



How Much Does Livestreaming Cost?

Livestreaming is a crucial part of the marketing stack, and audiences increasingly expect live content from their favorite brands and performers. In a *New York Magazine* audience poll, **75% of readers would rather watch a live video from a brand than read a blog post, and 85% would watch online vs. on TV** if it meant more behind-the-scenes access. Before you can add live video to your stack, you'll need up-to-date information about budget and equipment needs. Your organization can't afford to waste time or resources. Here's what you need to know when creating a budget for live video.

Before You Go Live

There are a few things you need to think about before you can start streaming successfully.

CONTENT

What are you streaming? Whether it's a product launch, an internal company meeting, webinar content, or a conference or event, you need to think about what you're showing your audience before you go live. Make sure participants are prepped and everyone is aligned on what the video will entail. When it's live, you only get one shot.

CADENCE

How frequently do you plan on streaming? Even if you're only considering streaming for a large annual event, you can use live video for a variety of scenarios including internal communications, creating exclusive content for customers or a specific audience segment, webinars, how-to's, or creating video for social media. Cadence is important when building an audience – they want to know they can tune in regularly to see something new.

DISTRIBUTION

Just because you're streaming live doesn't mean you have a built-in audience. You want to make sure your video is viewed live and on-demand. Are you streaming to your website or to a social platform? Do you have a hashtag to create conversation around your livestream, or a comment section someone from your team can moderate? Are you promoting the stream so your audience knows when to tune in and watch? Post-event, are you recapping the stream or sending a follow up to viewers? All of these decisions should be locked in before you go live.

INTERNET

Having a reliable internet connection is crucial to a successful livestream. The experts at Livestream recommend a dedicated, hard-wired ethernet, and 10Mbps+ upload speed. If you have a large internet infrastructure with firewalls, you need to open ports (TCP 1935, 80, and 443, and possibly UDP 53) to allow for maximum inbound and outbound traffic.

Real ROI: Case Studies

Livestreaming unlocks your event to a larger audience than you could ever possibly reach with just physical tickets. Since audiences prefer to watch content live, you're also creating an opportunity for built in social engagement and brand reach. When you gate or monetize your live and on-demand content, you create even more opportunities for return on investment. Additionally, according to our research conducted with *New York Magazine*, 62% of audiences watching a live event will buy a ticket to attend that event in the future.



SOCIAL MEDIA WEEK

Social Media Week livestreams all four of its global events to paying subscribers. "We made a big shift as a business from using Livestream as a way to reach more people to leveraging Livestream as a way to monetize our content," said founder and CEO Toby Daniels. "It's a fundamental part of how we do business."

Daniels' team relies on Livestream to grow that monetization: "Live is such a huge driver in terms of acquiring new customers and subscribers. When we have a major event, 75% of our subscribers sign up in the 90 days before the live event. Accessing live is important to them."



CHAMPIONS CENTRE CHURCH

Champions Centre has a robust live video platform within their website, and they now receive over 70% of donations online since launching a livestreaming digital platform.



THE DAVENPORT THEATER

The theater's livestreamed production of "Daddy Longlegs," the first streamed off-broadway musical, trended nationally on Twitter. In the weeks following the livestream, ticket sales grew and they saw a 484% increase in CD sales. "150,055 people watched the livestream, which is the equivalent of 2.7 years of sold-out houses in our 130-seat theater," wrote producer Ken Davenport. Daddy Long Legs Live proved that there is a global interest and proven benefit to livestreaming theatre.

Budget Checklist



THE STARTER PACK \$1,000

Mevo Live Event Kit
Facebook Account

You're ready to dip your toe in the livestreaming waters. You want to stream to Facebook Live and stick to a small budget as proof of concept.

WHO IS THIS FOR: Individual Content Creators, Students



EASY STREAMING \$3000 - \$5000

2 Mevo Live Event Kits
Livestream Annual Plan Subscription
Studio Pro Streaming Software

You're streaming a small event, meeting, or performance. Your team is looking to stream your event simultaneously to Livestream and Facebook Live, or use two Mevos as part of a multi-camera production. You want this video to live on your website.

WHO IS THIS FOR: Education, Non-Profit, Government, Small Houses of Worship, Small Start-ups



PRO STREAMING \$15,000 - \$25,000

Mevo Live Event Kit
Livestream Cloud Subscription
Onsite Training

ADDITIONAL EQUIPMENT:

Microphones
Sound Mixer
Camera
1 HD550 Switch
+ Encode Broadcast Tool

Ideal for any organization committed to regular streaming with some tech-savvy staff members who may already have some A/V equipment. This package is for monthly all-hands meetings for a medium-size brand with multiple office locations, a small conference, or house of worship with a large congregation. Your Livestream Cloud plan provides live embedding on your own channels, password protection for corporate or targeted streams, and white-labeling.

WHO IS THIS FOR: Medium-sized Businesses, IT Departments, Growth Marketers, Large Houses of Worship



ADVANCED STREAMING \$25,000 - \$70,000

Full Production Services
Mevo Live Event Kit
Livestream Cloud Subscription
Advanced Account Management
Audience Engagement
Lead Capture

This option is for the large enterprise organization who plans to fully integrate live video into their corporate communications and marketing stack for global internal communications, product launches or fashion shows, and large-scale events.

WHO IS THIS FOR: Fortune2000 Marketers + HR professionals, Fashion and Retail, Small/Medium Size Agencies



ELITE STREAMING \$100,000+

Full Production Services
Livestream Cloud Subscription
Advanced account management
Audience Engagement
Lead Capture
API
Custom Portal

This option is ideal for any large-scale, TV-quality, live broadcast event. A custom platform plan provides cloud transcoding and RTMP input, lead capture, access to our API and custom development for creating live and on-demand platforms, and professional production services.

WHO IS THIS FOR: Fortune 500, Professional Broadcasters, Major Brands

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Guide to Livestream Budgeting

	STARTER PACK	EASY	PRO	ADVANCED	ELITE
Use Case	Facebook Live	Light-weight webinar Small Event	Monthly all-hands meetings, Large House of Worship, Medium conference	Large user conference, Large customer conference, Global town hall	TV-quality live broadcast event, Global Conference
Event Audience Size	0-20	25-100	100-350	500-2000	over 5,000
Licenses needed	1	1	2	3-5	5+
Broadcast Frequency	Quarterly	Monthly	Weekly-Monthly	Large annual events, quarterly meetings, weekly customer chats.	Large annual events, quarterly meetings, weekly customer chats.
Monetization	-	-	Lead Capture	Lead Capture, PPV + Ticket Sales	Lead Capture, PPV, Advertising + Ticket Sales
Total Annual Livestreaming Budget	\$500-1,000	\$3000-5000	\$15-25K	\$25-70K	\$100K+
Who is this for?	Individual content creators, Students	Education, Non-Profit, Government, Small Houses of Worship, Small Start-ups	Medium-sized Businesses, IT departments, Growth Marketers, Large Houses of Worship	Fortune2000 Marketers + HR professionals, Fashion and Retail, Small/Medium Size Agencies	Fortune 500, Broadcasters + Major Brands