EHF

PRESS CONFERENCE LIVE STREAMING GUIDELINES

Season 2023/24

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In cooperation with the clubs participating in the European club competitions and their social media/digital teams, the European Handball Federation strives to improve the live streaming of post-match press conferences. This document provides an overview of the requirements, the workflow, the technical information and dos and don'ts for streaming a post-match press conference.

GENERAL REMARKS

Quality

A high-quality produced Press conference can achieve multiple things.

First it shows the clubs, players and coaches the value of the interview and has the ability to increase their efforts in answering as they see the efforts taken by the technical staff.

Secondly, multiple stakeholders are interested in the content. Fans can interact live with the players & coaches, media partners can be interested in the quotes they get from the press conference. A high-quality stream might even allow them to directly use the audio-visuals in their reporting, providing further value to your and the competition sponsors.

It is highly recommended by the EHF to undertake substantial efforts to increase the quality in production to a professional level. Any club that needs support to figure out the best possible set-ups & workflows for your requirements, please reach out to media@eurohandball.com and we are happy to go through the options and provide advice.

Interaction

Try to increase interaction of the press conferences by inviting questions to be taken from the live audience online. Almost all social media platforms allow for a chat during a stream, and it usually shows that if prompted, viewers will have questions and having them answered, further increases interaction. Expect the community to adapt to this rather slowly though and will not start regularly asking questions from the first time on.

Promotion

Share the link to the stream as much as possible right before the press conferences, especially among your media contacts + relink your fans from other social media to the stream channel.

Flexibility

With press conferences not being mandatory as of this season, we can foresee a more flexible implementation of these guidelines. Core points such as sponsor visibility need to be met, but working on a more dynamic concept is appreciated. Please check in with EHF Media with your ideas and we are happy to remark on them and work on possible solutions.

WHERE TO STREAM

Multiple platforms offer live streaming solutions.

- **Facebook**
  Offers easy set-up and usually high engagement rates with your existing audience.

- **Instagram**
Offer additional engagement features such as likes and comments.

- **YouTube**
Offers best quality in streaming and works as a great VOD platform for past streams. You will need to pre-plan your stream and set it up in the YouTube Studio ahead of time.

- **Twitch**
Most engaging platform with a very dedicated audience. Not preferred if no other activity is planned on Twitch.

- **Twitter/X**
As a news centric platform, Twitter/X has a big community of media professionals in its community you can reach with streams.

Where it might be best for your club to stream to depends highly on your users and their preferred platform. To reach the most viewers, it is best to stream to your biggest platform or to multiple at once.

HOW TO STREAM

There are multiple ways to stream a video. From only using a smartphone to multi-camera & microphone set-ups with a dedicated streaming machine.

- Pretty much all social media platforms offer live streaming directly from their mobile apps. This is the easiest solution.

- Alternatively, if you have dedicated equipment, you can run the stream from a (free) live streaming software in your computer.

MINIMAL SET-UP

With this minimalist set-up you will be able to stream to any platform and achieve viewable, decent results. Be aware that especially audio will be compromised.

Equipment:

Smartphone

- with solid camera
(i.e. iPhone 12 or newer, similar)

Microphone

Your microphone should be directly mounted on the phone for ease and be able to pick up different levels of sound well. Therefore, a shotgun microphone directed to the source of the sound should be best. Possible models are:

- **RØDE VideoMic GO** + **Rode SC4** 3.5mm TRS to TRRS Microphone Cable Adaptor
If you use an iPhone or Android device without a headphone jack, be sure to have an adapter ready.

- **RØDE VideoMic GO II**
to connect via USB (if you use an iPhone, be sure to have an adaptor USB-C to Lightning ready)

Lights

This is essential for a good picture. Light out the speakers on the stage as much as possible, to make it easier for a phone to capture a good image.

- Use existing lights in room, generally the more light, the better.

- Use multiple light sources to minimise shadows. At least two from different angles.

- Even cheap lights, such as ring lights should improve the scenes. Choose whatever you can find for low investments.

Tripod

To be able to place the phone at a good spot, a tripod or mounting mechanism is needed.
Use a tripod which can hold the phone at about the height of the eyes of your speakers.

- Like this or similar

ADVANCED SET-UP

If you want to achieve a nicer quality and enhance the production level, dedicated equipment is necessary. Here is proposed set-up of technical equipment. Alternatively, existing equipment such as DSLM/DSLR cameras and lights that are already available at your disposal might be also suitable. If you need help identifying the potential of your equipment, please reach out to EHF Media.

Camera

Your camera needs a digital output for the live signal. This can be a (micro) HDMI port or on newer cameras sometimes a USB-C port is able to stream a signal. DSLM (System cameras) usually provide this. Prices range from 500-2000 €.

Possible models:

- Sony ZV E10 / Sony a6700

- Sony A7 (II or newer)

- Canon R10

- Panasonic GH5

- or similar

Additionally, you will need a **lens** to capture an image. For this simple purpose the kit lens of each camera should be fine. Usually this is a zoom lens around 15-70mm, which should cover your needs. If you want to enhance the picture, invest in a zoom lens with a low F-Number (ideally 2,8) that fits your camera.

Tripod

For a tripod to be able to hold bigger cameras, especially with bigger lenses, it needs to be of good quality. Secondly, fluid video heads allow for smooth moving of the camera to follow subjects. In the standard set-up this is not necessary, if you do not plan to move the camera during the stream, you can use photo tripods as well. But make sure it has a moveable head to adjust the camera. Here are some models:

- Manfrotto 290

- Rollei C6i

- K&F Concept K234A0+BH-28L

Audio

Ideally, use the audio provided in the room. If there is a audio system build and a audio mixer in the room, this usually allows for a dedicated line to be ingested into your stream. Check with the technician of the room set-up which options you have.

If there is no audio set-up available the best and easiest solution is handheld microphones, either wired or wireless.

If you use a wired microphone system, you will need a dedicated audio mixer. Models like the Rodecaster Pro II allow for an easy set-up and a lot of possibilities. You can connect a variety of microphones to this equipment and subsequently use the sound once you connect the mixer to your computer via USB.

The easiest way to implement audio directly into the camera, if you do not need to amplify the sound for the audience in the room, is directly via wireless microphones.
Rode Wireless Go II + 2x Rode Interview Go allows you to equip 2 speakers on the stage with handheld microphones and use any standard microphone windshields for them. The receiver is mounted on the camera and the sound will get into the streaming software/computer directly with the video.

Lights

This is the most crucial element, ideal set-ups provide multiple sources of lights. Mobile and simple solutions include:

- LED Panels

- Softboxes

At least 2 of them are needed to light sufficiently. More are better.
Set them to around 5600 K (Kelvin, adjusts the colour temperature) to mimic daylight.

Cables & other
- Micro HDMI to HDMI adapter

- HDMI cable (2-5m)

- USB Capture card

- Ethernet cable to length

- Power cords & multi sockets

Computer
A computer/laptop with these minimum specs is needed:

- Intel i7 processor or higher

- Dedicated graphics card, Nvidia GTX 20 series or newer

- At least 2x USB Type A, 3.0 or newer

- Ethernet port or additional USB Port & adapter

- External peripherals (Monitor, mouse & keyboard)

Software

- OBS Studio

- Optional audio software paired with mixer

Set-Up

A full set-up can look like this:
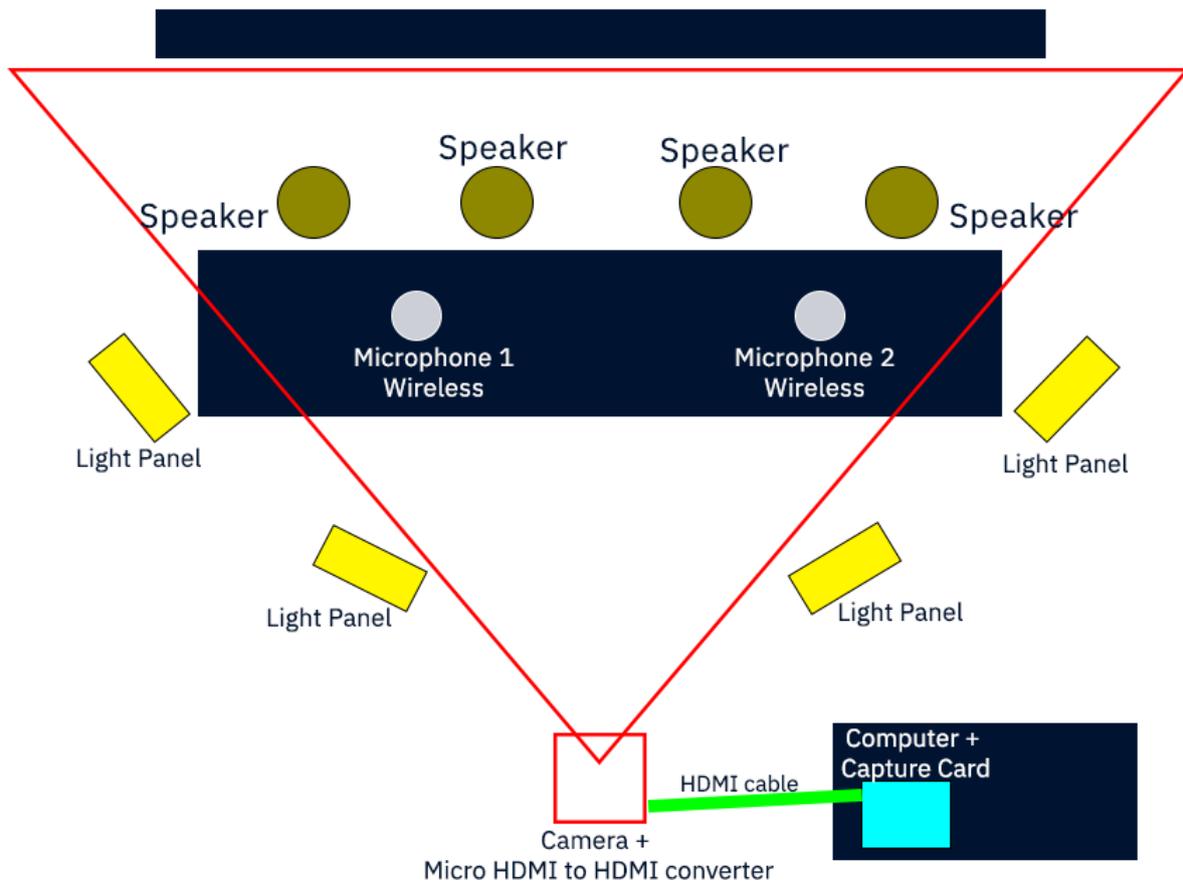
CHECKLIST BEFORE GOING LIVE

Camera

Plug in your phone or camera if possible. Most cameras have either as USB-C power delivery port, or you can run them via plugged in battery-dummies. If you plan to keep the conference shot, you should be covered by fully charged batteries.

- Charged batteries

- Lens clean

- Fixed on tripod

- Orientation is vertical (do not use your phone upright)

- If necessary, all cables are tightly connected & working

- Start recording in time if possible
  - Check if SD card/Storage has space

Frame

Make sure to position your camera to show all participants as well as the required branding. Make sure that no one suddenly walks into the picture and blocks the camera to avoid people walking in the frame or in front of the camera.
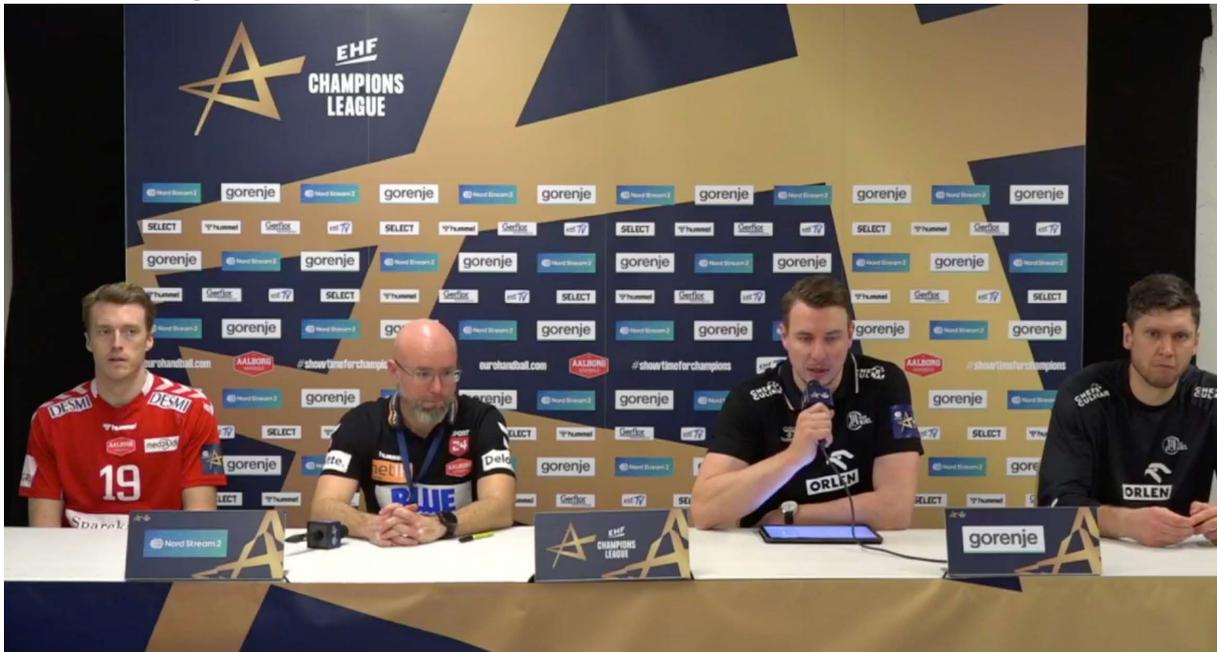
Sound

Use microphones plugged into the camera/phone. If this is not an option, make sure the room is quiet and the speakers are loud enough.

Light

Make sure there is enough light. Use LED panels and soft lighting.

Branding

Make sure that the branding of press conference room adheres to the respective points in the regulations.

Internet connection

Check your internet connection by using, for example, Speedtest.net. The most important for a live stream to work properly is the upload speed. This must be at least 20Mbit.

Responsible person

Make sure someone is in charge of starting, ending and monitoring the live stream. This person should also know what to do in case you run into any issues.

TOP 5 THINGS TO DO BEFORE GOING LIVE

Promote the live stream on social media

Publish a post to let everyone know that you are going live. If you know them already, mention the participants of the press conference as well as the time when it starts and advertise it with a description.

Prepare the description

A last-minute rush has never helped anyone. Therefore, prepare your stream's description in advance; tag the players, the teams. Don't forget to mention the final score.

Test your stream

Run a test under live conditions to make sure everything works. On Facebook you can start a live with 'only me' as audience to rehearse. Only you will see this live.

Know your rundown

Make sure everyone on site is aware of the live stream and know what they have to do and say.

Have a back-up plan

In case something doesn't work, ensure you have a plan B and be prepared to fix the problem during the live stream.

TOP 5 THINGS TO DO DURING THE LIVE STREAM

Acknowledge your viewers

Through the comments, welcome them at the beginning, welcome those who have joined during the press conference, thank them and say goodbye to them at the end of the press conference.

Monitor the live stream

Watch the stream and take care of it. Control how it looks and fix things as much as you can.

Be ready for anything

Be prepared for the unexpected: players are late, sound doesn't work have a plan and be ready to fix the problem during the live stream.

Interact with viewers

Fans will react during the live stream; they will comment, sen questions, reactions (like, heart, wow, etc.) and try to make this part of your press conference. Let them know what happens., for example: "We are experiencing some sound issues. Can you hear us?" or "Players should be here in few seconds. Is there anything you would like to ask them?"

Remind fans of facts & context

Make sure your moderator mentions the final score for fans who have joined the live stream without having watched the match.

TOP 5 THINGS TO DO AFTER THE LIVE STREAM

Save the video

If you stream from a phone, make sure to save the live video in HD.

Watch it again:

Watch the full press conference to make sure there is no technical problem with the video.

Share it

Post it on social media. You can download and post the video to another platform or share the link to the Facebook live.

Moderate comments

Take a look at the comments received during your Facebook live and moderate the inappropriate ones.

Repurpose content

in post-production, edit the video so it can fit other purposes. For example, you can cut a funny answer and post this on Twitter.