



Report on

LIVE STREAMING ACTIVITY

for **JAQUAR GROUP'S
PRESS CONFERENCE**

“We deployed live streaming setup for the event and connected the brand with audience via Facebook Live”

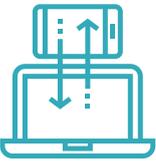
Jaquar Group, a market leader brand in the bath fittings category, hosted a press conference for a strategic announcement at Hyatt Regency, Ahmadabad on April 25th, 2017.

Our team was present on-site to live stream the event via **Facebook Live**. It was streamed live in high definition on the **official Jaquar Facebook Page** and was **embedded on the website** where the people from all over the world were able to watch the stream. It provided them with a chance to experience the content broadcasted direct from the event location to their computers or mobile.

The Live Streaming went well with no interruptions and we got lots of positive comments over the live streaming in the comment section on Facebook.



Raw Feed from Cameras



Encoding of Video Content



Live Streamed via Facebook Live



Screenshot of Facebook Live

