Figures

0.1	Al Roker	XX
0.2	Behind the scenes on the production of 'pro' live-streams	xxi
1.1	51% of media are using Facebook Live videos, but only	
	11% of companies do	5
2.1	The Facebook Live logo	13
2.2	The Facebook Live start-up screen	15
2.3	The 'waveform' of when you had 'peak viewership', that you see	
	when you have completed your live-video	16
2.4	A Facebook Live stream showing the invitation to follow the	
	broadcaster, a prompt for viewers to comment and a pinned	
	comment	19
2.5	Filter options on Facebook Live	20
2.6	Masks can be chosen by the broadcaster to 'wear' during their show	20
3.1	The Periscope logo	28
3.2	The main broadcast screen for Periscope	37
3.3	A user profile on Periscope	42
3.4	An example of a show created with the Periscope Producer program	46
5.1	A small sample of some of the other live-stream apps available	56
7.1	A unique view, live from the top of the tower of the 900-year-old	
	Chichester Cathedral in England	78
7.2	Recording a beauty tutorial using the Arkon TW Broadcaster	
	Single-Phone Desk Mount	84
7.3	Live-streaming from the classroom using the Arkon Tablet Floor	
	Stand	86
7.4	A musician making money and raising their profile by live-streaming	
	their original composition	91
7.5	Use www.belive.tv to live-stream from several cameras at the same	
	time. In this case, it's a talk show, but you could also use the same	
	app to connect staff at several locations	101
7.6	Anthony Lenzo regularly presents shows of 'unboxings' and	
	reviews on his channel	104
7.7	Greenpeace Executive Director, Annie Leonard, speaks on the	
	Greenpeace Facebook page, moments after being arrested	105

7.8	Charles Hodgson of View News, Australia interviewing local election	
7.0	candidate Ted O'Brien on a live-stream	107
7.9	Viewers commenting on a Periscope tour of Paris presented by	
	Claire Waddington	108
7.10	"The church is open, would you like me to show you inside ?"	112
7.11	A live-stream 'audition' and raising their profile by live-streaming	
	an original composition	113
7.12	The world's first ever Periscope using a 360 camera	116
7.13	A bird's-eye view of the Australian coast; Periscoping with a drone	119
7.14	Periscope's first underwater live 360 broadcast	122
8.1	A live-stream in an earthquake zone by the BBC's Nick Garnett	130
8.2	Live-streaming from a police news conference. In this instance, a	
	traditional TV crew had previously asked the mobile live-streamer	
	to stand at the back as they "weren't a proper broadcaster"	131
8.3	A March 2017 Periscope by Paul Ronzheimer showing devastation	
	in Mosul	132
8.4	Ahead of the UK EU referendum in 2016, the then Prime Minister,	
0,1	David Cameron, was grilled by audiences in the studio and online	133
8.5	The Facebook Live map	137
8.6	Broadcasting a major local story, that of an agreement of airport	
0.0	expansion, live and direct on Facebook	141
8.7	Democracy in action. Candidates for a local election were invited to	
0.,	discuss their policies and answer voters' questions on a live-stream.	
	This was actually held in the broadcaster's kitchen.	144
8.8	Screenshot of a live-streamed interview at a trade exhibition	153
8.9	Clare Dube regularly presents live house tours	161
8.10	C 1 T 1 1 T'	
0.10	video tours of its exhibits is The J. Paul Getty Museum in California.	
	Here, curator Bryan C. Keene hosts "The Shimmer of Gold"	
	Facebook Live exhibition walk-through	165
10.1	The image on the right shows the set for the Buzzfeed 2016 US	
10.1	Election coverage	186
11.1	See how accurate the Periscope map feature is	194
11.2	Abusive comments made to girls who said they were 13-years old,	
11,2	on Periscope	205
12.1	The iRig Mic Lav. Note the TRRS connection and the adapter to	
12.1	plug two microphones into a single feed to the phone	216
12.2	A range of iRig microphones	217
12.3	The iRig I/O, so you can use a standard professional microphone	
14.0	into your phone	218
12.4	Just a small part of the Shoulderpod range, which will help improve	
14.7	the stability of your phone	219
	the beautiful of Josephine	

12.5	The Arkon TW Broadcaster Pro, Side-by-Side Phone Tripod	
	Mount and TW Broadcaster Live Streaming Kit	220
12.6	The iKlip Grip Pro features a large, ergonomic handle that	
	expands into a sturdy tripod, an integrated locking extension	
	pole that extends up to 62 cm (24") for getting those 'above	
	the crowd' shots and selfies	221
12.7	Small battery-powered lights can easily be fitted onto a rig, such	
	as this one by Shoulderpod, along with an external mic, too	222
12.8	The different field of view achieved by using a wide-angled rather	
	than a normal lens	224
13.1	The title page on your Periscope, which you can have tweeted to	
	your followers (If you broadcast via Twitter Go Live, your standard	
	tweet text becomes your 'title'.)	230
14.1	Facebook Live reaction symbols	243
15.1	The 'share' button and 'notification' prompt in a Facebook Live feed	248
15.2	The 'follow' button in a Facebook Live feed	251
15.3	The 'follow' and 'share' menu in a Periscope feed	251
16.1	The different perspectives achieved using portrait and vertical	
	orientation	267
16.2	Good framing for a live-video	269
17.1	A presenter being filmed with the iKlip AV phone mount with	
	integrated wireless mic facility	274
17.2	A producer using a Shoulderpod pocket rig with Rode directional	
	mic and windshield	274
18.1	Pre-promote specific shows so people can plan their day	
	around watching you live	280
19.1	Going live on Facebook Live	289
20.1	Consider having landscape orientation of your phone for shots	
	which are obviously landscape-friendly! This sunset was streamed	
	in portrait mode, and when the viewer turns the phone to	
	landscape the image simply becomes smaller	303
20.2	The sketch facility in Facebook Live	306
22.1	In Facebook, tap on the download icon on the screen and choose to	
	save and upload your live-stream	318
24.1	Thousands viewed this Periscope, but see how long on average	
	they watched for. That doesn't suggest a very meaningful	
	relationship was built by the broadcaster	341
24.2	Viewing figures for a live-stream on Facebook Live	342
24.3	An engagement graph from Facebook Live	343
24.4	Screenshot of additional metrics for a video on Facebook Live	344
25.5	Screenshot of a live-stream ending	353