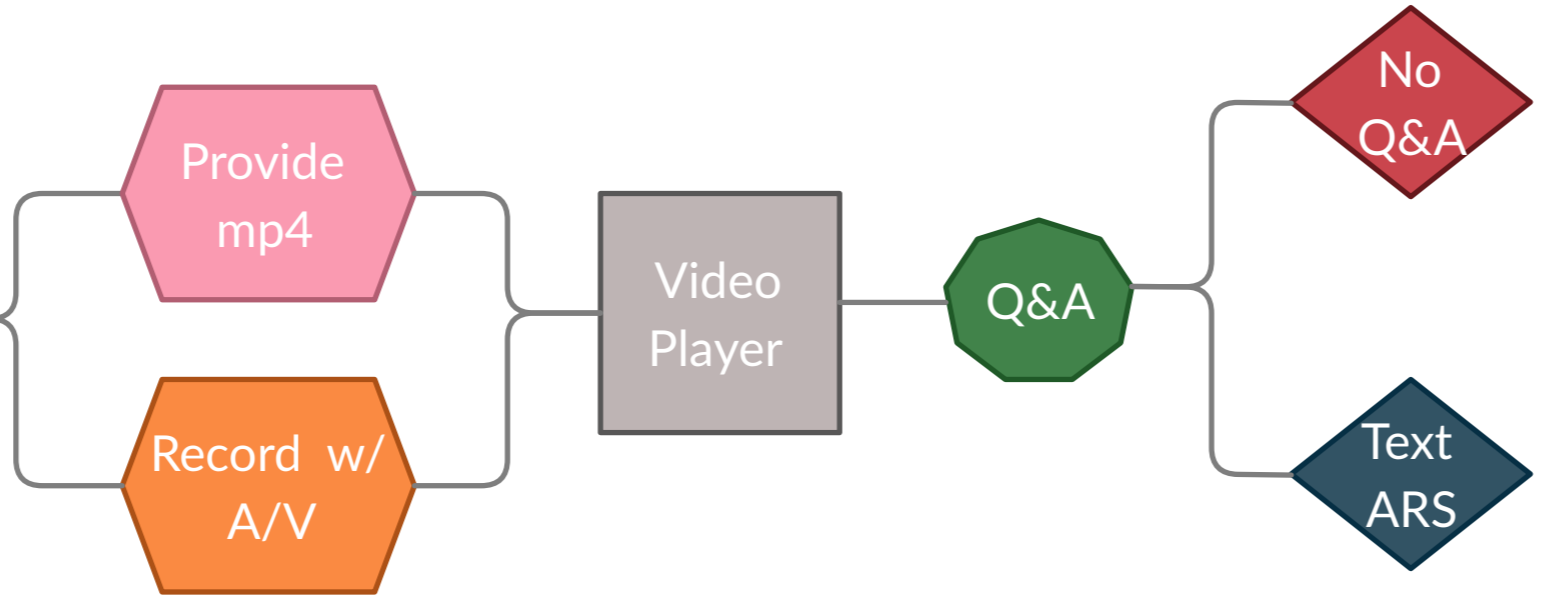


Sponsored Education

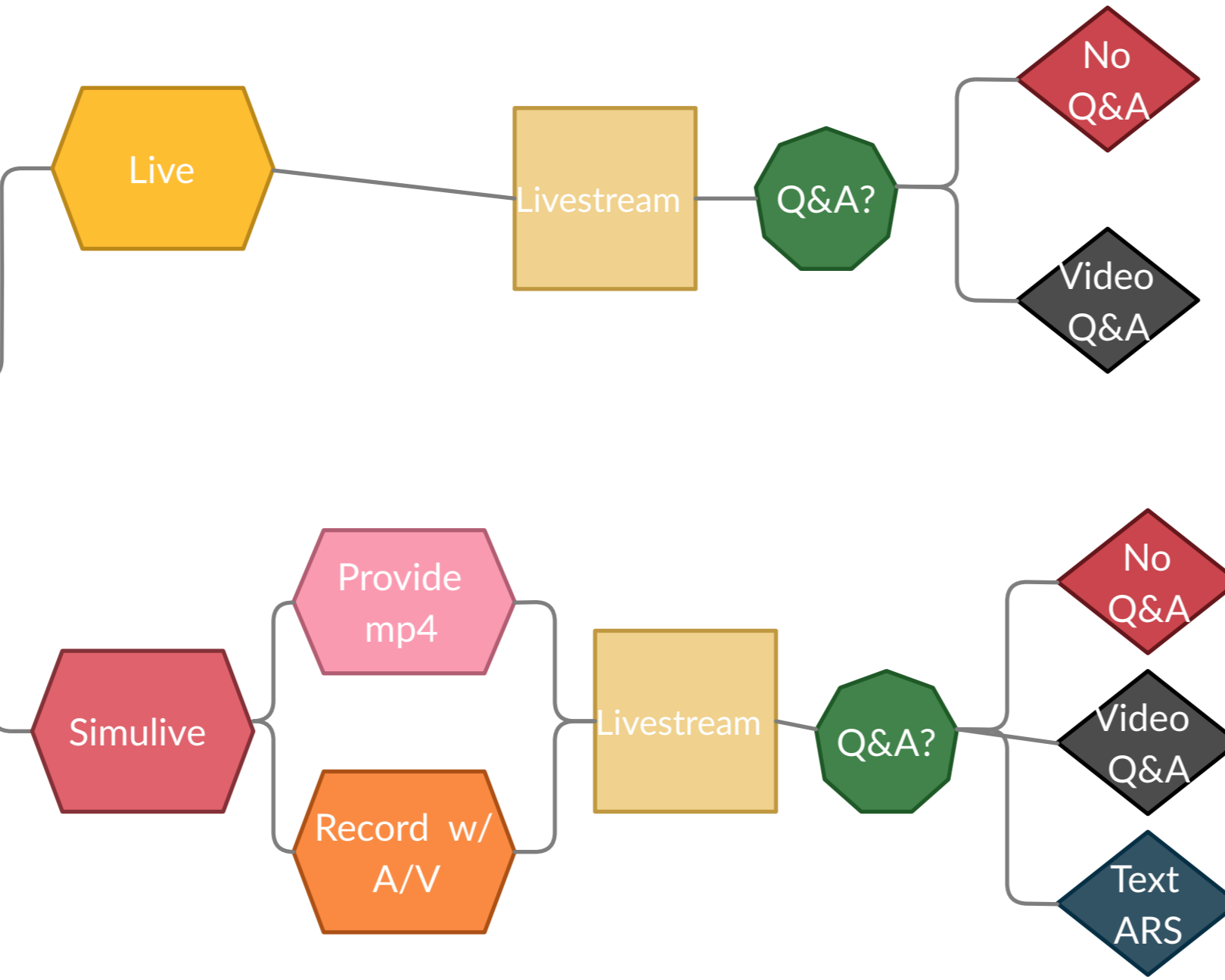
On Demand

Pre Recorded content available at the start of the conference
no set time in schedule
 Example: Netflix



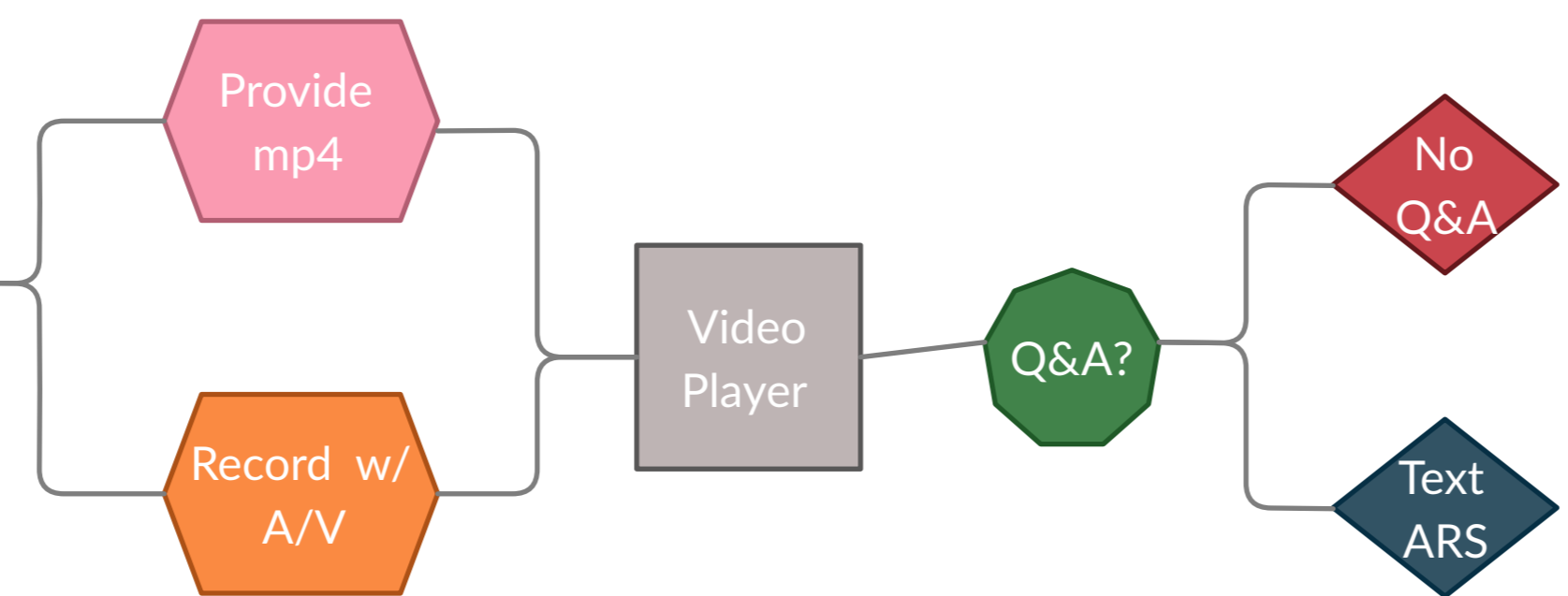
Live Broadcast

Live or Simulive content that is specifically scheduled
set time in schedule
 Example: Evening News



Scheduled Broadcast

Pre Recorded content that is specifically scheduled
set time in schedule
 Example: Reruns



Terms

Video Player: Player where pre recorded content can be displayed. You can have concurrent sessions at the same time. [Click here for an example.](#)

Livestream: Channel where live/simulive content is broadcast. You cannot have concurrent sessions at the same time unless you buy multiple channels. [Click here for an example.](#)

Live: Content is completely live and no aspect is pre recorded.

Simulive: Content that is pre recorded but broadcast live on the livestream. This could include a live portion like video Q&A but it does not have to. The idea is that it appears "live" to the audience.

Provide mp4: They must provide us with the mp4 file and an A/V recording is not included in their benefits. They can contract with the clients A/V company if they wish.

Record w/ A/V: Recording with client's A/V company is included in their benefits.

ARS: This stands for "Audience Response System" and is used by attendees to ask questions via text.

No Q&A: ARS will not be utilized. Speakers can send people back to their booth or add info on who to contact for questions in their slide deck.

Text ARS: Utilizing the ARS feature. Attendees would ask questions via text and speakers would respond via text.

Video Q&A: Utilizing the ARS feature. Attendees would ask questions via text and speakers would answer live via video/audio.

