

# Webcasting Feature Summary

## Webcasting Plan Features

These features are included or can be added to your plan by request. You must upgrade to the next plan level to request a feature that is not available for your plan.

| Feature              | Description   | Pro       | Broadcast  | UC Edition   |
|----------------------|---|-----------|------------|--|
| Administrator Logins | Webcast administrators with access to the account. The number of administrator logins varies by plan.   | 2 logins  | 3 logins   | 5 logins (UC Edition 1000)<br>6 logins (UC Edition 3000)     |
| Additional Logins    | Increase the number of administrator logins for your webcast account.   | Add-on    | Add-on     | Add-on   |
| Event Capacity       | The maximum number of viewers who can attend an event. Capacity varies by plan.   | 300, 500  | 1000, 3000 | 1000, 3000   |
| Included Packages    | Every Lumen Webcasting plan includes add-on packages (feature sets) you can select at no additional cost. The number included varies by plan. | 1 package | 2 packages | 3 packages (UC Edition 1000)<br>4 packages (UC Edition 3000) |
| Live Events          | Broadcast an event from a live telephone audio or video source at a scheduled date and time. Live events are automatically recorded.          | ✓         | ✓          | ✓  |
| On-Demand Events     | Create a pre-recorded event that viewers can access any time for up to a year.  | ✓         | ✓          | ✓  |

| Feature                         | Description  | Pro                  | Broadcast                      | UC Edition                                   |
|---------------------------------|--|----------------------|--------------------------------|--|
| Simulated Live Events           | Simulated Live allows for previously recorded or uploaded content to be broadcast to viewers at a selected date and time, appearing as if the content is live. | ✓                    | ✓                              | ✓  |
| Broadcasting Options            | The ways you can record and broadcast the Live event. Broadcasting options vary by plan.   | Telephone audio only | Telephone audio, single webcam | Telephone audio, single webcam, Encoder, VCU |
| Telephone                       | Presenters broadcast the event audio with a telephone or VoIP connection. Up to 20 presenters can stream their audio simultaneously.                           | ✓                    | ✓                              | ✓  |
| Single Webcam                   | Presenters broadcast from one connected webcam. To broadcast from multiple webcams or other media sources, consider selecting the Video Bridge package.        |                      | ✓                              | ✓  |
| Encoder & VCU                   | Use your own RTMP-compatible encoder or video conferencing system to send your video stream.   |                      |                                | ✓  |
| Registration Confirmation Email | Automatically send viewers a confirmation email with the event details after they register for the event.  | ✓                    | ✓                              | ✓  |
| Event Reminder Email            | Automatically send registered viewers a reminder email with the event details 24 hours before the event.   | ✓                    | ✓                              | ✓  |

| Feature                    | Description   | Pro | Broadcast | UC Edition |
|----------------------------|---|-----|-----------|------------|
| Calendar Reminders         | Include a calendar file attachment on the registration page and in event reminder emails. Viewers can download the calendar file and save the event to their calendars. | ✓   | ✓         | ✓          |
| Presenter Chat             | Chat with other presenters in the Live Studio during the Live event.  | ✓   | ✓         | ✓          |
| Audience Chat              | Allow up to 1000 audience members to chat with each other and with presenters in real time during the Live event.   | ✓   | ✓         | ✓          |
| Viewer Layout Switching    | Allow presenters to change the layout of the event window that viewers see in real time.  | ✓   | ✓         | ✓          |
| Headshots                  | For telephone events. Display a headshot photo or other image to the audience when a presenter is speaking.   | ✓   | ✓         | ✓          |
| Slides                     | Upload one or more slide decks and present slides during the event.   | ✓   | ✓         | ✓          |
| Pre-recorded Video Overlay | Play a pre-recorded video during the event. The video plays over the event window as an overlay, instead of playing through the event window.                           | ✓   | ✓         | ✓          |
| Live Screen Share          | Share your screen, browser, or browser tab during a Live event.   | ✓   | ✓         | ✓          |
| Audience Questions         | Allow viewers to submit questions during the event and optionally view answers in real time.  | ✓   | ✓         | ✓          |

| Feature                      | Description  | Pro | Broadcast | UC Edition |
|------------------------------|--|-----|-----------|------------|
| Downloadable Event Resources | Allow viewers to download additional files from the event window during the event. You can include slide decks, PDF files, Word documents, Excel spreadsheets, and more.               | ✓   | ✓         | ✓          |
| In-event Surveys             | Share surveys with viewers any time during the event to keep them engaged.   | ✓   | ✓         | ✓          |
| Post-event Survey            | When viewers exit the event, automatically prompt them to complete a survey.   | ✓   | ✓         | ✓          |
| Certification Exam           | Automatically send PDF certificates to viewers who attend the live event for a specified duration, complete a specified number of surveys, or pass one or more exams (graded surveys). | ✓   | ✓         | ✓          |
| Follow-up Email              | Automatically send custom follow-up emails to registered viewers after the event.  | ✓   | ✓         | ✓          |
| Event Archive                | Events are automatically archived and available to replay for 12 months after the event date.  | ✓   | ✓         | ✓          |
| Web Replay Link              | After the Live event, the event recording is available for replay at the same link.  | ✓   | ✓         | ✓          |
| MP3 Recording                | Download a copy of the event audio recording as an MP3 file.   | ✓   | ✓         | ✓          |
| MP4 Recording                | Download a copy of the event recording as an MP4 file. The recording captures the event audio, video, overlay videos, slides, and shared screens.                                      | ✓   | ✓         | ✓          |

| Feature   | Description   | Pro    | Broadcast | UC Edition |
|---|---|--------|-----------|------------|
| Automated Transcription, Captioning, and Keyword List | Make all your events more accessible to viewers with disabilities and enhance navigation. Add automated captions, a searchable transcript, and a list of key phrases discussed during the event to navigate to exact points in the presentation and transcript. | Add-on | Add-on    | Add-on     |
| Reporting and Analytics                               | Get detailed reports about your event and viewers that you can filter and download.   | ✓      | ✓         | ✓          |

## À la carte packages

Every Lumen Webcasting plan includes a number of additional packages (feature sets) you can add at no extra cost. The number included varies by plan. You can purchase additional packages beyond your plan maximum for a monthly fee.

| Package                          | Description   |
|----------------------------------|---|
| Video Bridge                     | <p>Have up to 10 presenters broadcast their video from different media sources or locations. Presenters can connect to the event using a webcam, video conferencing system, Skype for Business, or telephone audio.</p> <p>Pro and Broadcast licenses can connect to the Video Bridge with a webcam only.</p> |
| Optimization & Adaptive Bit Rate | Video stream optimization and multicasting with Lumen Enterprise to deliver high-quality live and on-demand video that scales to accommodate network resources.   |

| Package                               | Description   |
|---------------------------------------|---|
| Advanced Security                     | Add an additional layer of security to your event by limiting viewers by IP address, email address, or domain. You can also limit the number of logins using the same email address and add a customizable security message for unauthorized users.   |
| Advanced Marketing and Portal         | Customize your event and add sponsor logos, social media links, and redirect viewers to a website you specify when they exit.<br><br>You can also create a customizable web portal that acts as a central repository for managing multiple events or an ongoing series. Registration is collected centrally for all linked events, so viewers only register one time. |
| Continuing Education & Hybrid Meeting | Send viewers to third-party learning management systems and let people attending the event in-person join the event with their mobile device to add them to event reports. You can also disable fast-forwarding and add captions to event replays.  |

## Per event services

These features can be added to an event by request and incur an additional charge per event. Some features require you to purchase a Standard or Premium Assist package.

| Feature | Description |
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|--|--|
| Standard Assist                        | A Production Manager joins the event 30 minutes before the start time to perform audio checks, review presenter controls, and provide best practices. They also connect the audio to the webcast, answer audience technical questions, and provide assistance for the duration of the event. 90 minutes included; additional time billed in 30-minute increments.  |
| Premium Assist                         | Standard Assist services, plus the Production Manager schedules a kick-off call and milestone meetings with presenters, creates and customizes all aspects of the event, and provides a 60-minute orientation session for presenters to become familiar with the Live Studio. They also push slides and manage polls, Q&A, and registration during the event. 90 minutes included; additional time billed in 30-minute increments. |
| Additional Viewers                     | Requires Standard or Premium Assist. Increase capacity for the event beyond the maximum capacity included with your plan. Purchase additional capacity in blocks of 250 (250, 500, 750, etc.). You can request up to a total of 10,000 viewers.  |
| Video Stream Switching                 | Requires Premium Assist. For events with multiple webcam or video presenters. Have a producer manage which video streams are on stage, up to 4 presenters at a time. 90 minutes included; additional time billed in 30-minute increments.  |
| Live Captioning                        | Requires Premium Assist. Captions provided in real time by a professional. First hour included; additional time billed in 30-minute increments.  |
| Automated Transcription and Captioning | Requires Premium Assist. Make your event more accessible to viewers with disabilities and enhance navigation. Add automated captions and a searchable transcript.  |

|                                     |  |
|-------------------------------------|--|
| Professional Transcription Services | Requires Premium Assist. After the event, receive a professionally written transcript of the event as a Word file. Transcripts are captured in the original event language.                        |
| Extended Archive                    | After the event ends, it is automatically archived and available for replay for 12 months. Purchase extra time and make the replay available for an additional 6 or 12 months.                     |
| Professional Services               | Requires Premium Assist. You can request additional professional services and features that are not included in your plan or packages. Requests are reviewed and approved on a case-by-case basis. |

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