



live webcast

case study #1

FILMCLUB

Their first in a series of live webcasts, with Harry Potter star Tom Felton – watched live by around 2,000 people.



Added Benefits

Following this success, Bafta-winning make-up artist Christine Blundell was streamed live from an East London school, taking questions from an online audience as well as those in the room. The FILMCLUB's next live webcast, in October 2010, was with Garth Jennings and Nick Goldsmith, the team behind *Son of Rambow*, one of the most popular Film Club films of all time.



FILMCLUB offers UK schools an inspirational educational programme, with free weekly film screenings and a real insight into film production. Pupils participate in online reviewing, reporting at industry events, film festivals and premieres, and teachers get hands on support and training.

To broaden participation, FILMCLUB wanted to initiate an ongoing series of educational interactive webcast events, involving many schools around the country, and can now offer a live webcast video archive on their site as a long term, free, public resource.

The Challenge

An event was commissioned, featuring Tom Felton, who plays Draco Malfoy in the Harry Potter films.

- » Live webcast from FILMCLUB HQ, Islington, London
- » Plan and build the set, advising on locations and presenters
- » Produce 4 cam vision mix, creating a lively feel
- » Mix names and photos into the live video stream
- » Provide a secure interactive chat room for participants
- » Manage pre-event tests, ensuring success on the day
- » Watched live by around 2000 people

Other Applications

FILMCLUB are working with Kinura to explore ways of using live streaming within online training, to cut down on carbon emissions and create on-demand resources for teachers.

Client Testimonial

"Kinura's down to earth, practical advice and bespoke customer-focused service, was the key to the development of FILMCLUB's webcasting programme. Kinura set up test pages, created an exclusive chatboard, delivered regular streaming from our London headquarters and managed the production of our webcasts. They really went the extra mile to understand our requirements, and made things as simple to understand and problem-free as possible."

Sarah Lane, Producer, FILMCLUB

Links

<http://www.filmclub.org/past-vip-visits>

<http://www.kinura.com/2010/04/filmclubs-first-ever-live-webcast>

<http://www.kinura.com/2010/07/filmclub-webcast-2-with-christine-blundell>

