How IT Teams Can Better Support Video for Corporate Communications

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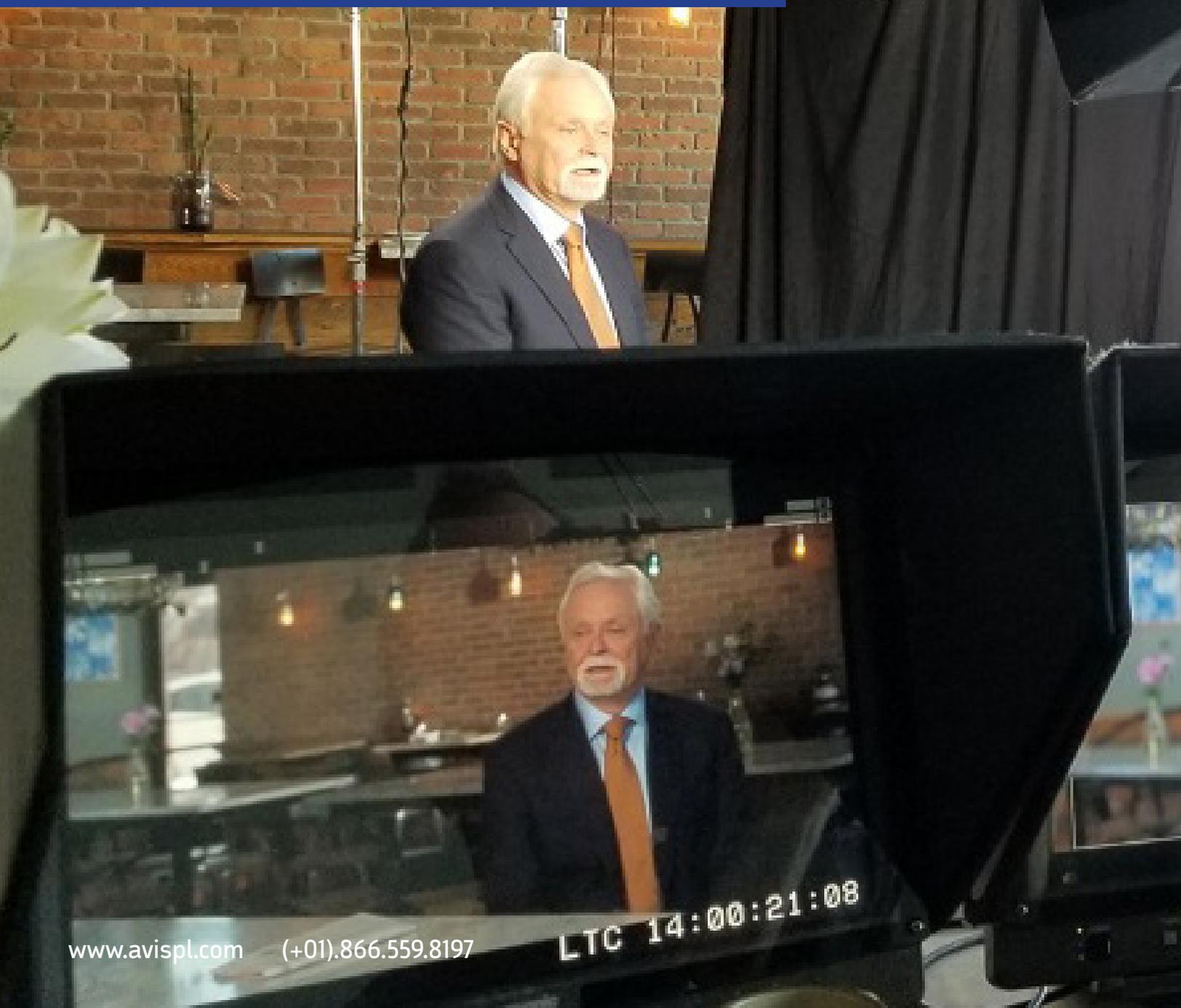
A Ready-to-Use Solution for Town Halls, Webcasts, and More

ReadyCam by VideoLink is an on-site video broadcasting and recording studio that can be easily controlled via a web browser.

Employee engagement increases significantly when employees feel heard, yet one study reveals that 85 percent of employees say that their managers only talk "at" them without actually listening. That's why many company executives are turning to internal town halls to interact with employees.

The capability to create and stream corporate video with ease is valuable because it can be used for:

- Employee town halls or all-hands meetings. Most often these involve all employees and give the audience a way to interact with executives and ask questions.
- Recorded messages from leadership. These may range from one to several minutes in length and may even be used in place of an email. Scenarios for these kinds of video announcements include new HR onboarding or merger and acquisition news.
- Live interviews. Organizations may conduct interviews for internal use or to provide the video to media outlets for earnings updates or newsworthy changes.
- Other live and on-demand webcasts. These may be used for:
  - Interviews and Q&As with subject matter experts or executives
  - Announcements like product launches or company changes
  - Video newscasts to replace less popular newsletters
  - Presentations or meetings by one group for wider viewing
  - Training that is available whenever employees need it

It can be challenging to host and stream town halls live, particularly if your company has employees in multiple locations. It's important to:

- Consider how and where everyone will access the meeting
- Minimize frustrating technical difficulties
- Use video as the medium for broadcasting town halls
- Ensure video is high quality

In addition, live streaming solutions need to be economical without incurring the exorbitant costs of maintaining and transporting production teams and equipment.

Choosing IT-Friendly Technology

As an AVI-SPL company, VideoLink is committed to making solutions easy for IT professionals to manage. Its services and solutions are guided by four principles:

- **Standardized**—video solutions that improve the user experience and are easy to implement across your organization.
- **Simplified**—video that is easy to produce, distribute, consume, and archive.
- **Scalable**—solutions that are easy to expand as your organization grows.
- **Serviceable**—easily managed, whether by your IT team or remotely by the VideoLink team and help desk support.

Your teams may also think of other uses for video to meet your communications goals, but what's important is that leaders communicate with employees and stakeholders in the way they prefer. In fact, a recent Forrester poll showed that employees are 75 percent more likely to watch a video than read an email, article, or other document.

So how do begin to create engaging live and recorded video if you're not doing it at all? And how do you improve your process if you're trying but struggling? The answer is to find an IT-friendly video solution.

What an IT-Friendly Video Solution Looks Like

An IT-friendly video production studio is easy for employees to use and minimizes the number of issues users present to the IT team.

Corporate webcasting is increasingly being managed by IT pros who end up trying to cobble together live video with video conference cameras and encoders, Skype for Business, Zoom, or whatever other tools they're used to. Each of those pieces may work for their intended uses, but when trying to put them together for enterprise broadcasting, you're likely creating quality and interoperability issues as well as problems around scalability and ease of use.

While the tools for producing video have improved and become more accessible, user skills haven't necessarily kept up. And sometimes corporate leaders expect IT teams to simply know how to handle live video events without providing them with adequate equipment or training. The IT department needs to know the basics of putting on a successful event, and they need to know what could go wrong. With participants at different sites, video solutions should be standardized across locations. This ensures compatibility, easy troubleshooting, and the guarantee that enough people in the organization will be knowledgeable about the solution.

At some organizations those who run video services fall under a marketing communications, audiovisual, or media services group. However, since it has become more common for IT to bear the responsibility of managing and supporting video on the network, the ideal solution should be IT-friendly—meaning it's simple, easy to scale across your organization, features all the necessary components, ands comes preconfigured and ready to use.

ReadyCam Is a Ready-to-Use Video Studio

ReadyCam productions can be controlled remotely from a web browser.

What It Is

ReadyCam by VideoLink is an on-site live TV and video recording studio that you can control remotely through your web browser. Using a single camera, you can live stream to local or TV networks or record video for on-demand distribution. Its simplicity enables you to quickly create branded video content and eliminates the need for expensive travel and scheduling.

The studio includes professional lighting, an HD broadcast-quality camera, a teleprompter, a microphone, an earpiece, a digital recorder, and an electronic backdrop. All components are designed to work together as a single solution—there's no need to optimize light, sound, or set.

How You'll Benefit

- **Efficiency.** The studio is always ready to use so there's no need to wait for a videographer to become available.
- **Cost savings.** Browser-based remote production controls reduce costs associated with travel.
- **Convenience.** Teams can produce videos quickly without a lot of preparation or set-up.
- **Flexibility.** Broadcasting and recording can be done through the web interface, eliminating need for an onsite team to arrive.
- **Branding.** Videos stay on brand because users have the right backdrops easily accessible.

ReadyCam by VideoLink

An on-site live TV and video recording studio that you can control remotely through your web browser.

Who It's For

The solution is perfect for organizations that:

- Have executives or thought leaders in multiple locations or satellites
- Are committed to using video as a key communication medium
- Participate in broadcast or cable media interviews and don't want to travel to a studio
- Want to use video for greater executive transparency
- Have made a large investment in a central studio but have other offices to support

How It Works

Because ReadyCam is a complete studio solution in which all the components work together, the operator can mic up the talent and be ready to record the video in a few minutes. Simply turn on the lights and backdrop monitor, and fine-tune the shot. These steps can be managed from anywhere through the web-based management interface, VLGateway.

ReadyCam encodes the video and audio into a data stream that can then be distributed over the public internet from one to many locations around the world. This can be done via VideoLink's proprietary EnhancedIP™ protocol, for low latency, point to point transmission. The ReadyCam can also encode to third-party ECDN (enterprise content delivery network) or webcasting platforms like Qumu, ON24, Kollective, Facebook Live, and others. All video formats are network friendly and based on established video protocols and standards.

For webcasts, create the desired live event presentation in the webcasting platform and copy the event's web address and stream key. Then start the ReadyCam, frame the shot using the VLGateway controls (or one of the five configurable presets), choose the desired backdrop image or video, paste the event web address and stream key into VLGateway, and hit go. ReadyCam will then feed the live stream to that address.

Getting Started with ReadyCam
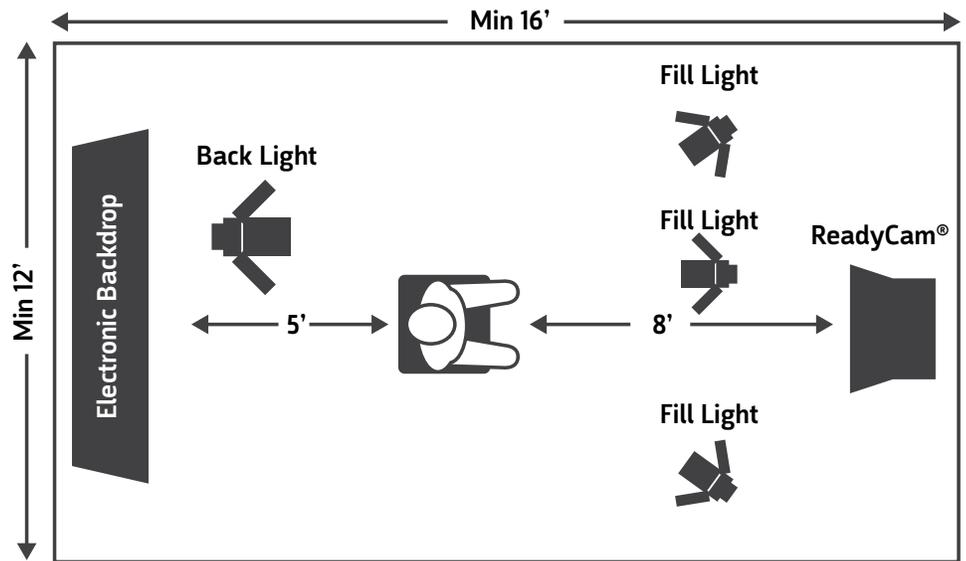
VideoLink sets up the studio after the client has designated and prepared a space.

The VideoLink team works with the client to select and prepare the space for ReadyCam installation. The basic steps are:

1. **Designate a ReadyCam room.** A windowless 12' x 16' room is recommended for proper lighting and projection but the VideoLink team can help you assess and select a space that will work.

2. **Test your connection.** Using an IP connection test kit sent by VideoLink, you can see if your connection can handle HD video transmission. You may consider installing a separate IP connection to ensure live streams don't experience disruption.

3. **Survey the site.** VideoLink will visit and diagram the space to provide the client with a list of items—like outlets, window shades, etc.—needed to support the ReadyCam solution.

4. **Install the ReadyCam.** It generally takes two or three days for the VideoLink team to install the ReadyCam. It comes preconfigured, so it's ready to use right away, but it can also be customized based on client needs.

5. **Train your teams.** During installation, VideoLink experts will explain how to use the studio, as well as answer questions. These videos will also help users— whether they're your IT, communications, audiovisual, or media services teams— learn more about the basics of broadcasting.

How to Maximize Your Investment with VideoLink

The ReadyCam studio is easy for in-house teams to use, but production services are available if you want to maximize use.

Once video becomes the de facto communications format for your company, you won't remember life without it. To ensure the ReadyCam studio is used frequently and for the most impactful kinds of videos, develop a video content strategy that details the kinds of messages suited for video, the cadence for sharing them, and the metrics to track the benefits you realize from the new channel. You can work with your in-house video team and include the VideoLink team as needed. Their professionals have experience building successful video program inside some of the largest brands in the U.S. and also can handle all the production details for you remotely. When needed, they can even record and have the video ready the next day.

Video is quickly becoming a company mainstay IT teams are expected to support. Because VideoLink's services are standardized, simplified, scalable, and serviceable, you can reduce complexity, add services and support—including 24/7 live TV support— as needed, and better manage your company's video projects with ease.

Learn More

Organizations of all sizes and industry are using ReadyCam for corporate video. If you want to use video to improve communication at your organization, read more or request a consult with a ReadyCam expert.

About AVI-SPL

AVI-SPL provides organizations worldwide with transformative technology to create meaningful experiences and brand value. Through our passionate and dedicated team, we design, build, manage, and support collaborative workplace environments that bring people together and spark success. Our expertise encompasses video collaboration and communications, AV systems, digital media, advanced visualization, and related control systems. We apply that knowledge for businesses, government agencies, and educational institutions around the world. www.avispl.com

About VideoLink

VideoLink is an AVI-SPL company and leading provider of video services to Fortune 500 and enterprise companies and institutions. We help our clients use video to achieve their marketing and communications goals. Our offerings include a wide variety of services from video marketing strategy to on-site production studios to remote/in-studio video production and live webcasts. We are known to our clients for simplifying live, on-air TV appearances, creating results-driven video strategy, and driving down the costs of in-house video production. With a long legacy in live TV and expertise in video strategy, content creation, and video production, we can effectively deliver the video your company wants and needs.