Video Streaming Options

On-Demand and Live Video Streaming of Board of Director Meetings

Administration / Finance Committee
November 13, 2014
Approaches

**Approach 1:**
Live and On-Demand Video

Options
- 1 fixed camera (1A & 1B)
- 3 fixed cameras (1C & 1D)

**Approach 2:**
On-Demand Video

Options
- Videographer (2A, 2B & 2E)
- 1 fixed camera (2C & 2D)
Approach 1: Live and On-Demand – One Fixed Camera

(60 meetings / 3 hours per meeting)

1A

1 fixed camera

(Live to Swagit)

Capital Cost: $13,500

Ongoing Yearly Cost: $11,940

Total First Year Cost: $25,440

Options

• Swagit indexes video to agenda

1B

1 fixed camera

(Live to Granicus)

Capital Cost: $13,500

Ongoing Yearly Cost: >$7,200

Total First Year Cost: >$20,700

• Staff indexes video to agenda during meeting or after meeting

• Staff turns on equipment
• 1 fixed camera used to stream live to service
• Staff uploads agenda
• Video also available on-demand
## Approach 1: Live and On Demand – Three Fixed Cameras

### Options

#### 1C
- 3 fixed cameras + 1 computer input
- (Live to Swagit)
- Capital Cost: $34,792
- Ongoing Yearly Cost: $19,740
- Total First Year Cost: $54,532
- Swagit indexes video to agenda
- Staff turns on equipment
- 1 fixed camera used to stream live to service
- Staff indexes video to agenda during meeting or after meeting
- Someone on-site performs mixing during meeting

#### 1D
- 3 fixed cameras + 1 computer input
- (Live to Granicus)
- Capital Cost: $50,000 - $100K
- Ongoing Yearly Cost: >$7,200
- Total First Year Cost: >$57,200 - $122,200
- Staff turns on equipment
- Staff indexes video to agenda during meeting or after meeting
- Video also available on-demand
## Approach 2: On Demand only - Videographer

### 2A Options

- Barry Friedland
  - Videotrek Productions
  - (Upload to YouTube)
  - Capital Cost: $5,000
  - Ongoing Yearly Cost: $48,000
  - Total First Year Cost: $53,000
- 8 hours on-site and post-production for 3 hour meeting @ $100/hr
- Uses multiple cameras
- Videographer does post-production work (multiple camera angles and PowerPoint feed)
- Videographer uses own equipment
- Videographer does post-production work
- Videographer posts to OCWD page on YouTube
- Video not indexed to agenda
- Video available YouTube

### 2B Options

- Matt Liffreing
  - Video Marketing
  - (Upload to YouTube)
  - Capital Cost: $5,000
  - Ongoing Yearly Cost: $13,500
  - Total First Year Cost: $18,500
- 3 hours on-site with some post-production work @ $75/hr

### 2F Options

- (high profile meetings only @ $225-$800 / meeting)
- (Upload to YouTube)
- Capital Cost: $0
- Ongoing Yearly Cost: varies
- Total First Year Cost: varies
# Approach 2: On Demand only – One Fixed Camera

**Options**

<table>
<thead>
<tr>
<th>2C</th>
<th>2D</th>
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<tbody>
<tr>
<td>1 fixed camera</td>
<td>1 fixed camera</td>
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<tr>
<td>(Upload to Swagit)</td>
<td>(Upload to Granicus)</td>
</tr>
<tr>
<td>Capital Cost: $19,500</td>
<td>Capital Cost: &gt;$19,500</td>
</tr>
<tr>
<td>Ongoing Yearly Cost: $11,940</td>
<td>Ongoing Yearly Cost: &gt;$7,200</td>
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<tr>
<td>Total First Year Cost: $31,440</td>
<td>Total First Year Cost: &gt;$26,700</td>
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</tbody>
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- Staff turns on equipment
- 1 fixed camera used to record to DVR
- Staff uploads agenda
- Staff uploads video file to service
- Video available on-demand

- Swagit indexes video to agenda
- Staff indexes video to agenda after meeting

(60 meetings / 3 hours per meeting)
Recommended Action

• Take action as appropriate