



Y'all Connect 2015 Key Takeaways on Live Streaming

The Problem:

Attendees want to use the latest technology, and live streaming seems like fun, but the minute you start filming people you don't know, you're at risk.

Live streaming presents some different concerns than pre-recorded video.

- **No safety net:** Content goes live instantaneously without a chance to edit or review
- **Against the rules:** Live streaming from sporting events, concerts, or theater productions might get you ejected
- **Invading privacy:** You might incidentally capture of copyrighted material, other people's private conversations, etc.
- **Criminal act:** Live streaming can be criminal (e.g. streaming from a movie theater while movie's playing)

For brands, live streaming should be planned as carefully as pre-recorded video.

The Solution: Plan a live stream as carefully as you would a pre-recorded video shoot.

How to create a plan for live-streaming that minimizes risk.

- **Control your location**
Shooting in a public place exposes you to unpredictable behavior. Like hecklers. Or even people just photobombing your stream! If possible, shoot in a location you control.
- **Storyboard: plan your shot**
Is there anything visible that should be? Can you overhear conversations? Are you picking up copyrighted music or showing copyrighted works in the background? Any "unfortunate framing?"
- **For branded content, get releases**
For commercial use (included branded content), always get signed releases from interviewees or others prominently featured.
- **When live streaming your own event, post crowd releases**
Post notices alerting people to the fact that you're live streaming, and state that their continued presence in the area constitutes consent to their likeness being used for promotional purposes.
- **Have a contingency plan**
Set a "rain date" to stream in the event your planned shoot can't happen as scheduled. If you're planning to stream in a public place, or on someone else's property, have a back-up location ready—someplace you control.

My recent posts on live streaming:

Live Streaming with Meerkat & Periscope: A Marketer's Legal Checklist

<http://www.kerrygorgone.com/meerkat-periscope-checklist/>

Live Streaming TV Broadcasts: Copyright Law & Periscope Piracy

<http://www.kerrygorgone.com/live-streaming-copyright-law-periscope-piracy/>

Meerkat, Periscope, Privacy and the Law: Is Live-Streaming Video Legal?

<http://www.kerrygorgone.com/meerkat-periscope-privacy-law/>