
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>