CASE STUDY

LIVE VIRTUAL HYBRID

BBC SPORT EUROS 2020

In May, football fans were eagerly awaiting the announcement of the famous faces that had been selected for the prestigious BBC roles for the long-awaited Euro 2020 tournament. BBC Sport's who's who of presenters and pundits included footballing legends Alan Shearer, Rio Ferdinand and Thierry Henry, with Gabby Logan and Gary Lineker also securing presenting roles. We were brought on board by BBC Sport to help communicate this exciting announcement to the media – virtually.

DID YOU KNOW?
Presenters included Alan Shearer, Rio Ferdinand and Thierry Henry, Gabby Logan and Gary Lineker.



> **Everyone has mentioned how good it looked and how well it flowed – really impressed!"**
>
> **Garry Miller, BBC Sport**



Ambition

BBC Sport wanted to host its Euro 2020 coverage announcement through a virtual panel webinar, with members of the media invited to register to watch on a Zoom webinar. With just a week to organise the important announcement, we collaborated with BBC Sport to demonstrate the chosen virtual platform for the eagerly awaiting news. This saw the team blend Zoom Client Meeting and Zoom Webinar to create the perfect virtual press room, complete with green room, live stage and instant Q&A.

Experience

Using the various Zoom platforms, the pundits and presenters were placed in a virtual green room in which they could communicate with each other and watch the other panellists. They were then moved to the virtual live stage, where they could speak freely with the media using Slido – a Q&A app. To make the Q&A session as easy as possible, journalists were invited to scan a QR code which opened on their phone. A member of the BBC team moderated and accepted the questions, which in turn fed back to the panel in Zoom.

The event comprised of a mix of live panellists and VTs, which were mixed on Roland Vision Mixers and fed into the Zoom Webinar. Utilising multiple busses on the vision mixer, the team could have a mixed feed going out to the media, a green room feed and return feed to the live panel.

Reaction

Garry Miller of BBC Sport commented: "A big thank you to the team at Sparq for the Euros webinar. Everyone has mentioned how good it looked and how well it flowed – really impressed!"