CITY OF WEST HOLLYWOOD

DIGITAL ENGAGEMENT PLATFORM RECOMMENDATIONS

Use this guide as a roadmap to help you select the most appropriate platform for your event based on your needs.
Refer to Page 2 for determining the viewing options for your event, as they relate to these platforms.

1 MICROSOFT TEAMS

- All internal and external conference audio and video calls
- No additional cost and does not require a shared license.
- Viewable online in real-time
- Video download quality is sufficient to air on WeHoTV
- Video download quality is sufficient to upload to YouTube and SmartTV apps for on-demand streaming
- Available on all City computers and personal computers

2 LIVESTORM

- Viewable online in real-time
- Video download quality is sufficient to air on WeHoTV
- Video download quality is sufficient to upload to YouTube and SmartTV apps for on-demand streaming
- Full event page registration and email notification system
- Moderated chat and ability to engage with participants
- Up to 8 panelists
- Webinar content can be created beforehand and uploaded, presented live or be a combination of those scenarios.
- Not as ubiquitous as other platforms for our partners

3 ZOOM WEBINAR

- Viewable online in real-time without Zoom Bomb risks
- Video download quality is **not** sufficient to air on WeHoTV without significant Staff hours to process
- Video download quality is sufficient to upload to YouTube for on-demand streaming
- Video download quality is **not** sufficient to upload to SmartTV apps for on-demand streaming
- Ubiquitous
- Not available to host from City computers. Personal computer, IT checkout laptop or conference room PCs only.
- Same interactive, integration, control, and closed captioning features as Zoom

4 ZOOM

- Not viewable online unless you are allowed in as a participant. Participants have the ability to Zoom Bomb.
- Video download quality is **not** sufficient to air on WeHoTV without significant man hours to process
- Video download quality is sufficient to upload to YouTube for on-demand streaming
- Video download quality is **not** sufficient to upload to SmartTV apps for on-demand streaming without significant Staff hours to process
- Shared license
- Not available to host from City computers. Personal computer, IT checkout laptop or conference room PCs only
- Interactive: Up to 100 interactive video participants for webinars with large panels of speakers
- Integration: Broadcast your webinars to Facebook Live and YouTube.
- Controls: Mute/unmute speakers for full control over participants.
- Interactive: Polls, Q&As and live chat for engaging viewers.
- Closed captioning: Provide text captions for hard-of-hearing audiences or people using devices on mute.

5 TEAMS LIVE

- No additional cost and does not require a shared license.
- Viewable online in real-time
- Video download quality is sufficient to air on WeHoTV
- Video download quality is sufficient to upload to YouTube and SmartTV apps for on-demand streaming
- Moderated chat and ability to engage with participants
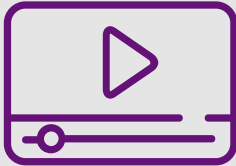
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DIGITAL PLATFORM RECOMMENDATIONS

When selecting your platform, please take into consideration how the event should be viewed. In most cases, viewing the event in real-time will be the default. Other viewing options require additional considerations, as detailed below.

City of West Hollywood
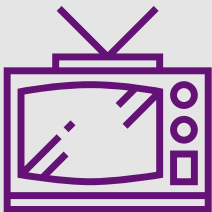California 1984

VIEWING AN EVENT IN REAL-TIME

Apart from Zoom – due to Zoom Bombing concerns – any event taking place on Teams, LiveStorm, Teams Live, and Zoom Webinar can be viewed in real-time by simply providing the public URL of the event.

ON-DEMAND STREAMING

If a virtual event video file can be downloaded and provided to WeHoTV staff in High Definition (720p or 1080p resolution) after it takes place, it can be made available for on-demand streaming on the City's YouTube Channel and SmartTV apps. Currently Teams, LiveStorm, and Teams Live meet these standards.

If the virtual event cannot be downloaded in High Definition, it can still be made available for on-demand streaming on the City's YouTube Channel.

AIRING ON WEHOTV CHANNEL 10 (SPECTRUM CATV)

If a virtual event video file can be downloaded and provided to WeHoTV staff in High Definition (1080p resolution only) after it takes place, it can be added to the WeHoTV programming lineup to air periodically. Currently Teams, LiveStorm, and Teams Live meet these standards.

LIVE-STREAMING/LIVE BROADCAST (SPECTRUM CATV)

Any event that is live-streamed will be viewable on WeHoTV Channel 10, YouTube, and SmartTV apps (Roku, AppleTV, etc.) as it takes place. In addition, it can be made available for on-demand streaming on the City's YouTube Channel and SmartTV apps once the event is completed.

Please consult with the Digital Media Division with substantial lead time for any special live-streaming/live broadcasting requests. An assessment of staff availability, scheduling, and bandwidth will need to take place.

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