Live EdTech Startup Gathering, XcitED, goes Virtual with VIDIZMO

XcitED is one of the biggest EdTech start up gatherings held every year. It features keynote speeches, discussions, and investor sessions while providing a space for networking. This year's event was held virtually from 3rd to 4th November and was kept free of cost.

VIDIZMO enabled XcitED to live stream this event globally to about 1000 industry leaders with more than 300 registered startups in the audience. This year, XciteED also hosted the Global EdTech Startup Awards' Nordic-Baltic semi-finals. The 8 semi-finalist's pre-recorded pitches were smoothly showcased during the live event and each of them were then given a brief time for a live Q&A session with the judges. The semi-finalist was announced by the former president of Finland, Tarja Halonen. The event was made interactive through a live chat and utilized multiple camera feeds and media sources for a high-quality viewing experience.

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Customer Challenges

With the onset of the pandemic, XcitED, wanted to hold their EdTech event virtually. The event featured different keynote speakers and semi-finalists' pitches, live Q&A as well as separate investor sessions.

To make this possible, they wanted a live streaming video solution that can incorporate multiple video feeds and media sources. Moreover, they wanted the live stream provider to support the whole live stream.

The live event was to be streamed globally on XcitED's website and needed to have live chat functionality. For a smooth global delivery, the organization required a video solution that can maintain a consistent high-quality across multiple locations. Finally, the event had to be recorded and made available for on-demand viewing.

VIDIZMO's Solution

To ensure a hassle-free event, the organizers of XcitED were supported by the VIDIZMO team to handle the event smoothly without any problems.
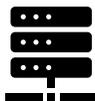
They utilized OBS Studio to push multiple media sources, including the pre-recorded pitches of the semi-finalists of GESAwards, and a Microsoft Teams where the live panel discussion was held.

The live event was streamed smoothly to a global audience worldwide through caching on VIDIZMO's out-of-the-box Microsoft Azure CDN network. The live chat functionality provided the viewers an opportunity to interact.

The embedded event was streamed on XcitED's website. It was also recorded and published as an on-demand video available on VIDIZMO's video portal for playback. Live analytics linked to viewer engagement and end-user Quality of Experience for assessing video delivery experience were also made available.

VIDIZMO team provided support for the entire live event to ensure a stress-free experience for the organizers as well as the participants.

VIDIZMO ingested the RTMP feed of OBS Studio and converted it to low-latency HLS live streaming, an industry leading protocol supported by all devices and browsers.

VIDIZMO's CDN support ensured smooth global content delivery to audiences even in remote areas with bandwidth challenges.

The live event was recorded and published as an on-demand video readily available for playback.

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