Lumen® Webcasting

Reliable webcast streaming for events with large audiences.

As the remote and mobile workforce grows, organizations must be prepared to deliver training, marketing updates, key announcements, investor relations presentations and important business continuity updates to critical stakeholders located virtually anywhere. Lumen Webcasting is a scalable, cloud-based solution that helps large enterprise organizations efficiently stream communications and events to global audiences using flexible options, such as audio only or audio and video with web and slideshare capabilities.

Reliable and secure
Get peace of mind with advanced security features and professionally deliver your event on an optimized, seamless network with customer support available 24/7.

Ease of use
Conduct events via an intuitive, streamlined user interface and process. No additional software is necessary; simply connect from virtually any device.

Management flexibility
Easily plan, create, secure and manage your events or rely on an experienced webcast agent to facilitate a successful event.

" When considered in the realm of "cloud engagement", webcasts represent the least complex, most cost-effective forum for distributing a single message to a large audience at once."

—Wainhouse Research,
Redefining Virtual Events—A Primeron Cloud Engagement Platforms, September 2020

Common Use Cases
- Company wide announcements, earnings calls, all-hands meetings and analyst briefings
- Human resources needs including personnel trainings and benefits announcements
- Monthly and Quarterly business and Operational review meetings

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Features and Specs

Service platform

- Live, simulated live and on-demand event options in HD video and audio
- Completely browser-based; no downloads needed for presenters or attendees
- Scalable for 70,000K+ attendees
- Advanced security includes IP and domain authorization, restricted logins and a custom security message
- Video codec/units and webcam capabilities
- Bandwidth reduction technology minimizes resources used within your company's network
- Robust interactive features include polling, Q&A, testing and social media feeds
- File and screen sharing or insert pre-recorded videos
- Recording and editing for on-demand playback
- Comprehensive reporting and analytics

Communication options

- Customizable options for branding, social, file and screen sharing, logo input, transcription, live captioning and translation
- Registration customization includes automated emails and reminders
- Live event chat, Q&A, polling, testing and certifications

Additional service capabilities

- Third-party Customer Relationship Management/ marketing platform integration
- On-site production
- An experienced webcasting agent can help before, during and after the event
- 24/7 customer support

How it Works

Easily get started with self-service or managed control

Create
- Name and event
- Set date and time
- Add event description

Customize
- Choose layout
- Add logos
- Choose colors

Invite
- Create automated emails
- Set reminders
- Choose layouts

Execute
- Instant event access
- Engagement tools
- Reliable audio and video
- Simple host controls

Why Lumen?

Lumen provides ~450,000 global route miles of fiber and serves customers in more than 60 countries. We deliver the fastest, most secure platform for apps and data. Leverage our network and experienced team of webcasting experts, who work to find the best solution to fit your needs and can also assist with the set up and facilitation of your event.

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