIVE - MORE REAL
THAN EVER

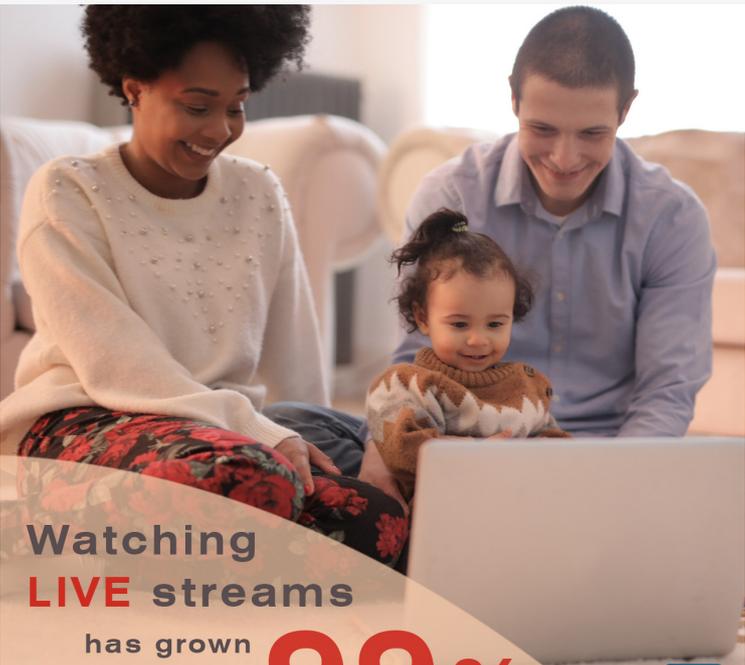
LIVE - MORE REAL THAN EVER

Live videos, live news, live sports, and other live events have always made for great viewing. If we're not there to physically attend an exciting match, a great show or concert, we watch it on one of our screens, mostly mobile and online. We tend to stay glued to it because live connects us in real time to what's happening right

now. Watching a live event as it unfolds gives us a real feel of things.

As a result of the Covid-19 pandemic in 2020, this feeling has become even more important during repeat lockdowns and social distancing in countries all over the world.

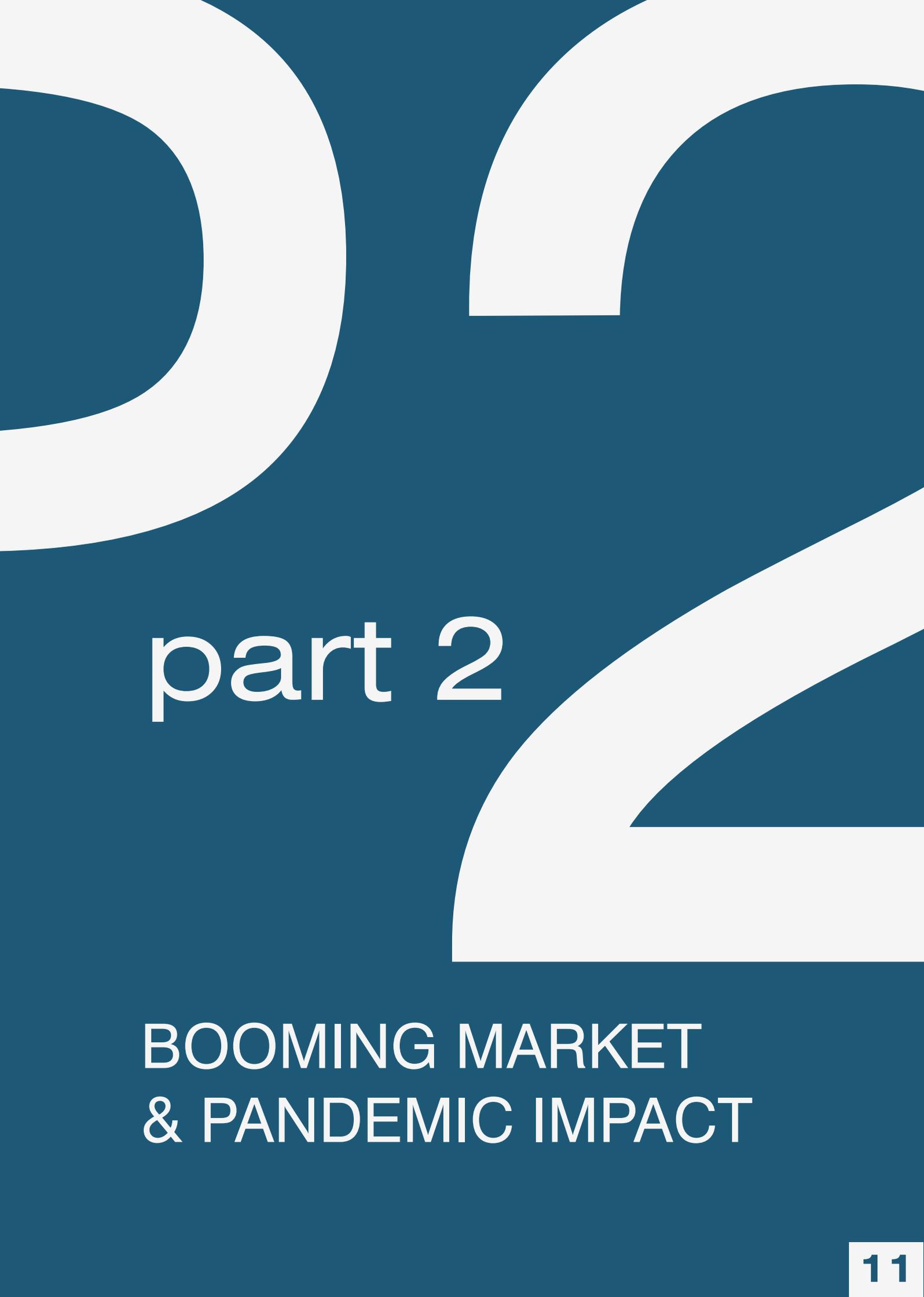
Live puts us back in the midst of things.



Watching
LIVE streams
has grown
by **99%**



Producing more quality content is the challenge both broadcasters and content producers are faced with. Just like stepping up workflow efficiencies while tackling shrinking budgets. That is why they increasingly use new cloud-based technologies that not only offer remote, cost-effective, and more flexible production alternatives but keep colleagues, staff and crew members safe, at a distance.



part 2

BOOMING MARKET & PANDEMIC IMPACT

BOOMING MARKET & PANDEMIC IMPACT

Innovative technologies have opened the doors to production possibilities that were thought impossible just a few years ago. As a result, the online consumption of live of videos has virtually skyrocketed.

In its June 2020 report, [Grand View Research](#), using the world's largest and most trusted business intelligence enabled market research database, points out that rising technological advancements, such as the implementation of block-chain technology in video streaming and the use of Artificial Intelligence (AI) to improve video quality are expected to boost demand. In particular, the increased adoption of cloud-based video streaming solutions for expand-

ing the reach of video content, rapid digitalization, the increased use of smartphones and tablets, and the growing popularity of online video streaming directly impact market growth.

Other contributing factors include high-speed internet technologies, such as such as 3G, 4G, and LTE, as well as mobile devices that can support digital media to access media content anywhere across the world.

In its report, Grand View Research argue that the live video segment is expected to portray the maximum and fastest growth until 2027. [Grand View Research](#) anticipates a CAGR of 20.4% from 2020 to 2027.^[1]

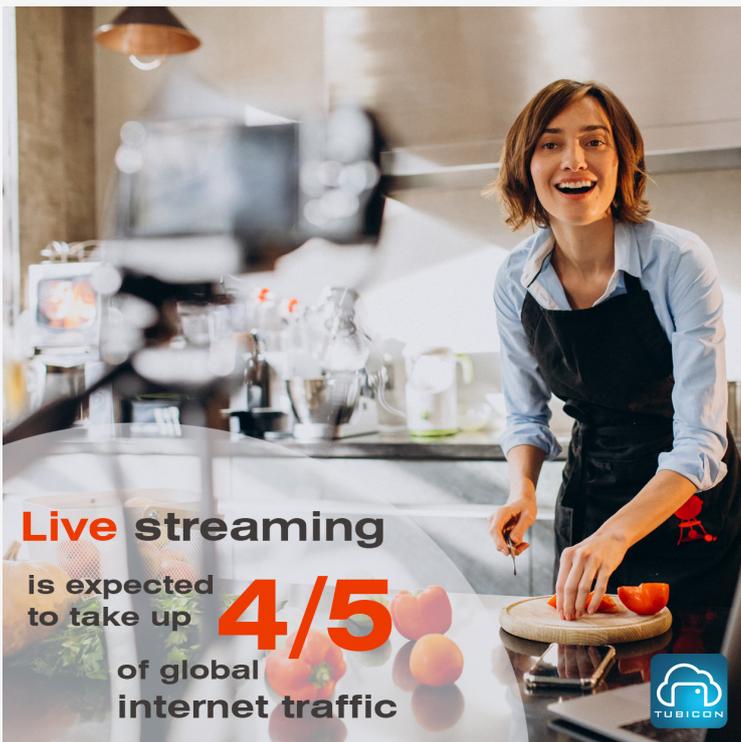
BOOMING MARKET & PANDEMIC IMPACT

Fortune Business Insights looked more closely at the market value. In its recently published report titled “Video Streaming Market Share, Size and Industry Analysis, By Component (Hardware, Software, Content Delivery Services), By Streaming Type (Live Video Streaming, On-demand Video Streaming), By Streaming Model (Advertisement-based, Subscription-based, Transactional-based/Rental), By Deployment (On-Premise, Cloud), By End-Use (Commercial, Residential), and Regional Forecast, 2020-2027”, Fortune Business Insights predicts that the global video streaming market, valued at USD 342.44 billion in 2019, is expected to reach USD 842.93 billion by 2027, showing a CAGR of 12.0% between 2020 and 2027.^[2]



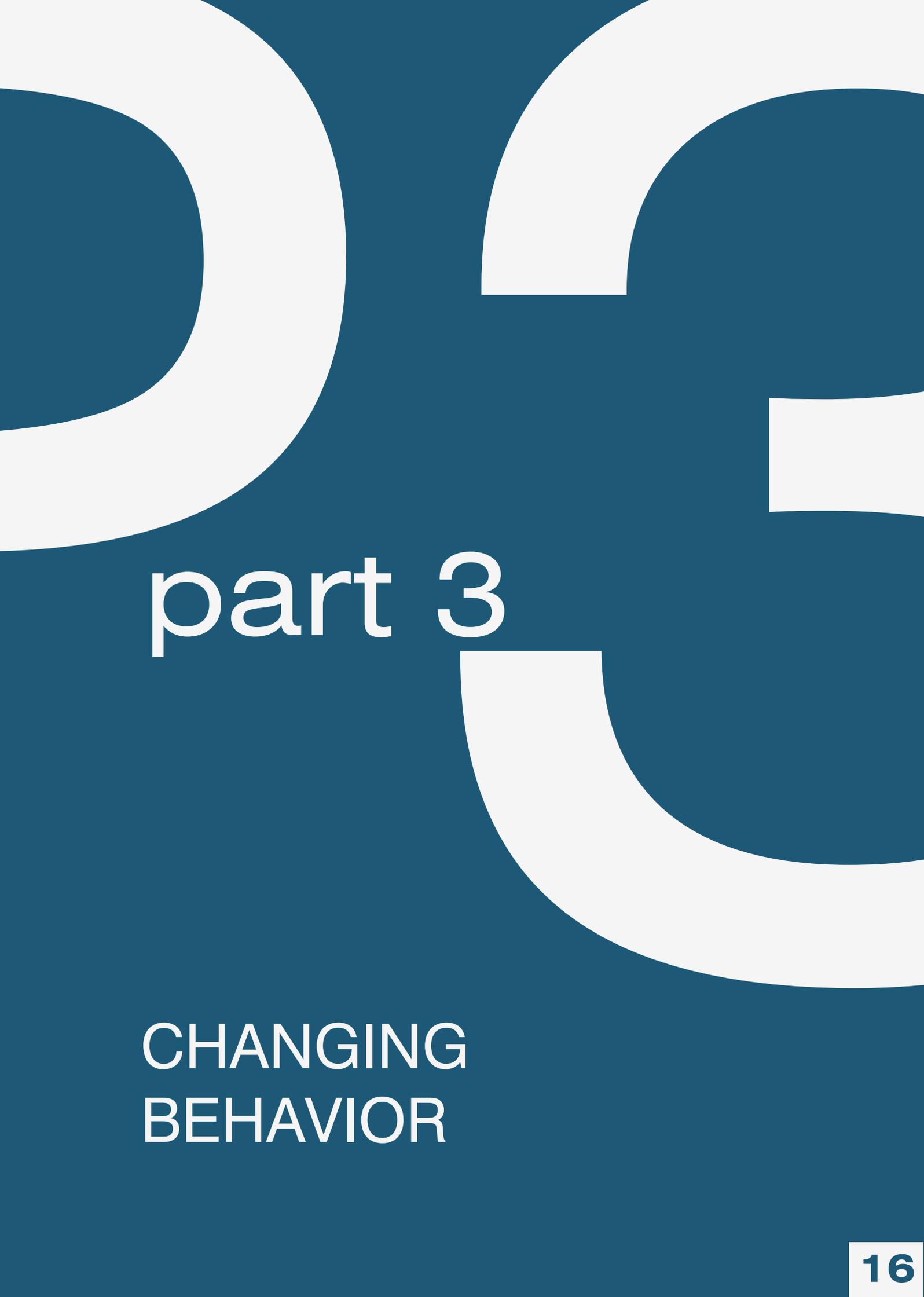
The availability and use of high-tech solutions in digital media, coupled with lockdowns across regions and countries as a result of Covid-19 pandemic, has fast-tracked the video streaming market and its value. The need for entertainment, news, and information, and with it, viewership of video streaming services, has risen sharply across the globe.

BOOMING MARKET & PANDEMIC IMPACT



Major streaming platforms have registered a surge in global subscribers and viewers: Netflix (190 million), Amazon PrimeVideo (150 million), Disney+ (100 million)^[3] or YouTube (2 billion unique users)^[4].

Similarly, social media platforms have helped people maintain their much-needed social connections. In May 2020, J.P. Morgan Research established that the usage of Facebook's messaging services has increased by more than 50% in April 2020. Voice and video calling via Messenger and WhatsApp more than doubled during that period.^[5]



part 3

CHANGING
BEHAVIOR

CHANGING BEHAVIOR

The Covid-19 pandemic has again opened up the discussion on the future relevancy of linear TV. While many like to choose it for watching live sports, there were hardly any live sports events to watch in 2020. At the same time, people were more eager to be kept up to date with the latest news, using social media to do so. For example, according to Conviva, local news engagement climbed 196% on Twitter, 62% on YouTube, 34% on Instagram and 15% on Facebook during March 2020.

The traditional TV experience and the entertainment it offers has been replaced by streaming services, social media and apps. They put us in the midst of things by allowing us to interact with other people. For example:

- The video platform [TikTok](#), with about 800 million users – of which an estimated 75% are active daily – entertains people with easy social interaction in a snap.^[6] TikTok has been designed to pull users in with more and more customized feeds the more one uses it. It works like a slot machine, offering satisfaction through what psychologists call “random reinforcement”.^[7]
- [YouTube](#), with over 2 billion monthly logged-in users and more than 500 hours of content uploaded every minute ^[8], is ideal for those who want to reach their audiences in real time with a virtual live experience. It makes every viewer feel as if he or she is part of what’s happening right now. Viewers are encouraged to use the chat function to share their thoughts and questions with the content creator.

CHANGING BEHAVIOR

- Since its launch in 2016, Facebook Live has gained in popularity with ease of use, quality videos and sound. Publishers, celebrities, media companies, and even brands use it to market their products and services and communicate with customers, friends, and communities. According to Fidji Simo, Head of Facebook app, the video experience on Facebook generated **6x more interactions in 2018** than regular video.^[9]



- Similarly, simple-to-use video conferencing via Zoom boomed among businesses, fitness instructors, teachers, and families alike. In a news blog dated April 1, 2020, Eric S. Yuan (Founder and CEO of Zoom) reported that Zoom's usage shot up in March 2020 to 200 million daily meeting participants from a maximum total of 10 million in December 2019.^[10] A month later, this figure had risen to 300 million.^[11]

CHANGING BEHAVIOR

To better understand the actual market impact of COVID-19 on peoples' viewing habits and online consumption of live of videos, OMDIA, the global technology research powerhouse, gathered insights from Omdia's Consumer team. In a nutshell, its March 2020 findings include: ^[12]

- Consumers and employees use video as a substitute for more personal and social interactions. Hence, SVOD (subscription-video-on-demand) subscriptions grow as well.

- Consumption and uptake of over-the-top (OTT) services increases as people will try new services and business models.

- Cloud-based video production is set to become the new standard for content products and OTT video platforms.

- As workflows shift to remote, decentralized work environments, the demand for information, news, and talk shows increases.

- More and more education establishments are moving to remote teaching options.

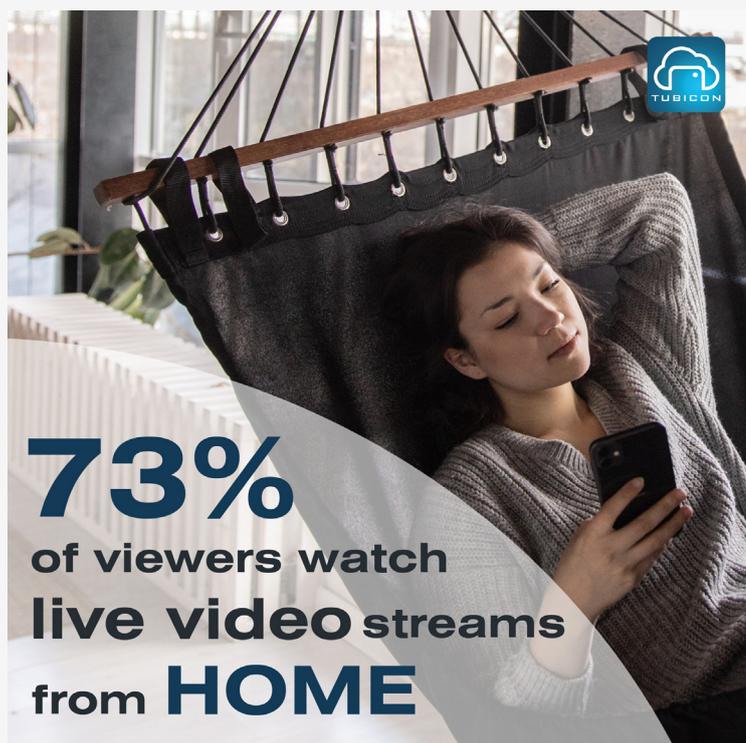
- Consumption of digital and social media increases, particularly consumption of free, ad-supported video, music, and games.

- Brands focus on boosting e-commerce through digital ads as demand for digital content spikes. As a result, advertisers on social media and influencer marketing increasingly focus on using short-form video platforms.

- The increased use of app-based video calling and conferencing is set to become the main option for business.

- E-sports event organizers are best placed to hold completely virtual live events as well as to create "direct" digital connections in lieu of live events for business networking or career development.

CHANGING BEHAVIOR



the market. What once was a fun thing to have and play with has become a necessary means of staying connected in real time, both privately and professionally.

Lockdowns and social distancing have changed the way we look at live streaming, social media and the apps available on

Live streams have become our lifeline.



part 4

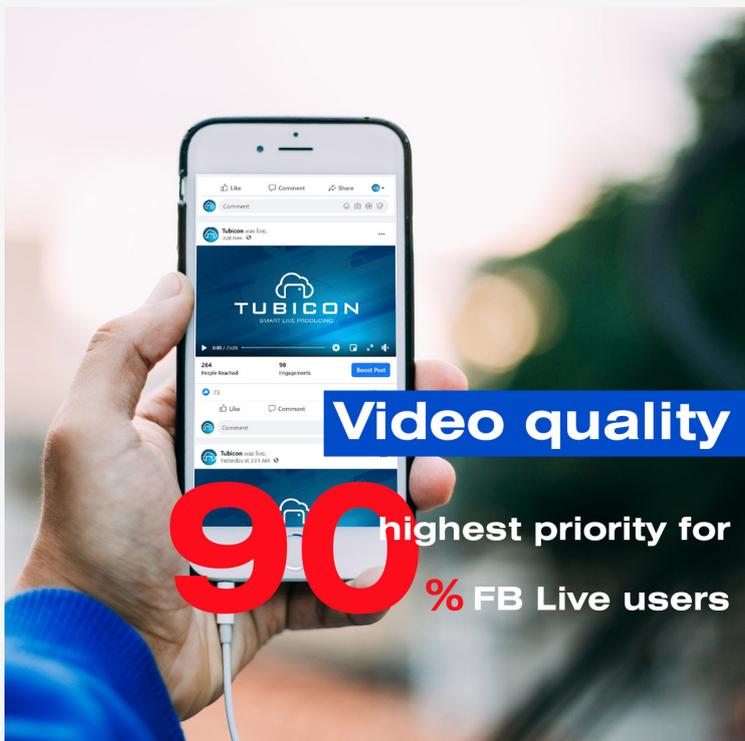
QUALITY
MATTERS

QUALITY MATTERS

As consumers we expect high-quality live videos, HD at least, crystal-clear sound, and an uninterrupted viewing experience.

We expect the same quality that we have grown accustomed to with traditional linear TV. For content producers this means:

The higher the quality of content, the higher the viewership.



as the chosen transport stream before passing it on to their audience – in most cases, a paying audience. Whether businesses selling products and services, influencers promoting brands and lifestyles or professional content producers targeting a growing audience, they all have one thing in common: they need to make a lasting impression. In this fiercely competitive and rapidly growing market, consistent high quality gives them the edge.

That is why content producers tend to go to great lengths to measure the quality of the video/picture, sound, loudness as well

QUALITY MATTERS

So, what makes for good quality content?

- An attention-grabbing, well-structured story is the basis for compelling content

- A reliable internet connection that can handle HD streaming and ensures uninterrupted sound and picture quality

- An audience that is given the opportunity to engage and interact in real time

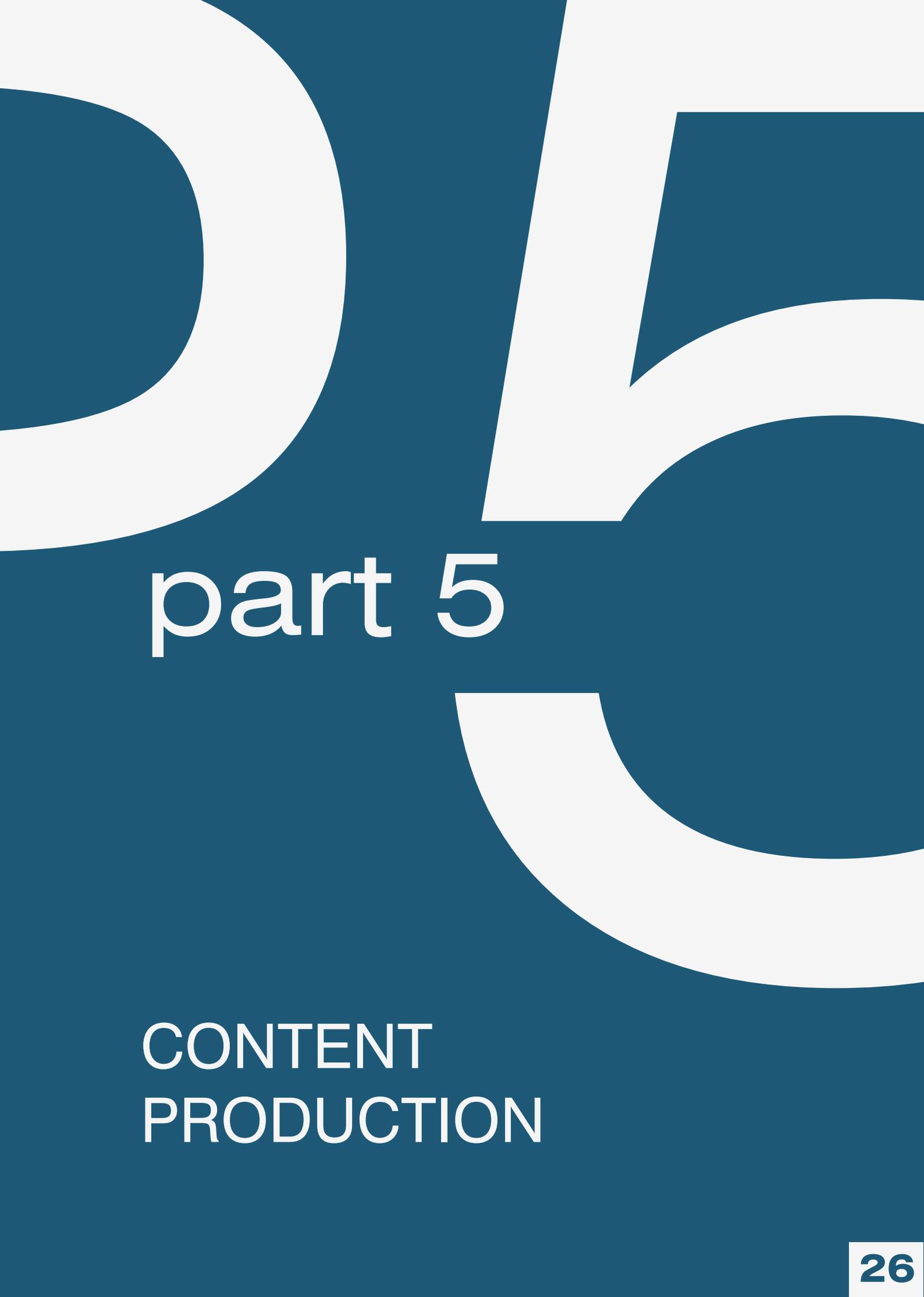
- A misspoken word or little hiccups are allowed – they make things even more real

- The right timing for the content and target audience

- A backdrop or scene set that best matches the content and story being told

- Simple, basic equipment to produce and stream content live

**... after all,
what's the use of having the most expensive
equipment when there's no story to be told?**



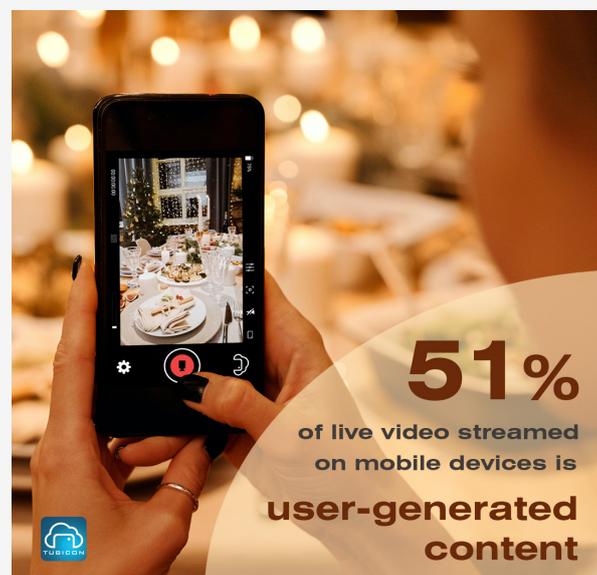
part 5

CONTENT
PRODUCTION

CONTENT PRODUCTION

Tell your story!

Thorough pre-production and content planning are key to the success of any video. The ideas, structure, style, messages, and the way content is presented are the magic ingredients of every video's story. Some may argue that the production of high-quality live content depends a lot on the equipment used. Of course, proper lighting, stable video shots, clear sound and an uninterrupted distribution do matter. However, the most expensive camera, lighting, tripod, microphone, or mixer cannot make up for the lack of a story or a message gone wrong.



Those active in the video production business know that quality equipment and software doesn't come cheap. Very few of us own an OB-van or a whole array of expensive broadcast equipment to produce top quality live content.

CONTENT PRODUCTION

Fortunately, the days where one was faced with a mind-boggling list of such expensive equipment are over. What's more, video production costs have drastically dropped over the past couple of years, whether for private content

producers, businesses or broadcasters.

Case in point:

The Dollar Shave Club video is deemed one of the most effective videos produced to market a product, having registered more than 27.2 million views back in 2012.^[13]

OneMarktMedia highlights two magical ingredients:^[14]

1. A great script that delivered a pitch-perfect combination of humor and shame aimed at a

bloated and closed shaving razor industry and,

2. A standout delivery by Michael Dubin, co-founder and CEO of The Dollar Shave Club.

It has been reported that the video cost less than USD 5,000 to make. Add to that the time and effort put in by Michael Dubin as well

as the idea for the story, a great script and delivering it in a unique way, ensuring its success by getting the views that drove sales.

At the end of the day, it is the business outcome that counts, not the amount of awards the video has received.

CONTENT PRODUCTION

Pre-Production Costs

Conceiving the idea, putting together a great script and delivering it in a unique way is what ensures the success of a video – getting the views that drive sales. In short, pre-production work is the most important steps in the video production process. It defines the final result, no matter how good the technical execution is.

Pre-production also revolves around defining the audience and matters important to them, the objectives of the video, its key messages needed to spark feelings and action on part of the viewers as well as the team needed to help create the video.

In case such assistance is required – and depending on the country and market – OneMarketMedia suggests that costs may range between USD 75/hour and USD 250/hours for an expe-

rienced marketing writer and creative team to develop a concept, script and storyboard that serves as the blueprint for your video.

Production Costs

Traditionally, video production costs include costs for the film location, one or more professional actors, a presenter, director, cameramen as well as post-production cutters, graphics, animation, voice-overs, music, and sound effects. Add to that camera equipment, lighting, microphones, mixers, video servers and computers, back-up storage, drones or even an OB-Van.

The list is endless and the costs to produce a video may differ greatly. Individual production costs depend on the complexity of the video and its objectives.

CONTENT PRODUCTION

The Essentials

Streaming a live video is more than just nice to have. It helps businesses to stay connected with customers and in touch with employees working remotely. It helps educational institutions to move ahead with the curriculum via distance learning. It provides individuals with a lifeline to friends and family. New simple-to-use (and often zero-cost) video technologies have placed a decent quality video within the reach of many. Thanks to **smartphones in peoples' pockets**, putting together a video and delivering it via social media



platforms or setting up extended video conferences (e.g. via Zoom or Microsoft Teams) has become a reality for everyone.

CONTENT PRODUCTION

For regular and professional live streaming, it makes sense to invest in basic quality equipment. In 2019, Digital Information World took a closer look at [cost-effective essentials](#): ^[15]

- Video camera
(USD 800 to USD 10,000)
- Tripod
(USD 20 to USD 200)
- Backdrop
(USD 50 to USD 300)
- 3-Point Lighting
(USD 250 to USD 300)
- Lapel or Rifle Microphone
(USD 140 to USD 220)
- Editing Software
(Final Cut Pro USD 300)

TOTAL COST:
USD 1,300 to about USD 10,000

A few additional aspects enhance the quality of the viewing experience:

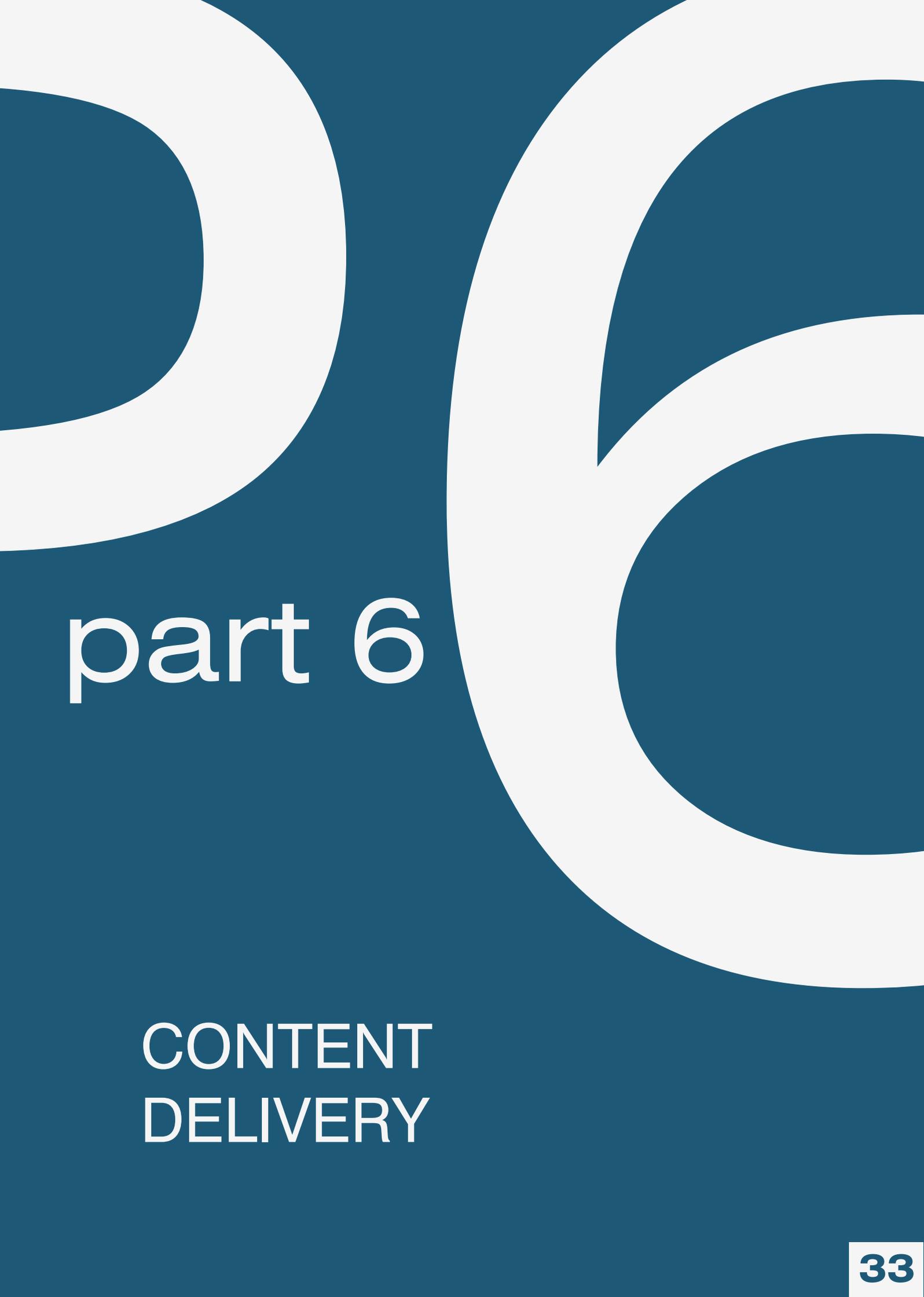
- A stable internet connectios

- Encoding to compress the video file and match it to the bandwidth used without losing quality

- The level of stream latency and how its time lag may affect viewers who rely on low latency for a interactive experience during the live stream

- Archiving possibility to enable searches at the later stage

- Compatibility of equipment used

A large, stylized white number '6' is centered on a dark blue background. The number is composed of thick, rounded strokes. The top curve of the '6' is on the right side, and the bottom curve is on the left side, creating a sense of rotation or a unique typographic style.

part 6

CONTENT
DELIVERY

CONTENT DELIVERY

CONTENT DELIVERY



Facebook, YouTube, Instagram, Vimeo, Twitch, Periscope, Twitter, etc. – live video streaming via social media and targeting a specific audience has been a real game changer. It is an inexpensive and effective way for individuals (vloggers, influencers) and businesses marketing brands, services or products to connect and interact with their audience.



According to Livestream, 80% of people prefer watching a live video rather than read a blog and 82% prefer videos to social posts.^[16]

CONTENT DELIVERY

In its 2020 update, Livestream looked at the popular free [live streaming tools](#) such as Facebook Live, LinkedIn Live, YouTube Live, Periscope, Instagram Live. They tend to put the viewer first, are easy to use and great even for brands and businesses choosing live streaming to support their marketing.^[17]

On [the downside](#), they often force content creators to juggle multiple platforms to manage their video content and distribution. They might not be viable solutions for long-term scale and growth of a video strategy. None of them offer direct customer support. If a

snag occurs during a live event, one is left with one's own devices to solve the problem in real time.

What's more, [streaming is only possible on a platform-by-platform basis](#). For example, if one wants to stream to Facebook and Twitter at the same time, two cameras are needed to live stream from each device, making content production complicated and laborious.

CONTENT DELIVERY

Anyone who uses social networks will also have noticed the abundance of advertisements, such as pre-roll ads on YouTube. Any organization wanting to create an on-brand experience for their audience would thus want to think twice about such ads disrupting their content. Special note must be made of **TikTok**. The app makes compelling content accessible to many people and works by rewarding content above all else. Content production, including special effects, editing, adding a caption, and uploading a video is as easy as child's play. The beauty of it all: zero costs for

post-production and the video stays on its creator's smartphone.



Live streaming is a **billion-dollar business** are more and more companies, vloggers, influencers, and social media celebrities use it.

part 7

STAYING CONNECTED
POST-COVID

STAYING CONNECTED POST-COVID

In times of shrinking budgets, lockdowns and social distancing aimed at keeping people safe, content producers are challenged to stay in touch with their audience.

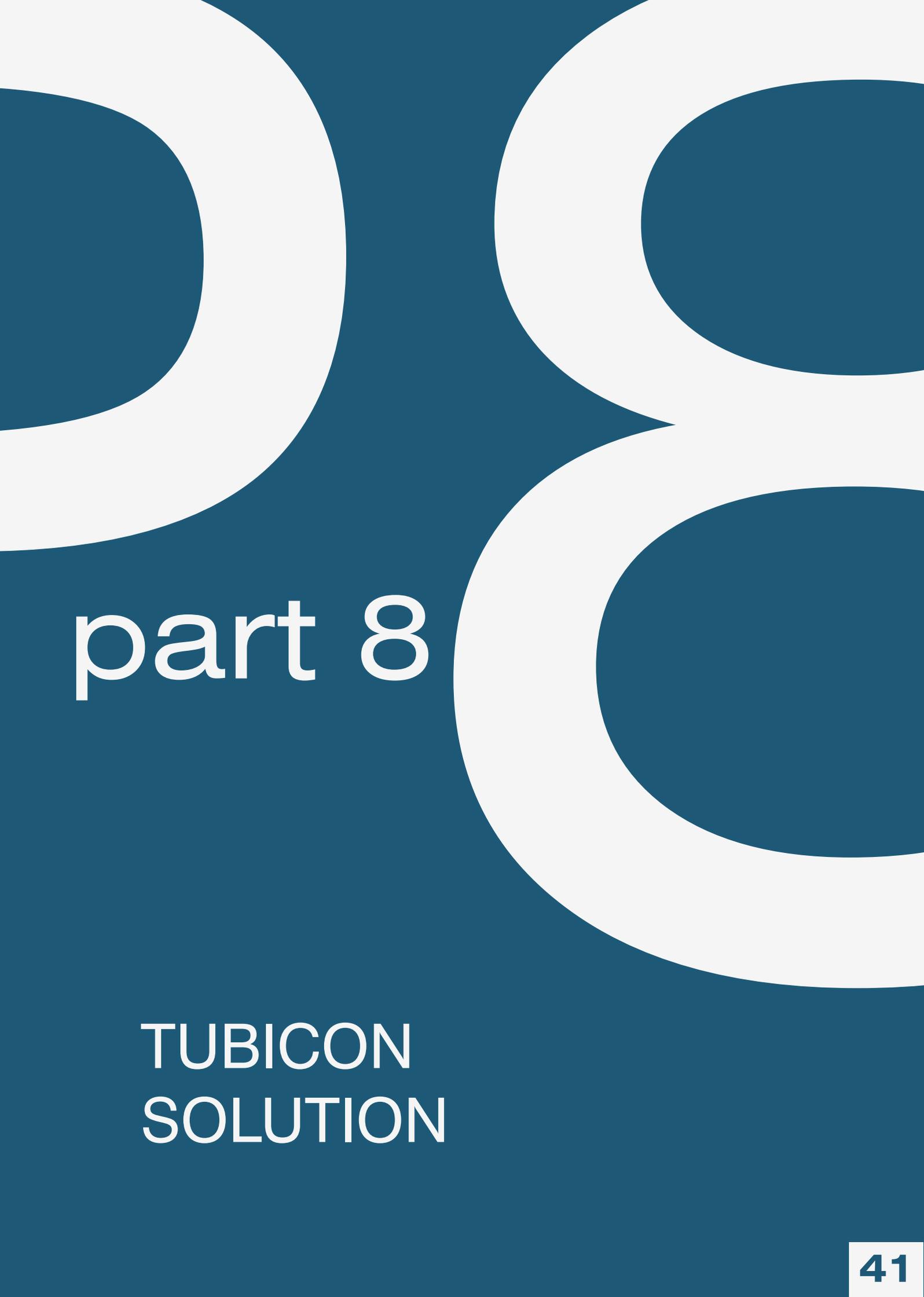
State-of-the-art technologies offer effective solutions:

- Remote production techniques and workflows – i.e. producing a live event from a distance, using only essential equipment – as well as the ability to simultaneously share production content boost accessibility, flexibility, and safety.

- Modern smartphones come with built-in high-quality technology – camera, microphone, high speed internet/WLAN connection, data storage, etc.

- Easy to use free social media platforms and apps offer decent quality for live video streaming.

- Cloud-based all-in-one solutions enable two things: production takes place anywhere at any time and users can access content from wherever they are.



part 8

TUBICON
SOLUTION

TUBICON SOLUTION

In 2019, STRYME, an innovative video solution expert for broadcasters, telecommunication companies and cable MSOs based in Vienna (Austria) and

San Francisco (USA), developed TUBICON, a cloud-based platform for multi-cam live video production and streaming that uses smartphone technology.



TUBICON SOLUTION

A high-tech production studio in your pocket



Vloggers, influencers, journalists, reporters, freelancers, corporates or simply anyone can use TUBICON to produce and stream live content anytime and anywhere with just their smartphone.

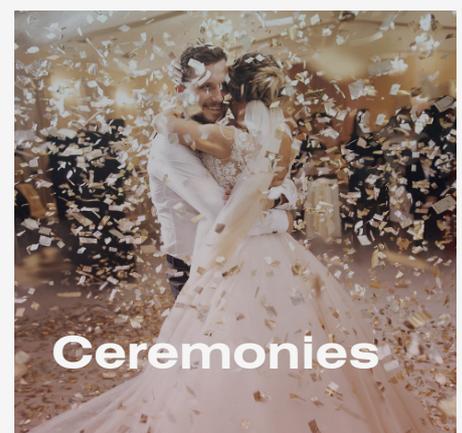
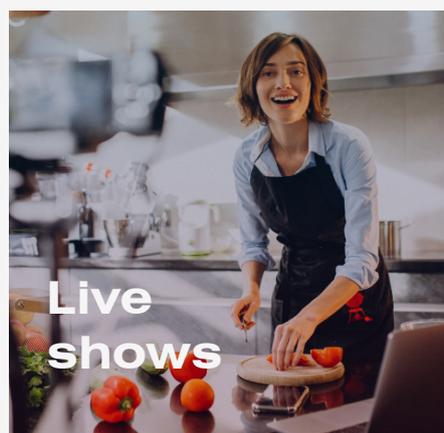
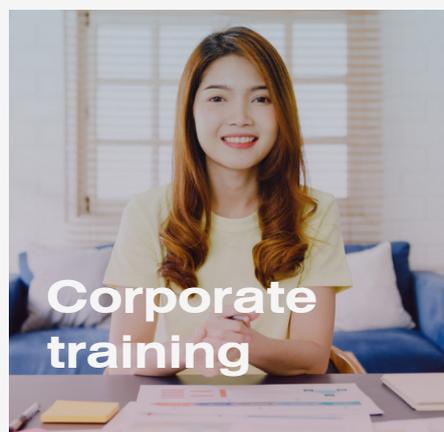
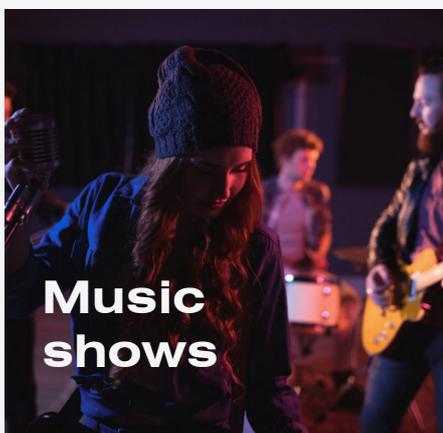
The TRIAL of TUBICON comes with 60 minutes live production time within 14 days, 2mbps bandwidth of, 1 hour storage time, and the option to simultaneously connect 3 different devices.

Using it is as easy as child's play: Create your TUBICON account on web.tubicon.com, download the app and get started!



TUBICON SOLUTION

The cloud-based live production platform can be used for different purposes to reach more viewers or grow a business:



TUBICON SOLUTION

TUBICON's key features are geared to creating an uninterrupted viewing experience in HD quality with crystal clear sound and picture:

- **Audio Mixer**

Simultaneous mixing of multiple audio sources in real time and synchronic adjustments of audio settings

- **Picture-in-Picture**

Inserting and sharing a second video in the live-video

- **Clip Player**

Inserting recorded video clips for presentations or pop-ups

- **RTMP feature**

Connecting RTMP cameras to the platform to use e.g. Go-Pros for live video production

- **Split Screen Feature**

Insertion of two equally sized live videos at the same time during live production to enhance e.g. live interviews

- **Screen Capture**

Sharing a screen (whole or part) with the audience to enhance live interaction

- **HDMI feature**

Connecting professional cameras with HDMI-output to the platform

- **Lower thirds & graphics**

Choice of individual styles and designs during live production

TUBICON SOLUTION

Award-winning platform



TUBICON won gold at the German Innovation Award 2021, was winner of the eAWARD 2020 in the category Production and has ranked among the top 3 winners of Constantinus Award 2020 in the categories IT, Standard Software and Cloud Services. The app was also nominated for the Best

Mobile App Award 2020 and at the IBC 2020 virtual showcase for Best of Show Awards in the category TV Technology. The year before, TUBICON was nominated for the IABM BaM Awards® as best product in the category Produce at the IBC 2019 in Amsterdam.

TUBICON SOLUTION

Want to find out more?

Check out all the details on: tubicon.com

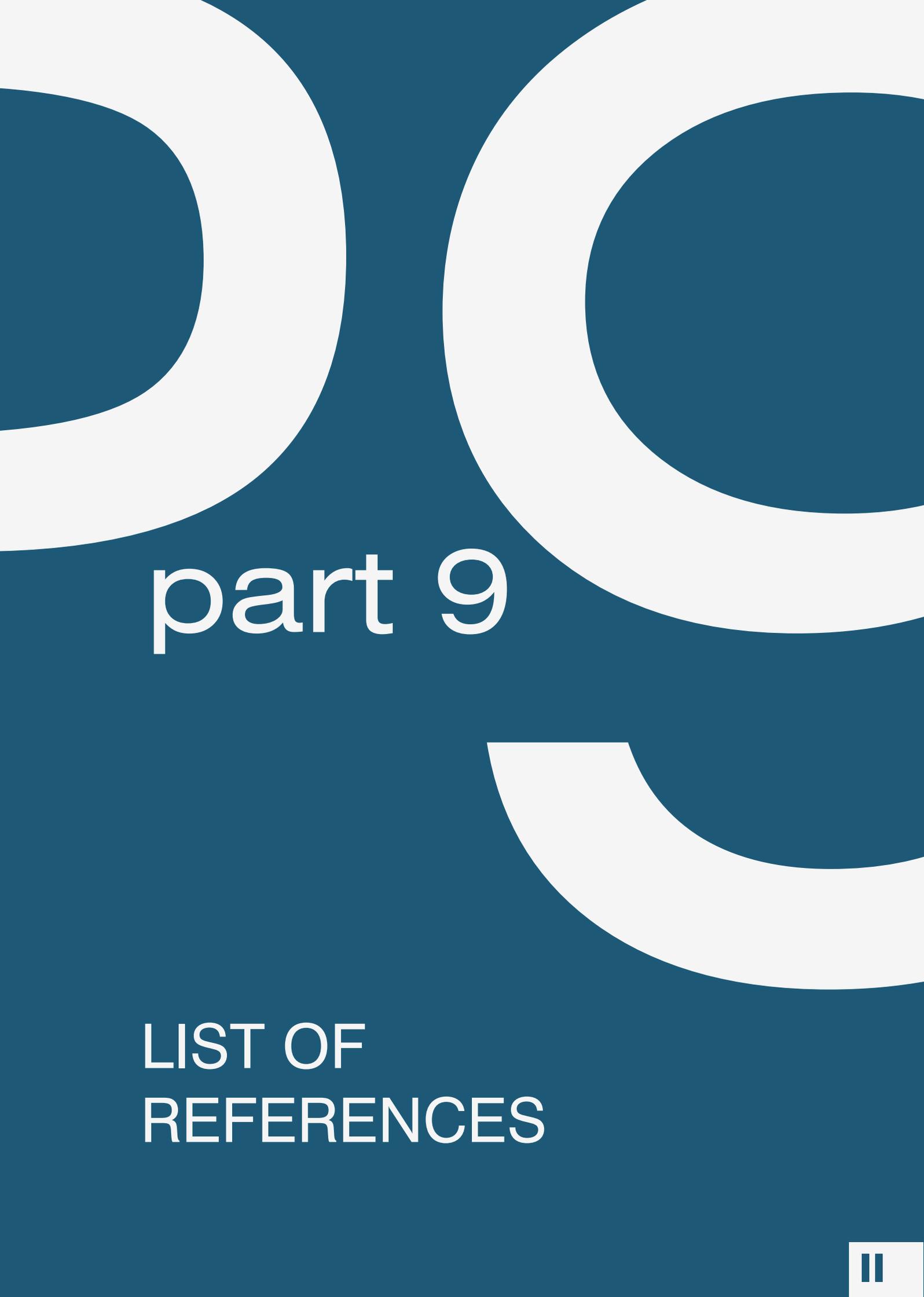
Or contact us at: info@tubicon.com

STRYME GmbH (Austria)
Dovskygasse 5/2
1130 Vienna

STRYME Inc. (USA)
95 Third Street, 2nd Floor
San Francisco, CA 94103







part 9

LIST OF REFERENCES

LIST OF REFERENCES

- [1] Grand View Research: Video Streaming Market Worth \$223.98 Billion By 2028. February 2021. <https://www.grandviewresearch.com/press-release/global-video-streaming-market> (29.07.2021).
- [2] Wicz: Video Streaming Market Research Report offers exclusive insights into key statistics. December 2020. <https://www.wicz.com/story/42992794/global-video-streaming-market-2020-industry-outlook-comprehensive-insights-growth-and-forecast-2027> (29.07.2021).
- [3] Katz, Brandon: Thanks to Quarantine, Amazon Is Gaining on Netflix's Numbers. May 2020. In: Observer. <https://observer.com/2020/08/netflix-subscribers-stock-amazon-prime-video-subscribers/> (29.07.2021).
- [4] GMI Blogger: YouTube User Statistics 2021. July 2021. In: Global Media Insight. <https://www.globalmediainsight.com/blog/youtube-users-statistics/> (29.07.2021).
- [5] JPMorgan: Media Consumption in the Age of COVID-19. May 2020. <https://www.jpmorgan.com/insights/research/media-consumption> (29.07.2021).
- [6] Mediakix: TikTok User Growth Infographic - 2020 Data + Chars. 2020. <https://mediakix.com/blog/tik-tok-user-growth-infographic/> (29.07.2021).
- [7] Benger, Liv: 5 Reasons Why TikTok Is So Addicting. April 2020. <https://medium.com/@livbenger/5-reasons-why-tiktok-is-so-addicting-b920935468be> (29.07.2021).

LIST OF REFERENCES

- [8] YouTube: YouTube for Press. 2021. <https://blog.youtube/press/> (29.07.2021).
- [9] McLachlan, Stacey: How to Create Facebook Live Videos that People Actually Want to Watch. January 2021. <https://blog.hootsuite.com/facebook-live-video/> (29.07.2021).
- [10] Yuan, Eric S.: A Message to Our Users. April 2020. <https://blog.zoom.us/a-message-to-our-users/> (29.07.2021).
- [11] Zoom: 90-Day Security Plan Progress Report. April 2020. <https://blog.zoom.us/90-day-security-plan-progress-report-april-22/> (29.07.2021).
- [12] Omidia: COVID-19 Market Impact: Digital Consumer Services. March 2020.
- [13] Fox, Jimm: Dollar Shave Club – Video Review. March 2012. <https://onemarketmedia.com/2012/03/22/dollar-shave-club-video-review/> (29.07.2021).
- [14] Fox, Jimm: Video Production Cost – 35 Factors with costs explained. June 2020. <https://onemarketmedia.com/2020/06/23/video-production-cost-35-factors-with-cost-explained/> (29.07.2021).
- [15] Digital Information World: How Much Does Video Production Cost in 2019. March 2019. <https://www.digitalinformationworld.com/2019/03/how-much-does-a-video-cost-infographic.html> (29.07.2021).

LIST OF REFERENCES

- [16] Golum, Caroline: Live Video Stats: What Consumers Want. 2017. <https://livestream.com/blog/live-video-statistics-livestream> (29.07.2021).
- [17] Livestream: Comparison of the Top 7 Live Streaming Platforms: What You Need to Know. 2020. <https://livestream.com/blog/livestreaming-platform-comparison-pricing> (29.07.2021).

LIST OF REFERENCES

p09



Watching live streams has grown by 99% year-on-year.
Statistic: arsenal.gg (2020)
Picture: Andrea Piacquadio: Pexels.com (2020)

p13



99% of all video marketers plan to continue using video in 2021.
Statistic: wyzowl.com (2021)
Picture: iStock (2020)

p14



In 2020, live streaming is expected to take up 4/5 of global internet traffic volume.
Statistic: wyzowl.com (2021)
Picture: iStock (2020)

p18



1/2 of all US social media users use Facebook to watch videos.
Statistic: statista.com (2020)
Picture: pixabay.com (2021)

LIST OF REFERENCES

p18



53% of video marketers plan to include webinars in their marketing strategy for 2021.

Statistic: wyzowl.com (2020)

Picture: pixabay.com (2021)

p20

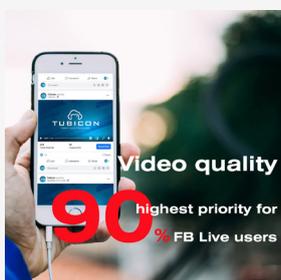


73% of viewers watch their live video streams from home.

Statistic: statista.com (2020)

Picture: Ekaterina Bolovtsova: Pexels.com (2020)

p23



Video quality: 90% highest priority for FB Live users.

Statistic: Facebook (2020)

Picture: pixabay.com (2020)

p27



51% of live video streamed on mobile devices is user-generated content.

Statistic: stateofdigitalpublishing.com (2020)

Picture: Nicole Michalou: Pexels.com (2020)

LIST OF REFERENCES

p30



2/3 of worldwide viewers use smartphones for live video streaming.
Statistic: [statista.com](https://www.statista.com) (2020)
Picture: Ketut-subiyanto: [Pexels.com](https://www.pexels.com) (2020)

p34



FB live videos are watched 3x longer than standard videos.
Statistic: Facebook (2020)
Picture: iStock (2020)

p34



Watching a live video of a brand is preferred to reading their blog by 80%.
Statistic: [livestream.com](https://www.livestream.com) (2020)
Picture: Pch.vector: [Pexels.com](https://www.pexels.com) (2020)

p36



Search traffic increases by 41% for companies using video.
Statistic: [techjury.net](https://www.techjury.net) (2021)
Picture: [freepik.com](https://www.freepik.com) (2021)

LIST OF REFERENCES

p42



Picture: Tubicon - Smart Live Producing Erklärvideo (2020)

p43



Pictures: Adobe Stock (2021)

p44



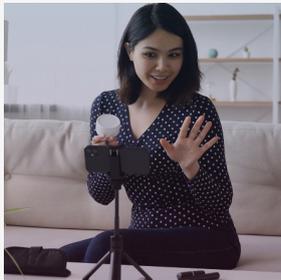
Picture: Wavebreakmedia_micro: freepik.com (2021)

p44



Pictures: Adobe Stock (2020)

LIST OF REFERENCES



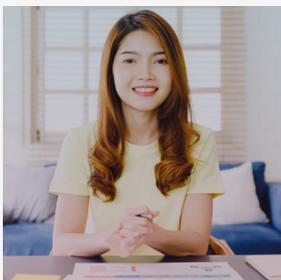
p44

Picture: iStock (2020)



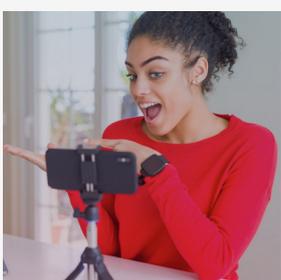
p44

Picture: Getty Images (2020)



p44

Picture: Tirachardz: freepik.com (2021)

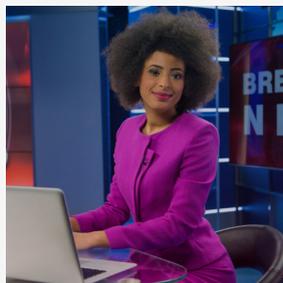


p44

Picture: iStock (2020)

LIST OF REFERENCES

p44



Picture: iStock (2020)

p44



Picture: iStock (2020)

p44



Picture: iStock (2021)

p47



Picture: Stocksy (2021)

