



## The Government of Catalonia boosts social media reach with live simulcasts and clipping and shares content with the Media thanks to a Virtual Press Room

Catalonia is an autonomous community in the north-eastern corner of Spain and the second most populated region (7,522,596 inhabitants). The Government is responsible for political action and the regulation and administration of the autonomous region.



### Challenges

The Communication Office wanted to increase the reach in social media and find a tool to manage their video communication.



### Solutions

Deploy the live producer to create and simulcast highquality press conferences, the fast clipper to create and share highlights in real-time and the virtual press room to easy-share content with the Media.



### Benefits

Centralized management of all live communications, aggregated views in multiple social networks, unified branding across departments and fast response to press requests.

## Challenges faced

The Communication Office of the Department of the Presidency and Government Spokesperson assists both the President and the Spokesperson in their functions as spokesperson of the Government and in dealings with the mass media, managing press releases, press conferences, interviews, reports and other institutional events. The Office's Digital Content Management team creates, manages and posts text, photo and video content on the Institutional website, the President's website, the Press Room, and several Twitter, Facebook, YouTube and Instagram accounts. Additionally, the team oversees messages, tone and branding in more than 200 accounts on Twitter, YouTube, Facebook and Instagram. In early 2019, they were looking for a tool to improve the reach of press conferences and institutional events in the social media (using live streaming and live clipping) and to streamline integration with the corporate Online Video Platform. At that point they were using SnappyTV and were limited to live clipping and Twitter posting, so they needed a new platform to achieve the following goals:

- 1-** Produce press conferences and institutional events **capturing the live video feed** generated by the audio-visual equipment installed in the press room and facilities of other institutions, while adding lowerthirds and other overlays.
- 2-** Live-stream press conferences and events in **multiple social media** accounts and on **different institutional website** pages at the same time.
- 3-** Extend the use of live streaming to other Departments, ensuring **brand consistency** and preventing relevant press conferences from overlapping.
- 4-** Create clips from the live feed during or after the events and share them on social media.
- 5-** Share live streaming and clips with accredited press and media in an easy and secure fashion, allowing external users to source content on their own and to post it on their own websites and social media accounts.
- 6-** Produce, manage and distribute "occasional" press conferences and other events held in Catalonia.



## Solutions driven by Watchity

After the Digital Content Management Team contacted Watchity, one of our video experts held some meetings with them to gauge their needs and develop their previous experiences further. This allowed us to subsequently define the best approach for the deployment of our platform, which included:

- 1-** The **Event Manager**, to schedule and promote live events and coordination across departments.
- 2-** The **Live Producer**, allowing them to easily create high-quality live video on their own, capturing live feed from an Extron live video encoder (which sources the live signal from the cameras installed in the press room) or from a Wirecast mixer, adding graphic overlays with the Government logo and lower-thirds.
- 3-** The **Streaming Manager**, to stream the live feed produced on the corporate website (sending an RTMP feed towards an end point provided by the corporate Online Video Platform) and simulcast it on Twitter, Facebook and YouTube.
- 4-** The **Fast Clipper**, which simplifies the process of recording live output and the generation and sharing of short clips for Twitter and Facebook.
- 5-** The **Virtual Press Room**, where accredited media can obtain the live streams and clips shared with them and access the integration and download options.

“ We reach a potential audience of 2,000,000 people in all our social media accounts and collaborate with the press in a fast and simple way thanks to Watchity. ”

**ROC FERNÀNDEZ**

Govern de Catalunya, Digital Content Manager



## Benefits obtained

A few months after the start of the project, this new way of managing online press conferences and institutional events has helped to increase the reach of the content on the social media and has simplified workflows:

- 1-** The team can now manage events with greater frequency and organise press conferences in a matter of minutes, providing a fast response to any information item that needs to be reported immediately.
- 2-** The communication teams of the different departments have improved the way they coordinate the events agenda, reducing the situations in which several events overlap.
- 3-** The time between events and the publication of the clips on the social media has been cut to a matter of seconds, delivering a swift response to citizens' needs for real-time information.
- 4-** The number of people reached has multiplied by 3, adding the website's live viewers, social media live viewers and post-live (or ondemand) viewers in both destinations.
- 5-** The people managing the requests from the press have reduced the time dedicated to content creation and sharing and all the information is centralized in a single and secure place.