



Dutch Guild of Multi-Media Engineers  
DG58

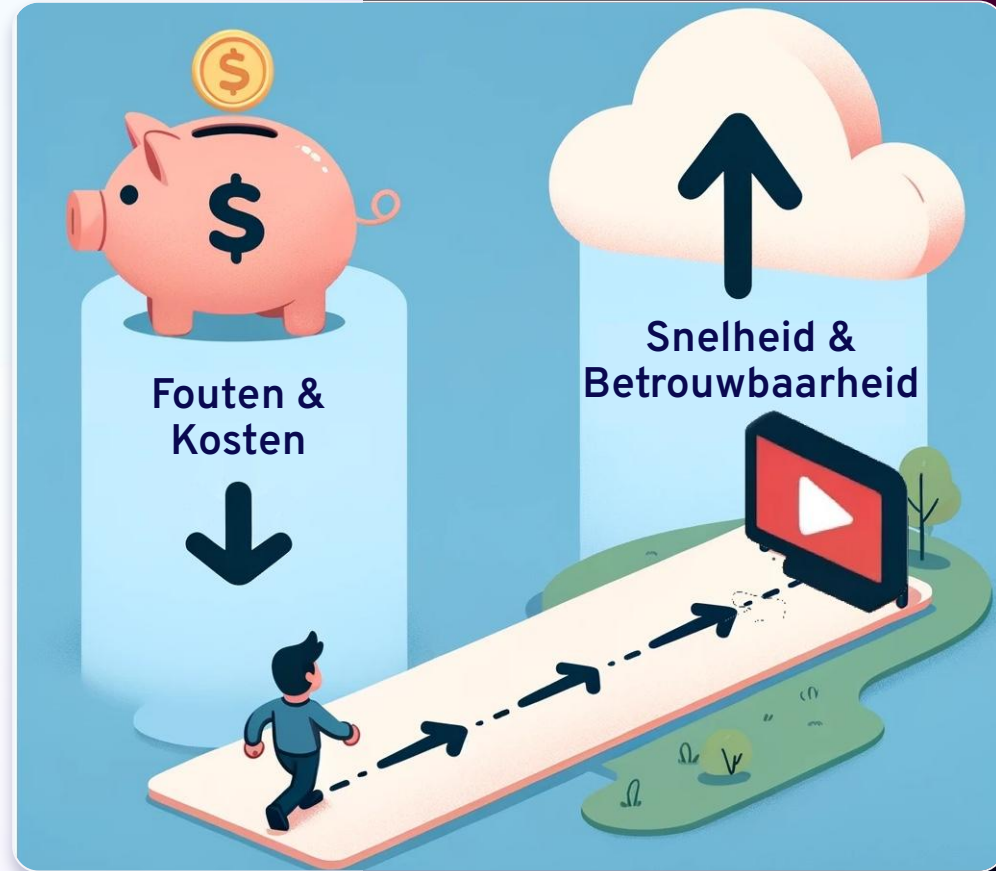
# Live Event Workflow in OTT Apps

Marco van de Veen

Mei 2024

# Live Events Workflow

1. Aanmaken
2. Promoten
3. Live gaan
4. Live
5. Post-Live





HOME ORCHESTRAS

Search...

# Pappano and the LSO Shine on Symphony Night Live

Listen to beloved works celebrating human fellowship as Payare conducts Beethoven's masterwork along with a pair of pieces for choir and orchestra by Brahms; includ....

**LIVE NOW**

15 November 2023 • 19:00-22:30

▶ **START WATCHING**

**MORE INFO**





# Anncy vs Toulouse

April 6th, 2023 • 8:40 PM - 10:45 PM • 2h 6m

Favorite

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## Featured Videos

- 

04/08/2023, 7:25 PM  
**Kasimpasa SK vs Trabzonspor**  
 SüperLig - Turkish League - Round 28...  
 127 min
- 

04/14/2023, 7:25 PM  
**Galatasaray vs Kayserispor**  
 SüperLig - Turkish League - Round 29...  
 Scheduled
- 

04/06/2023, 8:40 PM  
**Anncy vs Toulouse**  
 Coupe de France - Semifinal Only in CA...  
 Current video
- 

04/06/2023, 2:30 AM  
**Sporting Cristal (PER) vs...**  
 Copa Libertadores - Group Stage...  
 122 min
- 

04/06/2023, 2:30 AM  
**Bolivar (BOL) vs Palmeiras (BRA)**  
 Copa Libertadores - Group Stage...  
 122 min

Coupe de France - Semifinal Only in CA (English Audio)

## Live and Upcoming Rodeos

UPCOMING

Gateway to the North Pro Rodeo



Buffalo Lake  
Métis Settlement

May 25th at 4:00 PM/ET



UPCOMING

Gateway to the North Pro Rodeo



Buffalo Lake  
Métis Settlement

May 26th at 4:00 PM/ET



## Video-on-Demand

Gateway to the North Pro Rodeo



Buffalo Lake  
Métis Settlement

Performance 1 - May 24th



## Live And Upcoming



Men's, VNL, Week 1, Cuba V Brazil- Replay  
Wednesday 22 May, 01:00



Men's, VNL, Week 1, Slovenia V France  
Thursday 23 May, 12:00



Men's, VNL, Week 1, Canada V Poland  
Thursday 23 May, 15:00



Men's, VNL, Week 1, Turkey V Netherlands  
Thursday 23 May, 18:00



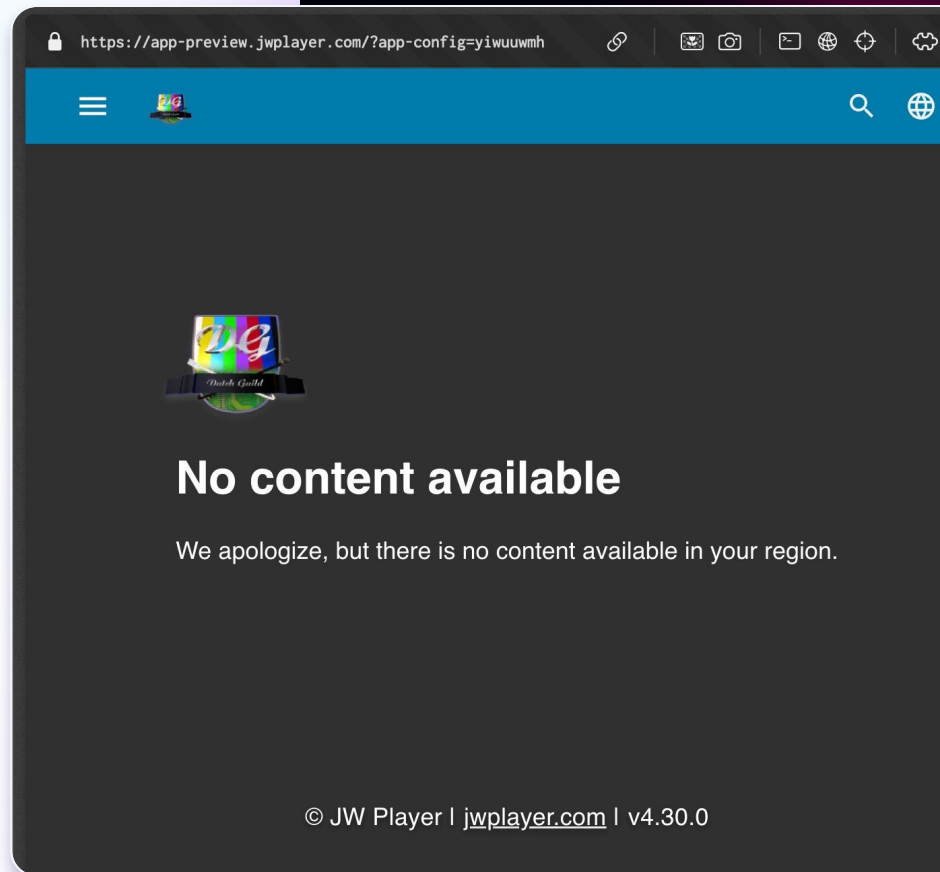
Men's, VNL, Week 1, Germany V Netherlands  
Thursday 23 May, 18:00



# Dutch Guild Live Events!

Demo

1. Aanmaken
2. Promoten
3. Live gaan
4. Live
5. Post-live







# Promoten

- Beschrijving, plaatjes, trailers
- Groeperen
- Betaal model (SVOD, PPV, Ads)
- Publiceren in de apps
- Marketing



# Live gaan

- Infrastructuur provisionen
- Verbinden met ingest point
- Preview
- Notificaties voor publiek
- Schalen (streaming, payments)



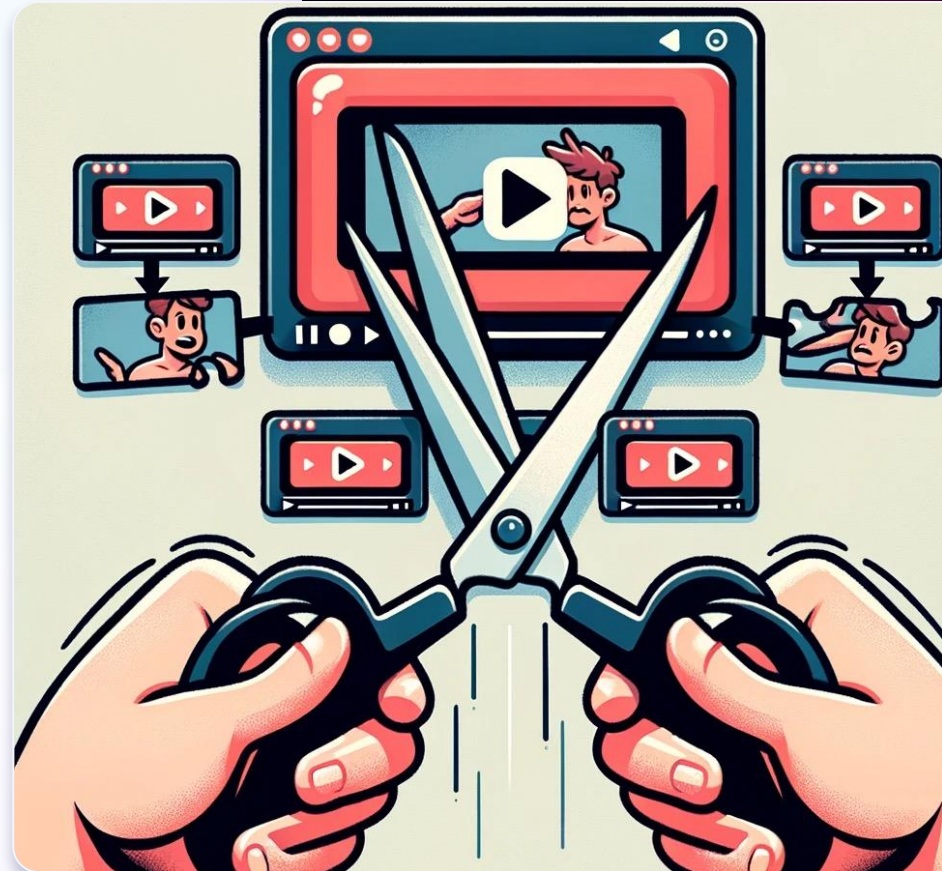
# Live

- Pre-live naar Live
- Live clipping key moments
- Monitoring (input, output, QoE)
- Error Slate
- Back-up stream



# Post-Live

- VOD aanmaken
- Opsplitsen
- Hoofdstukken
- Statistieken



# Live Events Workflow

Dank!  
Vragen?

