TYPES OF LIVE VIDEO

What's the difference between live video event formats? How do you decide which type is right for your event?

WEB/VIDEO CONFERENCING
Web conferencing is for when a group of people want to meet remotely, and everyone needs to be able to talk to everyone else.

- **Format:** Audio or video. Small group to small group, two-way interaction
- **Strengths:** Cheap, easy to use, no special equipment, no latency
- **Limitations:** Only practical for small groups. Often has quality issues. Rarely includes bells and whistles like polls. Little to no branding.

WEBINARS
Webinars allow one or a small group of presenters to present to a medium-sized audience.

- **Format:** Single person/small group to large group, limited interaction (written Q&A, polls)
- **Strengths:** Easy to use, low latency.
- **Limitations:** Good for up to a few thousand participants. May have quality issues. Little to no branding. Access control through registration.

WEBCASTING
Webcasts allow a mass broadcast of one or a few presenters to a massive audience.

- **Format:** Single to unlimited group, limited interaction (written Q&A, polls)
- **Strengths:** Scalability, quality, access control, branding, viewer experience.
  - Participants can watch via browser with no special software.
- **Limitations:** Greater production infrastructure, some latency.

Looking for more information on webcasting?
Contact us at +1-800-871-5224, or fill out this form [http://corp.kaltura.com/company/contact](http://corp.kaltura.com/company/contact)