



# IBST Showcase.

for Live Events, Coverages and  
Video Streaming

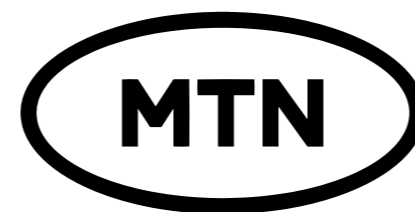
# IBST Limited

Your Partner in End-to-End Live Streaming  
& Event Production

At **IBST Limited**, we bring your events to life with a seamless, integrated approach to live streaming, video production, and virtual event delivery across Africa and beyond. Leveraging our industry expertise and cutting-edge technology, we're dedicated to ensuring your message reaches audiences wherever they are, through broadcast, online, and mobile platforms. With years of experience serving top-tier clients like MTN, Mastercard, the European Broadcast Union, AKO Africa, Access Bank, and the Nigerian Economic Summit Group (NESG), we push the boundaries to deliver impactful, memorable experiences.

## Our Clients

With over two decades of experience, IBST Limited has proudly partnered with renowned brands and organizations. These partnerships reflect our commitment to excellence and our ability to adapt and innovate, consistently pushing the envelope of live streaming and event production.



# What We Do



## Customizable Live Streaming Platform — LiveU

Our exclusive, fully customizable platform, utilising our LiveU Ecosystem, enhances your live streaming experience. Featuring multi-language options, engagement tools, and comprehensive analytics, designed for secure, inclusive, and brand-personalized user experiences that put your message at the forefront. With LiveU Studio, we provide the flexibility to reach social media channels or corporate communications on a dedicated platform customized to your brand's needs.



## Live Event Production

From filming, vision mixing, sound, and lighting to the intricate “technical glue” that ensures a seamless experience, we provide end-to-end live event production services. Whether you need full coverage or just additional support as part of a larger production team, our solutions are tailored to suit all scenarios and budgets. Our skilled crew, combined with our technology, guarantees excellence in every detail.



## Virtual Event Production

In a world where geographical boundaries are less relevant, we empower businesses to reach audiences globally. Our advanced remote presenter system allows you to manage fully virtual or hub-based events with ease, helping you meet corporate social responsibility (CSR) goals while maintaining high levels of audience engagement. We've helped some of the world's leading brands create unforgettable virtual experiences that transcend physical limitations.

# Our Technology Edge: LiveU Ecosystem

As the exclusive agency for LiveU in Nigeria, IBST provides unparalleled capabilities in live streaming technology. The LiveU Ecosystem enables us to cover and transmit any event from any location in Africa, streaming to multiple destinations across broadcast, online, and mobile platforms. From intimate corporate events to large-scale productions, our LiveU devices ensure your content reaches your audience in real time, regardless of location.



# Why Choose IBST?

**Our approach is simple but effective:** we listen to your needs and provide customized solutions to meet your objectives. With the combination of our proprietary technology, in-house development team, and world-class production crew, we ensure your live streaming and virtual events are impactful and memorable.

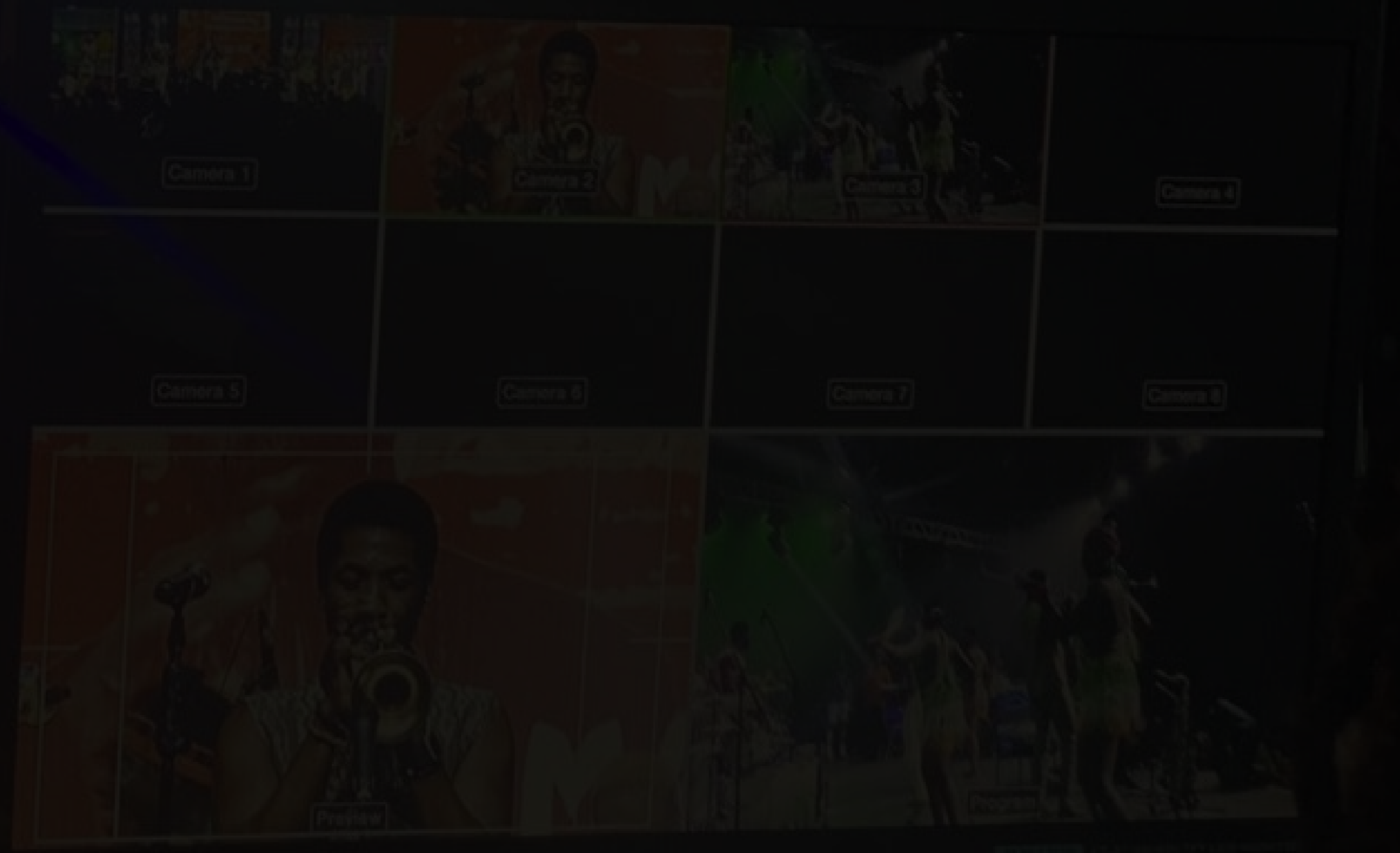
Let IBST Limited be your partner in connecting with your audience in powerful, engaging ways that leave a lasting impression. Visit [www.ibstmedia.com](http://www.ibstmedia.com) to learn more about how we can help bring your events to life.

**IBST Limited: Powering Connections Across Africa and Beyond.**



alt culture festival 3.0

# Case Studies.



Production of

# Mastercard Foundation's Edtech Conference 2024

## Brief

The task was to capture the Mastercard Foundation's EdTech Conference, encompassing a diverse range of activities, such as:

- Establishing the ambiance and setting of the venue
- Capturing the arrival of high-profile guests
- Documenting attendee registration, keynote speeches, presentations, and panel discussions
- Covering three simultaneous breakout rooms and multiple social interactions



## Event Streaming

Leveraging the Streamstar and LiveU solutions, IBST enabled a flawless streaming experience that reached a broader audience globally. This solution ensured high-quality, real-time content distribution across multiple platforms, accommodating users from various time zones and with differing viewing needs. By using LiveU, IBST was able to transmit high-definition video from multiple locations within the venue, which was a crucial component in making the conference accessible to audiences unable to attend in person.

## Inclusivity Factor

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## Daily Content Delivery

To maximize audience engagement, IBST produced daily highlights and short videos, optimized for social media. Using LiveU's cloud-based infrastructure, video content was edited on the fly by an on-site editor. Real-time backups and rapid editing workflows allowed content to be uploaded quickly, meeting social media timelines. This efficient system ensured that fresh, captivating content was delivered daily, maintaining interest and driving conversations around the conference.



## Resources Deployed

**Team Composition:** The event required a comprehensive team, including:

- Eight camera operators utilizing top-tier cameras
- An audio engineer equipped with a Yamaha multi-channel soundboard for high-quality audio capture
- Audio recordists for impromptu interviews
- DIT technicians, technical directors, producers, and streaming technicians to ensure seamless operation across the project

**Technical Setup:** Multiple LiveU units were deployed to handle simultaneous streams from different areas, providing stability and quality for a continuous streaming experience. These units, paired with an audio and video setup comprising high-end Sony cameras and audio mixers, ensured every detail was captured in superior quality.



## Service Delivered

- **Daily Highlights:** Each day, IBST delivered concise highlight videos, allowing the audience to stay updated and connected even if they couldn't attend in person.
- **Final Event Video:** On the final day, a compiled event video was produced, summarizing key moments and speeches.
- **Live Streaming:** The unbroken event streaming allowed for complete, real-time coverage, ensuring no moment was missed.
- **Raw Footage Archive:** All footage was backed up on hard drives for future reference or additional edits as needed.





# Production of Stanbic Sings Multinational Location Events

## Brief

In collaboration with a South African production company, IBST was tasked with filming a Nigerian participant for a multinational music competition hosted by Stanbic Bank. This involved capturing the contestant's semi-final performance, which was then streamed live to an audience and judges in Johannesburg, South Africa.

## Execution

Using an all-black backdrop and a multi-camera setup, IBST created a professional, intimate atmosphere that amplified the impact of the participant's performance. With seamless real-time audio and video connections to South Africa, feedback from the judges was integrated live, ensuring a smooth and interactive experience.

## Technology and Setup

- **LiveU Integration:** LiveU technology was critical for establishing a reliable, high-quality connection between Lagos and Johannesburg, allowing for real-time interactions and feedback.
- **Camera and Audio Setup:** The shoot utilized two Sony FS7 cameras and F8 audio mixers to ensure the audio and visuals were on par with the high production standards expected of an international competition. Additional equipment, including GVM panel lights, Didos, and Apperture, created the perfect lighting environment to complement the performance.

## Resources Deployed

- **Cameras and Lighting:** The use of Sony FS7 cameras, supported by GVM lighting, enhanced the cinematic quality, ensuring the participant's performance was captured with clarity and depth.
- **Audio Engineering:** Using F8 audio mixers, IBST maintained crisp, clear sound quality, essential for a music-focused competition.

## Service Delivered

- **Seamless Broadcast:** The participant's performance was streamed live with no interruptions, maintaining a high-quality connection and delivering an engaging experience for both the live audience and judges in South Africa.
- **Professional Production Quality:** The all-black setting and lighting setup enhanced the visual appeal of the performance, contributing to the contestant's success in the competition.



# Production Coverage for UFC Mixed Martial Arts Local Franchise In Nigeria

## Brief

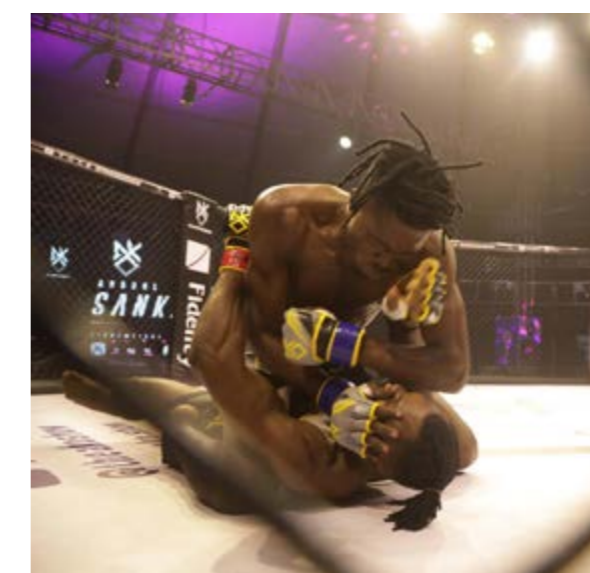
IBST Limited was commissioned to deliver comprehensive production coverage for the local franchise of the UFC Mixed Martial Arts (MMA) events in Nigeria. This mandate included capturing high-energy, high-impact moments across multiple events, ensuring that the visual experience reflected the excitement of UFC MMA for both local and international audiences.

## Event Capture

Each UFC event was a large-scale production requiring meticulous planning and precise execution. With an 8-camera setup, IBST captured every angle of the matches, from close-ups of the fighters to wide shots of the ring and audience reactions. Our OB (Outside Broadcast) mobile unit recorded in 4K, providing superior quality and clarity for post-event editing and archiving, while broadcasting in HD for seamless live streaming.

## Live Streaming & Broadcasting

Using LiveU devices, IBST provided uninterrupted HD live broadcasts directly to SuperSport in South Africa via Telemedia, allowing fans across Africa to enjoy the live action. In addition, the events were streamed live on YouTube, increasing accessibility and engagement for global audiences. This dual-channel approach allowed IBST to maximize reach, ensuring UFC fans could access the content across different platforms.



## Resources Deployed

To deliver a production of this scale, IBST assembled a robust team of audiovisual professionals, along with state-of-the-art equipment:

- **Camera Operators:** Eight experienced camera operators were deployed to capture every moment from multiple angles.
- **Mobile OB Unit:** A fully equipped mobile Outside Broadcast unit enabled 4K recording and HD broadcasting, ensuring high-quality production throughout.
- **Audio and Streaming Engineers:** Dedicated audio engineers and streaming technicians worked with LiveU devices to maintain high-definition live feeds, guaranteeing a reliable and engaging broadcast experience.



## Service Delivered

IBST's team worked tirelessly to deliver a flawless production experience across each UFC event. The services provided include:

- **Multi-Camera Coverage:** An 8-camera setup ensured all angles of the event were captured, from close-ups to wide shots, enhancing the viewer experience.
- **Live Broadcast to SuperSport:** IBST's collaboration with Telemedia enabled seamless HD broadcasts to SuperSport, reaching a vast audience across Africa.
- **YouTube Streaming:** By streaming on YouTube, IBST broadened the event's accessibility, allowing fans worldwide to join in on the action.
- **4K Recording for Archival:** The events were recorded in 4K, preserving every detail for post-event analysis, highlights, and promotional content.





**Unlock the power of storytelling with IBST Media.** From captivating visuals to seamless live coverage and strategic digital solutions, we bring your vision to life with creativity, precision, and passion.

Let's elevate your brand together—connect with us today!

**Discover the future of media with IBST! [Click Here](#)**

