

STREAMING CASE STUDY CONTENT LONDON 2019

In 2016 organisers C21 decided on a move that would not only increase the capacity and networking opportunities at the event, but also take it to an entirely new location within London, away from its former West-End home. Their previous venue could accommodate a maximum of 300 in its largest auditorium and so the ability to scale up the event for physical and virtual delegates was a significant driver.

Between 2016 and 2019 the event grew from 400 to 1,200 delegates with one of the significant factors in the growth being the ability to make the most of the venue's comprehensive, flexible streaming options. This allowed the organisers to bring the event to far more delegates than could be seated in the lecture halls at one time.

In 2019, C21's thorough streaming strategy meant that the key talks could be tuned in to in any part of the venue, as well as a secondary venue the organisers had adopted to support the growing event. Delegates could attend any session remotely with 3 streams running simultaneously on one microsite.

The C21 team had ambitious plans for the event and were creative and open-minded. This meant that many of the plans were formed collaboratively and would not have been a success were it not for the award-winning production team, and streaming partner.



The engagement and reach that the streaming plan enabled can be seen below:

Total of 3,765 Plays, across the 3 day event

Peak number of plays in one day 1,346

299 Hours, 53 minutes and 38 seconds of content was viewed

4 Minutes and 47 seconds, was the average view time

Users from 23 Countries viewed the live stream

741 GB of Bandwidth was used, across the event



“Kings Place allowed us to take our event to the next level. It delivered across the board, providing creative flexible space for conferences, screenings, networking space and private meetings.

The tech and AV solutions were unrivalled by any other venue we have worked with across 20 years, and the staff a pleasure to work with. We are relieved to finally find a venue, and a team, that gets it and can deliver across the board.

We will be back again next year.”

David Jenkinson Editor-in-Chief & Managing Director, C21Media

