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## CRS Uses Wirecast for YouTube Webcast of International Women's Earth & Climate Summit

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"Wirecast integrated all the production tools we needed to capture and present this important live event cost-effectively. Wirecast offers a simple interface between our media devices and many CDNs, including the one we needed to stream to YouTube Live. Wirecast is a wonderful solution for any organization or entity that wants to share the experience and impact of their live event with a global audience. We left our bulky unnamed brand live stream switcher home for this assignment"

**-Richard G. Page, M.P.A.,  
president of Conference  
Recording Service, Inc.**

[Conference Recording Service, Inc.](#) (CRS) chose Telestream's Wirecast for YouTube software to stream the 2013 International Women's Earth & Climate Summit, which took place from September 20-23, 2013 in Suffern, NY. The unprecedented three-day event, organized by The Women's Earth & Climate Action Network (WECAN), was streamed live via the organization's YouTube Live channel.

Organized by WECAN Founder and Co-Director Osprey Orielle Lake, the Summit brought together 100 influential global women leaders from 35 countries around the world to discuss the growing climate crisis and create a woman-based action plan for effective, global solutions. These Summit delegates included Researcher/Activist Dr. Jane Goodall, Marine Biologist Dr. Sylvia Earle, Physicist Dr. Vandana Shiva, Geologist Rosemary Enie, and Christiana Figueres of UNFCCC among other climate change experts. Using Wirecast, CRS was able to:

- Produce a high-quality live Webcast using a single HD video camera and PowerPoint switching with an Epiphan VGA to USB converter.
- Simultaneously record the program for subsequent distribution
- Keep production and equipment costs to a minimum
- Stream directly from Wirecast to YouTube Live

### **The Background**

Based in El Cerrito, CA, Conference Recording Service, Inc. provides on-site recording and Webcasting services for meetings ranging from small retreats to large conventions, including University-based events nationwide. CRS

serves clients whose meetings focus on emerging, socially conscious issues such as integrative medicine, integrative psychology, spirituality, and climate change. While CRS has been providing traditional video recording services for the past 30 years and live streaming since 2000, clients now increasingly want live streaming so they can allow like-minded people from around the world to attend their meetings and events virtually.

#### The Challenge:

The biggest challenge was capturing all of the sessions and panels during the three-day Summit with high-quality video and audio while keeping production costs and complexity to a minimum.

Another key challenge was making sure viewers around the world – even those in third-world countries – would have an optimal viewing experience regardless of their available bandwidth. For this reason, a pre-production decision was made to limit the program output to 360p rather than stream full HD resolution.

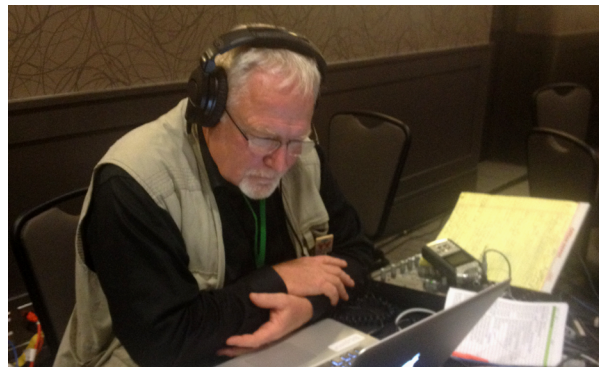
To further ensure global access, WECAN also strategically located public screening centers, called Vision Hubs, around the world where people could watch the Webcast on large-screens.

#### The Solution:

CRS determined that Wirecast was the only live integrated production solution that could solve all their production challenges cost-effectively. Wirecast gives an operator user-friendly control of all elements needed for a professional live show – including multiple HD camera switching, digital audio, text, PowerPoint slides, Skype calls, and graphics – while outputting directly to many popular CDNs, such as YouTube Live.

Using a single Sony HVR-Z1U camcorder mounted on a tripod, Richard Page, president of CRS was able to pan and zoom to frame his shots, including close-ups of podium speakers, two-shots of delegates sitting on a talk-show style set, or wide shots, such as a large panel of six speakers. Page also presented live graphics with text and photos created using Adobe Photoshop—such as “The program will begin shortly” or “Break: We invite you to use this time for discussion” – to advise viewers of upcoming sessions, breaks, and other program notes.

According to Page, as Summit delegates spoke, “the house audio was fed to the camera then back out to a Blackmagic Design Intensity Extreme card. This set-up



Richard G. Page, M.P.A.



International Women's Earth & Climate Summit

allowed our low-cost production to maintain lip synch. Wirecast's Desktop Presenter software and an Epiphan VGA to USB converter allowed us to also intersperse speakers' PowerPoint slides and live Skype video calls that were displayed on the big-screen.”

#### The Setup:

CRS kept its production costs down by implementing the following gear:

- Telestream Wirecast for You Tube software with HDV camera upgrade
- Sony HVR-Z1U 3 CCD 1080i HDV (16:9 HD) camcorder
- Blackmagic Design Intensity Extreme Card for HDMI and component analog video capture and playback
- Tripod for the camera
- Epiphan VGA to USB converter for PowerPoint switching
- Kramer VGA powered splitter

#### Tips:

Preconfigure camera output settings, Blackmagic Design Intensity settings, and Wirecast settings so they all 'speak' to each other before you hit the road!

Arrive at least one day early to test the venue's isolated RJ45 connection to interface between your computer and your CDN. Interruptions are fatal to your stream. Test the audio synch from the house mix to your camera and back to your Intensity box.

Bring a small mixer for back-up audio from house mix and/or your own mic at the podium, and remember to add audio to each source (camera in, PowerPoint in, and graphics) when initiating your Wirecast. CRS has since upgraded to Wirecast 5, which allows streaming to any server plus recording to a high-quality recorder HDMI out from the Blackmagic Design Intensity box.

#### The Results:

"Because of Wirecast," says Page, "WECAN was able to broadcast its message well beyond the meeting venue to inspire a better understanding of the climate crisis and its action plan to solve it. As with any live show, you only get one chance to capture and broadcast it live. Wirecast proved to be very cost-effective live production software custom tailored to live streaming. The YouTube Live Channel audience was quite large, and with the post-event online video and media, interest in this Summit continues to grow."

Learn more about Conference Recording Service, Inc. at [www.conferencerecording.com](http://www.conferencerecording.com)

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Learn more about The Women's Earth & Climate Action Network, International (formerly IWECI) and the Summit at [www.wecaninternational.org/summit](http://www.wecaninternational.org/summit)

