

Case Study – GLA (Live Video Streaming & On-Demand Webcasting) (State of London Debate)

GLA (Greater London Authority) – The Challenge



AVT Connect was chosen by the GLA to produce a live and on-demand webcast for the high profile State of London Debate at City Hall, London. Mayor Boris Johnson gave his Annual Report to Londoners in the debate's opening plenary session.

The Mayor must statutorily hold a public debate once every financial year with the precise format and procedure left to his discretion. For the first time a groundbreaking hybrid event format was implemented to broaden audience reach and enable more live and virtual interaction from Londoners.

The live video stream made available on the GLA website at www.london.gov.uk/sold enabled facilitated audience participation and was accompanied by a simultaneous live broadcast on LBC radio, a phone in, live Twitter feed, links to BBC and ITV London News and additional discussion rooms.

AVT Connect – The Solution

AVT recognised the necessity in the current financial climate to deliver more for less and enable many thousands to communicate with the debate virtually via the hybrid format. This typically combines physical and virtual events, usually running simultaneously and with overlapping content and interactive elements.

A webcast interface was designed that streamed the debate live, along with synchronising content from the four



separate debate topics: the economy; environment; policing; and transport.

The web audience had the option to tweet comments, preview key debate facts, participate in a survey, and ask live questions via a team of moderators. Key objectives for the GLA were to:

- Make the event inclusive to all Londoners, not just a few
- Dramatically reduce the debate's carbon footprint
- Save time, resources and taxpayers money

The Moderators Question panel received questions in real time and had the ability to archive, reword and prioritise questions before marking them for the attention of the Chairperson.

A separate real time text stream keyed in by a palantypist was also broadcast simultaneously.

The Results

Mayor Boris Johnson called the debate "A triumph of technology" and added:

"By hosting the debate across so many platforms; online, on radio and face-to-face, more Londoners than ever before had the opportunity to get involved in shaping the future of their city".

The GLA's Events & Exhibitions Co-ordinator commented that "AVT Connect's understanding of the project and flexibility to work within the boundaries of City Hall were outstanding".

For further information, examples and downloadable factsheets about the applications of live video streaming and on-demand webcasting please visit www.avtconnect.com/webcasting-services