

radcliffe.

Broadcasts



Bringing beautiful, engaging virtual
and hybrid broadcasts to life

Introduction.

With many years' experience of virtual broadcasts, Radcliffe specialises in bringing events to life.

Driven by the highest production standards, Radcliffe's team of experienced producers, digital content editors, designers, audio-visual and marketing professionals aim to deliver the most engaging, innovative and immersive online audience experiences.





Jonathan Parker-Smith
SPECIAL REPORT

LIVE | Westminster, London



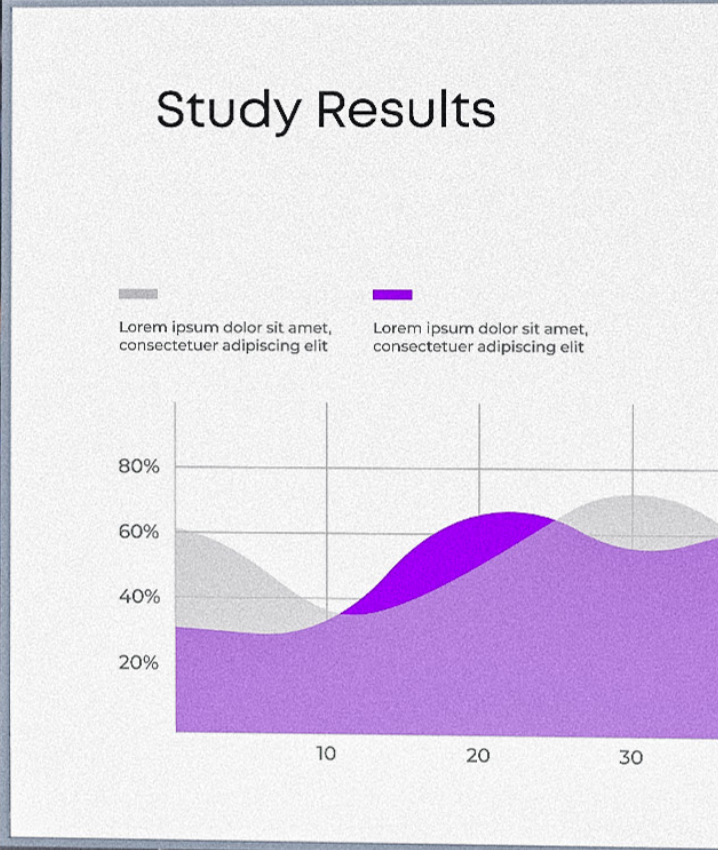
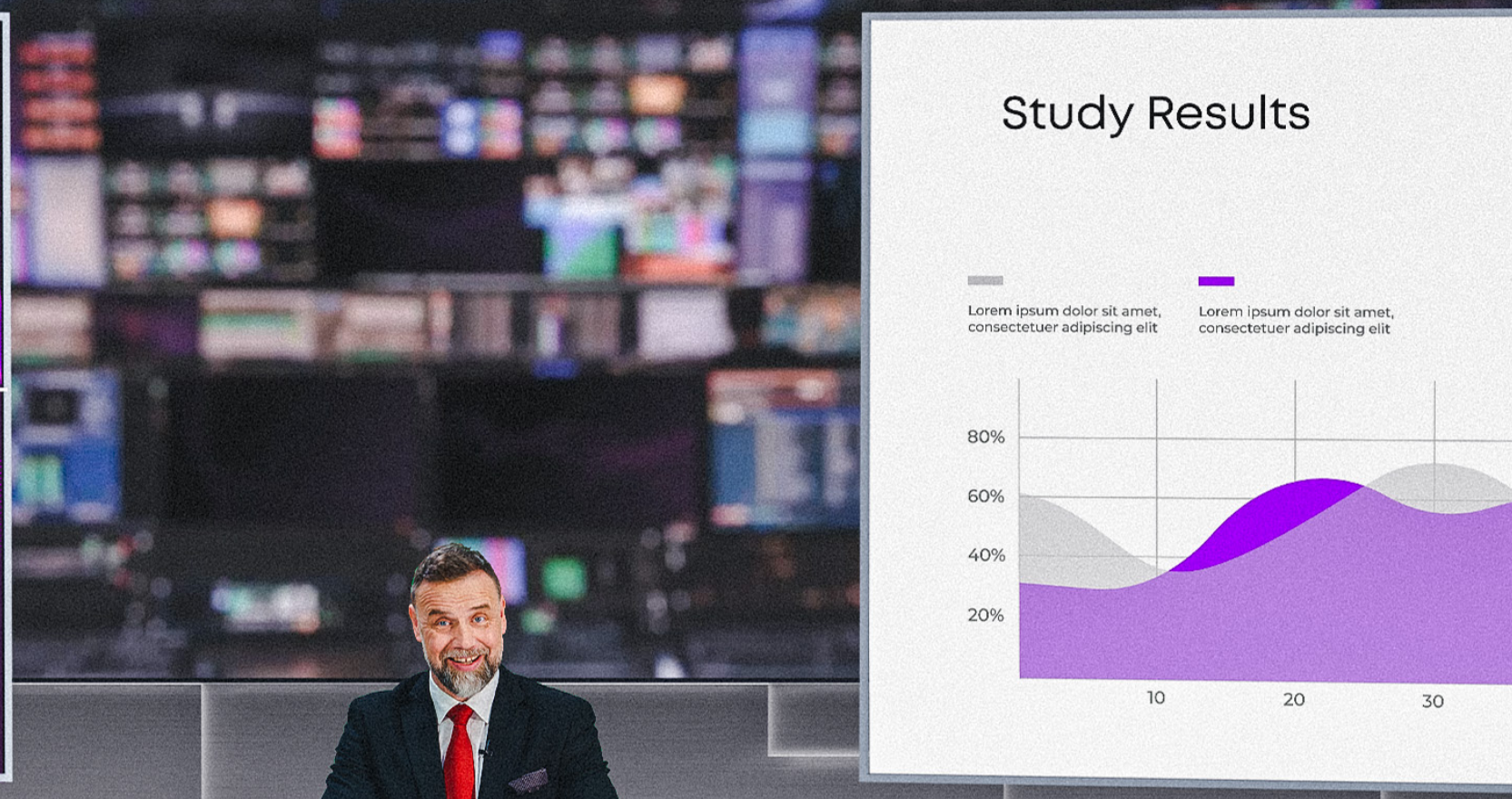
- Live and on-demand
- Virtual-only or hybrid events
- Broadcasts/webinars
- Studio-based/round tables/panels
- News/sports/consumer or industry events

Virtual-only events.

With a central control hub comprising two state-of-the-art galleries, Radcliffe can facilitate a wide range of virtual broadcasts to meet your event needs.

We can help to best curate your programme, stimulate your audience, and deliver a truly unique virtual experience.





Virtual studios.

Radcliffe's team of designers can create a unique virtual environment, scoped to meet the desired format, mood and specifications of your broadcast.

Radcliffe uses green-screening to place hosts or session chairs in an immersive visual studio setting.



Production values.

Radcliffe's team of designers and video editors can create a range of in-broadcast videos, transitions and stylised assets to best optimise and differentiate the broadcast experience, achieving a 'TV-quality' production.

- Introduction and closing videos
- Event titles, presenter names and images, agenda / 'coming-up' videos
- Builds brand continuity
- Fully designed to create a superior production quality event
- In-broadcast videos – Ideal introductory segments for live or on-demand publication



Hybrid events.

In an increasingly globalised world, dissemination of content to your target audience free from the constraints of geography is more important than ever.

With on-site event attendance remaining below pre-pandemic peak – yet potential audiences greater and more dispersed than ever before – the power of hybrid events is unparalleled.

Radcliffe's team of audio-visual experts and camera operators enable your in-person events to be live streamed to a global audience, amplifying your event's impact and messaging.

With Q&A, polling and networking capabilities – in addition to a range of interactive features available to both in-person and virtual attendees – Radcliffe bridges the geographical divide to seamlessly merge your audiences, creating a cohesive hybrid event experience.

Further enhance the impact of your event with on-demand hosting, increasing content's endurance and legacy.





- Increase reach and attendance
- Improve audience engagement
- Drive audience data and insights
- Content available on-demand post-event
- Leverage event impact and legacy
- Reduce cost burden and environmental impact of attendees

Know your audience.

For virtual-only and hybrid events, Radcliffe can facilitate the design, creation and management of bespoke registration and broadcast platforms.

Underpinned by a range of audience insights, activity and registrant and attendee information (in full GDPR-compliance), Radcliffe can support your understanding of how your audience behaves, interacts and consumes your events, helping to optimise their evolution over time.





Technical capabilities.

- Sources – Consumer (zoom) and professional – TS / SRT
- Two central control rooms for simultaneous events or use together to provide multiple mixes for larger events
- Four playback engines per control room to run graphics (fill and key) and VTs
- RTS intercom system allows monitor and separate IFB to each source, or can be used with UNITY intercom for use on mobile devices
- Three multi-viewers and a transmission monitor show up to 48 individual inputs, outputs and mixes
- High-quality recording of up to 12 ISO channels, along with a backup recording of the TX feed

Contact.

To discuss how Radcliffe can bring your event to life, contact:

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