

The Bar Owner's Guide to **Live Streaming Content**

Identifying Opportunities + 5 Steps to Hosting a Livestream Event





CONSUMERS ARE “CUTTING THE CORD” ON CABLE TV AND STREAMING CONTENT VIA THE INTERNET INSTEAD... SHOULD YOUR BAR JUMP INTO THE STREAM?

The rise in internet streaming services has disrupted the traditional TV viewing experience – both at home and in venues like bars and restaurants. This disruption has had two major impacts: how TV content is delivered, and how the viewer engages with it.

[According to Consumer Reports, traditional cable TV lost over 3 million subscribers in 2017.](#) Instead of accessing TV shows and movies through a cable connection, many consumers are “cutting the cord” and switching to Internet streaming, cable-like services like Hulu and Sling TV. These services are at least half the cost of conventional cable.

In addition to being lower cost, streaming content platforms offer more options. A robust cable TV package may include thousands of channels, but with an internet connection and the right equipment – viewers can stream millions of videos, including live video.

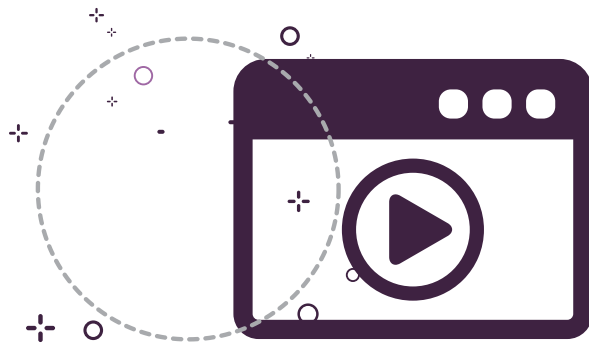
Livestreaming refers to content that is simultaneously being recorded, uploaded to the internet, and broadcast to the

end viewer. Livestreamed content is one of the fastest growing forms of emerging media and entertainment. In 2017, the global streaming software market was a \$2 billion industry. [By 2023, it's expected to surpass \\$10 billion.](#)

How Viewers Engage with Content: Emphasis on Immediacy and Interaction

Internet-streamed content eliminates the role of the middleman – the cable TV provider that runs set content, on a set schedule. Media that is streamed without that middleman is known as over-the-top media or OTT. While most TV and video content streamed over the internet still relies on a dissemination platform, like YouTube or Livestream.com for live video or Hulu for streamed TV, the role of that platform is very small. The viewer decides what to watch, when, and where.

Content streamed over the internet has also opened up a new level of interactivity. Content is no longer just viewed – it can be commented on in real-time. For example, YouTube and Facebook live videos allow users to post reactions and comments as they experience the content. It's an experience that's more like a live event, than a private viewing.



LIVESTREAM 101: UNDERSTANDING YOUR OPTIONS AS A BUSINESS

As a bar or restaurant owner, you may have cut cable at home – and are considering doing the same at your business. However, most internet TV and other streamed content is explicitly restricted to private, in-home use only. However, this whitepaper outlines ways you can capitalize on livestreaming at your venue in a legal way that could potentially boost your profitability.



3 BIGGEST LIVESTREAMING TRENDS FOR BARS AND RESTAURANTS

Esports

Esports stands for “electronic sports” – and some experts predict it will be just as big as traditional sports like basketball and football. Esports are video games that are played competitively and watched by avid fans. According to a report by Rolling Stone based on research from Newzoo, [the esports industry will reach nearly \\$1 billion in 2018](#) – an astounding 38% growth from 2017.

Just like regular sports, esports have their stars – and fans tune in to watch them compete. The 30,000 square foot, multi-level Esports Arena in Las Vegas regularly hosts gaming competitions. The action is just as big online. For example, the League of Legends World Championship had 60 million unique online viewers.

Many bars are now streaming these esports events to their patrons through platforms like Twitch TV. In 2016, Buffalo Wild Wings streamed Turner’s Eleague through Twitch TV, as well as through traditional cable (the event aired on TBS). Twitch TV is a dedicated internet platform where pro and amateur video gamers can broadcast their gameplay. Viewers can chat and interact in a live stream on screen as well.

Some bars have even created a culture around esports. Known as barcraft, players can either come in and play their favorite games – or just watch the action through an internet stream.

Niche Sports

From cricket to Quidditch (yes, that's the sport inspired by the Harry Potter novels), niche sports are gaining momentum as spectator sports. Because these sports aren't mainstream, there are more partnership opportunities for bars that might want to livestream these events. (See more in the list of streaming opportunities.)

UFC Fights

Fight night is a popular pastime for bar patrons – and it's growing fast. [The Floyd Mayweather Jr. vs. Conor McGregor fight in August 2017 broke records with 4.3 million pay-per-view buys.](#) While many people choose to watch the fight at home, others head out to their nearest bar.

To stream UFC and boxing fights at your venue, you will need to purchase the right to broadcast through Joe Hand Promotions. (Learn more in the next section.)

According to Joe Hand Promotions, 93 percent of UFC fans return at least once to the same bar in the next six months on a non-UFC night.



HOW TO LIVESTREAM: EQUIPMENT AND SETUP

Bandwidth and Internet Speed

If you're going to livestream content through the internet, the most critical factor is having a reliable – and fast – internet connection. You don't want your audience to experience pauses in the livestream as the content "buffers."

Internet speed is measured in Mbps or "mega bytes per second." Adhere to these minimum rates to ensure a smooth, high-quality stream:

- 3 Mbps for SD (standard definition)
- 5 Mbps for HD (high definition)
- 10 Mbps for Ultra HD or 4K

Best Practices

1. **Dedicated Internet Connection:** If you plan to do a lot of livestreaming, ask your internet service provider to set up an additional, dedicated internet connection. This means that the network will not be utilized by any other devices or systems (like your POS system). For example, if you offer free wi-fi to guests, do not use that connection to broadcast the livestream.
2. **Test Before Streaming:** Visit www.speedtest.net to ensure that your internet connection is fast enough. It's a free, secure website.

NOTE: *Some internet service providers are asynchronous. That means that the internet speed varies depending on whether you are downloading or uploading content. Unless you are livestreaming FROM your venue, upload speed is not as important as download speed.*

TV Setup

Smart TV

If you have smart TVs set up in your venue, they're already equipped to receive and display internet content through a wireless connection.

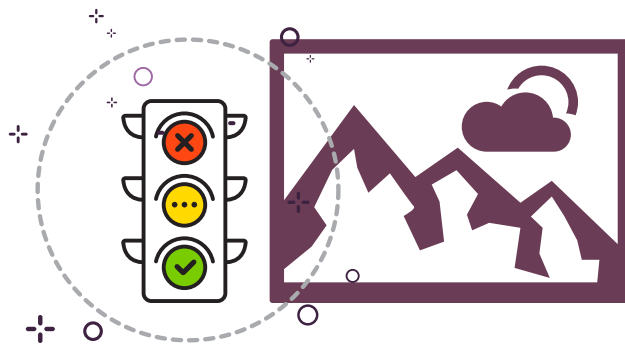
Regular TV and Laptop

You don't need a "smart" TV to livestream. As long as your TV has an HDMI input jack, you can connect your TV via an HDMI cable to a laptop. Most TVs manufactured in the last decade are equipped with an HDMI jack. However, if your TV is not high definition, the graphics may look blurred or pixelated. It may be worth investing in at least one new TV that you'll use for livestreaming purposes.

Any TV and Internet Connector Device

If you do not have a smart TV, yet still want to avoid running cables, purchase a wireless PC-to-TV system – also known as a streaming device. The most popular devices are Chromecast and Amazon Firestick. The Amazon Firestick is available for less than \$50.

Some streaming networks like Chive TV and Buzztime provide a free TV streaming device that's including in the subscription package.



GET STREAM SMART: KNOW WHAT'S LEGAL, WHAT'S NOT

Streaming live events at your venue involves legal considerations. When in doubt, visit the website of the event or content you want to stream. Read the “terms of use” or “terms of service” carefully. Look for language such as this from Hulu.com:

Usage Rules and Limitations. You may only access and view the Content personally and for a non-commercial purpose in compliance with these Terms.

No: You Can't Stream That

HBO and HBO Go

Don't be tempted to set up a “watch party” for the next Game of Thrones season finale. HBO stands for Home Box Office, and the company explicitly prohibits broadcasting and streaming outside private homes. In 2015, HBO sent cease and desist letters to bars from Brooklyn to Chicago [who were promoting](#) their Game of Thrones watch parties.

Netflix Movies and Shows

Netflix is the most well-known online streaming network. Netflix shows like Stranger Things and Narcos are pop culture giants. The network also provides access to movies. But like HBO, Netflix also prohibits screening outside the home.

Hulu, Sling TV, and Other Streaming TV Networks

When someone “cuts the cord” with cable, they often subscribe to a streaming TV service like Hulu or Sling – both of which DO

NOT allow commercial use outside the home. Direct TV NOW, Direct TV's streaming service, is also limited to home use.

However, DirectTV (the traditional satellite version) does provide commercial packages.

Most Live Concerts

Many musicians provide live streaming subscriptions so fans can watch their shows. Most concert live streams are limited to home use only. For example, the jam band Phish offers individuals access to live concert streams via www.livephish.com. The terms of use prohibit any public broadcasting.

Fubo.TV and other Niche Sport Channels

Fubo.TV is the livestreaming service for soccer games around the world. The platform currently does not allow for live streaming of its content at businesses.

YouTube TV

While you may be permitted to livestream content on YouTube at your bar (if you gain permission from the producer first), you cannot stream YouTube's new paid TV service: YouTube TV.

Maybe: Stream with Caution

Consult with your attorney to decide if you are comfortable livestreaming from these platforms at your venue.

YouTube (Free)

YouTube now supports livestream videos. YouTube empowers its content producers to manage and promote their videos. If there is an event you are interested in livestreaming at your venue, contact the owner of the YouTube channel about setting up a collaborative event.

Twitch TV (Free or \$10/month)

Twitch TV lets video game companies and individual gamers set up channels on this platform. Twitch TV subscribers can then view a stream of live gameplay. Each gameplay feed also displays live commentary from other users in a chat box.

Like YouTube, Twitch TV gives the content producers control over their material. To show live gameplay through Twitch TV, gain written permission from the gamer and/or the game company first.

Livestream (Free)

Like Twitch and YouTube, Livestream is an online platform that lets content producers set up and livestream events. The content producer decides how the content is used. So again, check with the content producer about streaming their event at your venue.

Facebook Watch (Free)

In August 2017, Facebook launched Facebook Watch, a new streaming platform for shows and videos. For now, Facebook Watch is free and does not require a subscription.

On April 4th, 2018, Facebook livestreamed the first of 25 weekly Major League Baseball games: the Philadelphia Phillies vs. the New York Mets. Facebook's livestream was an exclusive

broadcast – not a simulcast. In a simulcast, the content from a televised broadcast is mirrored on the livestream.

The Facebook Watch format is unique to Facebook, and included a stream of user-submitted commentary next to its livestream of the game. The data from the first [Facebook Watch MLB livestream](#) showed:

- 4.3 million views
- 68,000 comments
- 1.1 million reactions (using Facebook's 6 reaction buttons like the "like" or "love" button)

Yes: Go Forth and Stream! Plus, Key Benefits and Opportunities

Direct TV (Cost Varies)

Currently, DirectTV is the only way to legally stream live, traditional network television to your TVs. DirectTV utilizes a digital satellite transmission – not cable cords. DirectTV does not run over the Internet, so it's technically not a streaming service. However, with DirectTV's commercial package, your venue can showcase popular televised live events from the Olympics to the Academy Awards.

Benefits and Opportunities

- You can host a “watch” party for cable TVs shows like the Walking Dead and Grey's Anatomy.
- For an additional fee, you can add the full NFL ticket to position your bar as “football headquarters.”
- DirectTV also offers a marketing service to assist with promoting shows and programs that run on your TVs.

Buzztime Trivia Network (Cost Varies)

Nearly 3,000 bars and restaurants stream nationally scheduled Buzztime trivia games on their TVs. Unlike other streaming options, your patrons can join in the games – instead of just watching them. To play Buzztime trivia, guests just use Buzztime's wireless, handheld tablets to submit their answers.

Buzztime trivia games run nationally, so thousands of patrons across the nation are playing each other at the same time. These nationally scheduled trivia games run at set times 15 hours a day, 7 days a week. During Buzztime's nationwide competitions, many guests like to watch the gameplay – just like an esports event.

Players are ultimately competing for a spot on the Buzztime digital leaderboard. The leaderboard is updated with player standings, which are streamed to all TVs at Buzztime locations.

Benefits and Opportunities

- Buzztime players spend 21% more per table check, according to an independent Nielsen study.
- Setup and installation is fast, easy, and low cost. Venues can use their existing TVs and purchase tablets from Buzztime.
- Venues that offer Buzztime are listed on the website's location finder. With over 10 million registered Buzztime players, this gives venues access to new prospective patrons.
- The Buzztime system can also be used to run digital ads on TVs and tablets. Many venues use these ads to promote events, special offers, and high-margin menu items and drinks.

UFC Fights (Cost Varies)

Want to livestream the hottest UFC fights at your bar? You can, but you must pay for the rights to commercially stream UFC fights through Joe Hand Promotions. There is no other way to legally stream a UFC fight. Joe Hand Promotions provides a pay-per-view model, so you can choose to which fights to show. Subscribers also have access to UFC Fight Night, which are free-to-air events on FOX and FS1.

Pricing is based upon your bar's fire code occupancy. The fights can be livestreamed through the internet, or using DirecTV, Dish, or another cable provider.

Benefits and Opportunities

- According to Joe Hand Promotions, 93 percent of UFC fans return at least once to the same bar in the next six months on a non-UFC night.
- When you purchase a fight, you are listed at the UFC event finder website for free.
- You are allowed to charge a cover to offset the cost of streaming the fight. Many bars charge a cover, but then give guests a gift card that can be redeemed at another visit.



5-STEP PLAN FOR HOSTING A LIVESTREAM EVENT

1) Decide What to Livestream

First, decide what content you will livestream. You want to choose content that meshes with your concept. For example, if you are a neighborhood pub that also caters to families, you might not want to livestream a violent video game using Twitch TV. Or, at least wait until later in the night.

2) Build an Event Around the Livestream

Once you choose your event to livestream, you're just getting started. You want to build an event...around the event. That could mean a special offer or special menu with a theme based on the livestreamed content. If it's a baseball game on Facebook Watch, try offering a pitcher special called the "Relief Pitcher" (buy one, get the "relief pitcher" free.) If it's a streamed video game, do a little online research and come up with drink or appetizer names based on characters from the game.

3) Promote Your Event

Start promoting your event 2-3 weeks out. Don't start too early, as you don't want your promotions to become background noise. Don't wait until the last minute, because you want as many patrons as possible. The attraction of hosting a live event is the lively atmosphere and community.

Set up a Facebook event or ask for RSVPs so you can have a rough estimate on headcount. Then, you can plan staff and food/beverage inventory in advance.

4) Preparing for the Event & Running the Event

- A few days before the event, test your internet connection using Speedtest.net – if you notice any issues, contact your internet service provider. A few hours before, run the test again. Remember, internet speed is critical for a smooth livestream.
- You'll want to designate a staff member to be the "event manager." Then, create a communication flow chart for staff so they know who to talk to if there's an issue.
- Gather emails from attendees.
- Consider doing a surprise giveaway or hand out \$5 "bring back bucks" to reward patrons for attending.

5) After the Event

Take pictures and video throughout the event. Afterwards, post a "wrap up" gallery showing everyone who didn't attend, exactly what they missed! Send out a thank you email to attendees.



Catch the Buzztime Effect.

Looking for a fresh, fun way to bring more guests to your tables – and keep them coming back? Join the Buzztime nation of 3,000 venues like yours serving up fun, games, and good times on our touchscreen tablets. Buzztime's social gaming solution brings everyone together at your place for trivia, live events, predictive sports, card tournaments, and arcade games.

WANT TO LEARN MORE? LET'S CHAT.

TALK WITH SOMEONE TODAY