

Livestreaming your Christmas services

Church of England Digital Team

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Online video is helping the Church reach new audiences



1:5 watching the Church of England weekly services go to church irregularly or not at all



1:3 viewers are under the age of 34



40 million page views on ACNY this year as people search for a local worshipping community



1:4 UK adult have watched a religious service in Lockdown (Tearfund, May 2020)

Stats from the weekly survey and Facebook / YouTube analytics

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Where

YouTube and Vimeo

External and internal audiences
Embed video on your website
Easy to share and discover live content

Facebook, Instagram, Twitter

External and internal audiences
Easy to share video
Easy to discover live content

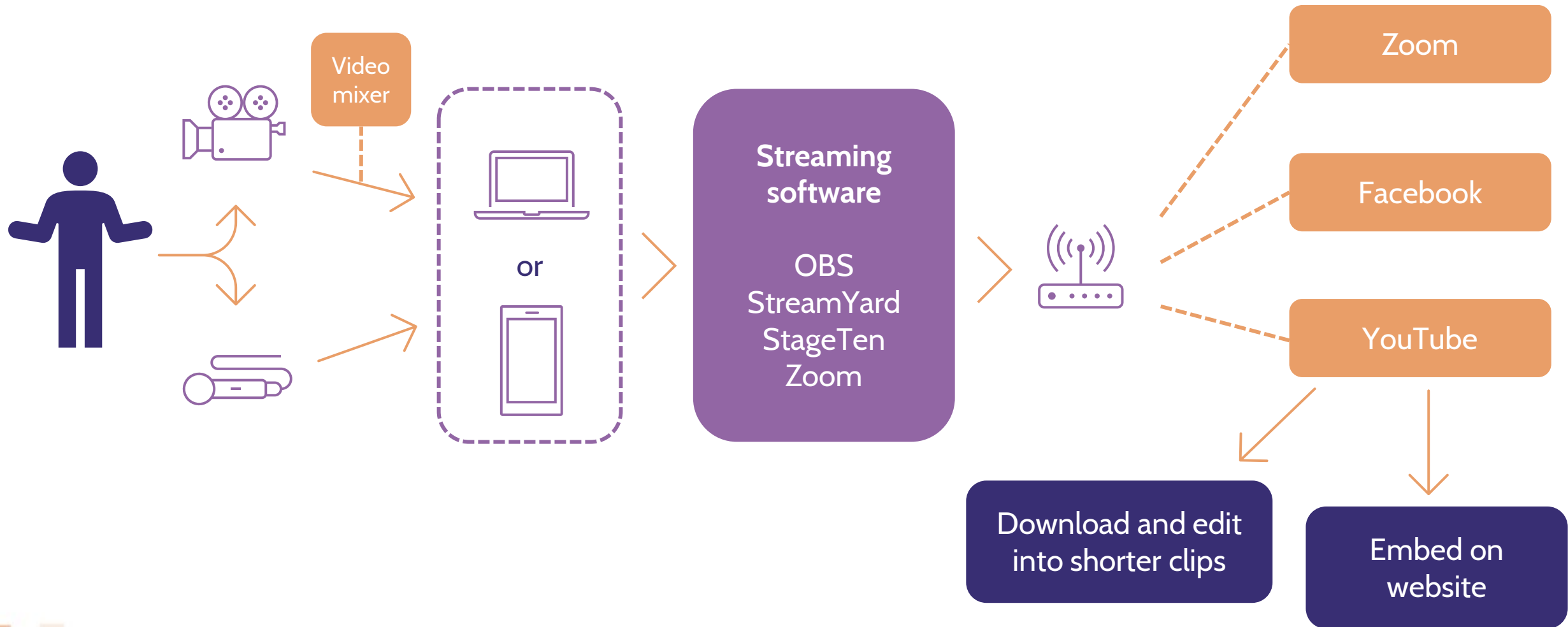
Zoom

Internal audiences, invite only
Can't be shared as easily
Audience interaction is much easier

Choose the right platform for you

- Use a platform that your community use often, or are able to adapt to quickly
- A small group may prefer Zoom where it's more private and easier to directly interact
- A Carol service could be broadcast on a social media platform

Livestream set up



Licences for live-streaming music

This is a general guide. Please contact One Licence, CCLI or PRS to discuss specific uses

Zoom

Public events:
PRS limited online music licence

Private gatherings:
No licence required
i.e prayer meeting, small group

Social media

Streaming to Facebook, Twitter, YouTube or Instagram:
Streaming licence required such as CCLI streaming licence or One Licence

Website

Video directly uploaded to the website:
PRS limited online music licence

Embedding video from YouTube: Licence required as per social media

Music from the Resource Hub

Free music from the resource hub:
CCLI streaming licence and credit as per the agreement on the Resource Hub

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Livestreaming: Audio

1. Microphone types 101
2. Audio interfaces and mixers
3. Built in microphones
4. Livestreaming scenarios
5. Recording outdoors
6. Example set ups
7. Questions



Microphone types: Lapel

- AKA: lavalier or clip-on microphone
- Direct sound
- Can pick up clothes rustling
- Windshield necessary if using outdoors



Microphone types: Shotgun

- Very directional
- Good at rejecting unwanted sounds
- Limits movement unless on a boom



Microphone types: Dynamic

- Directional
- Needs to be close to mouth
- Good at rejecting unwanted sounds
- Usually stationary



Microphone types: Condenser

- Sensitive
- Picks up more sound
- Can be used for stereo recordings



Audio interfaces

- Might be required if using a multi-mic set up
- Anywhere from 1 input up to 8 and more
- Can be used for other purposes (podcasting, audio recording)



Mixers

- An option if using a live streaming interface such as the Blackmagic ATEM Mini
- Requires operation
- XLR inputs and phantom power (48v) for condenser microphones



All in one alternative

- Zoom H4n pro
- Built in stereo microphone
- Two extra inputs for shotgun, lapel etc
- Can be used as an audio interface



Built in microphones

- Some newer phones have “back” microphones that pickup sound from the direction of the video
- Small plugin microphones like Shure MV88 or iRig Mic Cast
- Test and judge audio quality
- Recording outside - windsheild



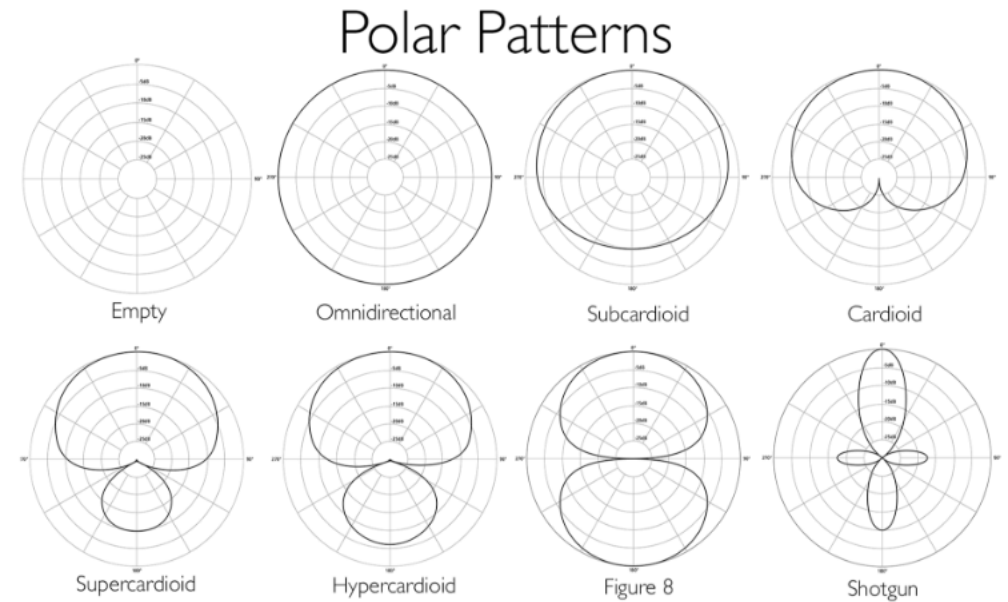
Different scenarios

- 1 speaker – lapel, shotgun or dynamic microphone
- 2 or more speakers – lapel (dual lapels available for iPhone), condenser microphone
- Choir – condenser microphone or stereo pair/stereo microphone
- Indoor or outdoor – depends on the above. Lapels and shotguns better for focussing sound.



Recording outdoors

- Microphones are sensitive but also directional
- Think about the environment
- Windshields are important
- Use your ears (indoors as well!)
- Test, test, test!

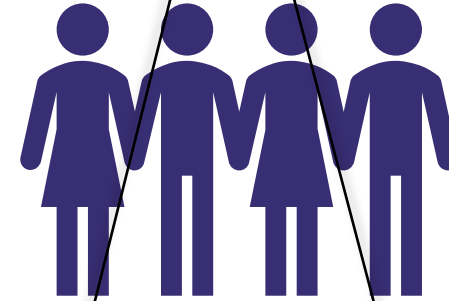


Mono vs Stereo

1 microphone
positioned
centrally



2 microphones
angled towards
choir

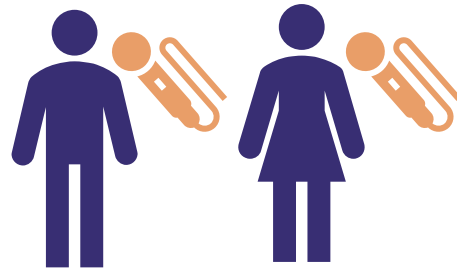


More advanced set up

Lapel or dynamic mic
for each speaker.

Separate stereo
microphones for choir.

Would require a 4 input
audio interface.



Equipment Suggestions

- **Lapel**
 - Cheap options on Amazon
 - Rode Smartlav+
- **Shotgun**
 - Rode VideoMic
 - Rode NTG-1
- **Dynamic**
 - Shure PG Alta
 - Shure SM58
- **Condenser (plus a windscreen!)**
 - Audio-Technica AT2020
 - Rode NT1-a
- **Condenser stereo pair**
 - Behringer C-2
 - Rode M5
- **Audio interfaces**
 - Focusrite Scarlett
 - Audient ID
- **Handy recorder – Zoom H4n pro**

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