

DIGITAL ASSISTANCE TO

10th INTERNATIONAL CONFERENCE ON THEORY AND PRACTICE OF ELECTRONIC GOVERNANCE (ICEGOV)

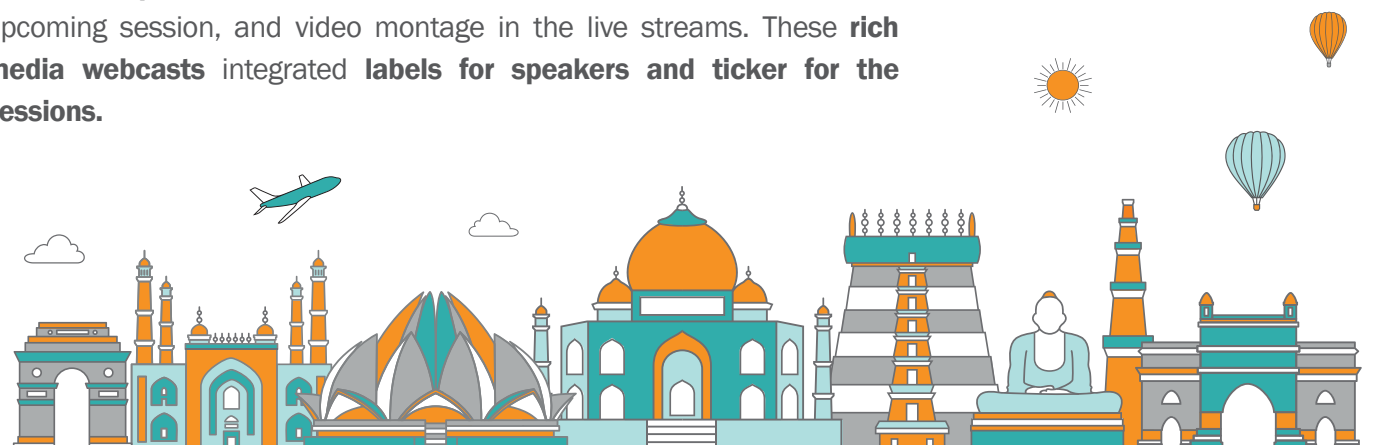
ICEGOV
2017 NEW DELHI INDIA

The challenge in front of us was to deploy efficient live streaming services for the whole event on three major social networks – **Facebook, Twitter (Periscope) and YouTube**. The workflow to get the signal from the camera to the screening viewers can make or break the streaming. So we made sure that everything was working before the main event by running test sessions. For the main event, we ran **five simultaneous live streaming sessions** via the official channels of **Digital India, ICEGOV and Ravi Shankar Prasad** on these networks. We also inserted a **pre-roll and post-roll video content** whose content included details of the upcoming session, and video montage in the live streams. These **rich media webcasts** integrated **labels for speakers and ticker for the sessions**.

“

We provided a fast, reliable and uninterrupted streaming experience for this major conference and build an engaging experience for the audience with our services.

”





KEY POINTS



Live Streaming on three Social Networks
Facebook, Twitter (Periscope), YouTube



Five Parallel
Live Webcasts were deployed



Use of Labels and Ticker
for Rich Media Experience



Pre-roll and Post Roll
Content addition to webcast

SOCIAL ENGAGEMENT NUMBERS ON DIFFERENT PLATFORMS



14,712
Viewers



328
Retweets



749
Likes



2,09,219
Lifetime Views



18,89,882
Lifetime Reach



1,895
Lifetime Views



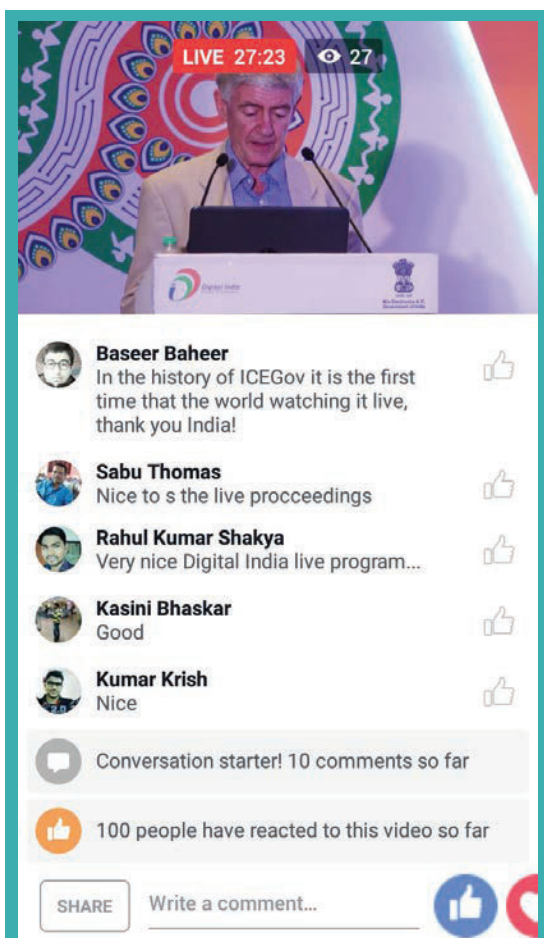
9:18:46
Duration

This live streaming helped people from all over the world witness the happenings of the conference, hear the keynotes from esteemed speakers like **Ravi Shankar Prasad** (Hon'ble Minister of Law & Justice and Electronics & Information Technology, Government of India), **Geoff Walsham** (Professor Emeritus of Management Studies, University of Cambridge, United Kingdom), **Frank La Rue** (Assistant Director-General for Communication and Information, UNESCO, Guatemala) and connect with the audience on the networks.

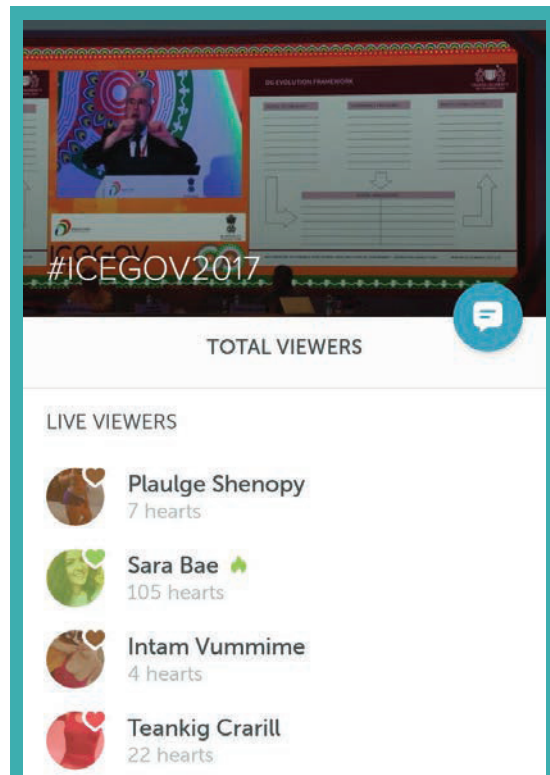
Gallery



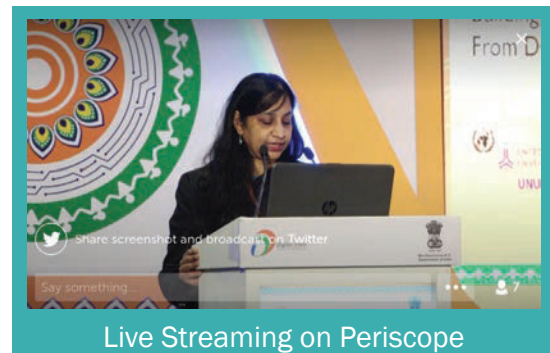
Live Streaming on YouTube



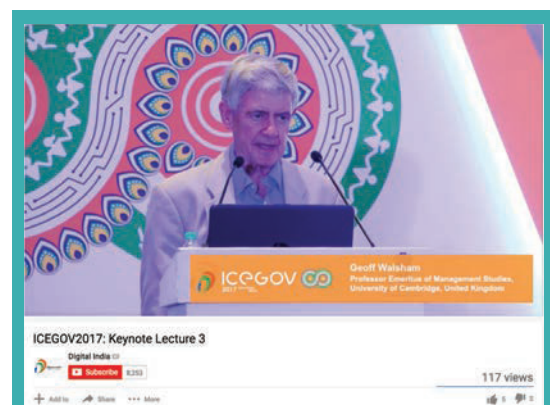
Live Streaming on FB Live



Live Streaming on Periscope



Live Streaming on Periscope



Use of Labels & Ticker on Live Webcast