

LIVESTREAMING GUIDE



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WHAT'S IN THE GUIDE?

- How to run a livestream
- Make it look and sound good
- Good and clear instructions
- It's all about the music
- Be engaging
- Music licensing requirements
- Recommended livestream platforms
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HOW TO RUN A LIVESTREAM

Livestreaming allows you to stream Les Mills group fit workouts to your members at home. You can either set up a streaming 'studio' in your club, or your Instructors can stream directly from their own homes.

Livestream workouts give members a way to stay fit and stay connected while they are not able to attend live classes. Our own trials show that a quality livestream workout delivers more connection and accountability to participants than on-demand content.

A successful livestream includes five key factors:

1. **Connectivity**
2. **Looks**
3. **Instruction**
4. **Music**
5. **Engagement**

Get connected

A livestream needs good connectivity. You should aim for minimal to no buffering, no dips in audio or video quality, and no delay in the conversation between members and Instructors. Here are some tips from our own testing to ensure your connectivity is top quality:

- Use a cable to connect your computer to your Internet modem. Try not to rely on a Wi-Fi connection. Use an Ethernet cable to connect your computer straight to your modem. This will ensure the fastest and most stable internet connection possible.
- Close everything else on your computer. Hosting a livestream uses plenty of computer power. Close all other windows, programs and in-progress downloads on your computer. Disconnect all other devices connected to your internet to minimise buffering.
- Test everything first. Livestreaming can require a number of moving parts – a computer, a mic, speakers, internet connection, music supply etc. Before every livestream you should test every element separately, and then test them again together. If you need to swap out an element, make sure to test the whole set up again before your next livestream.

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MUSIC LICENSING REQUIREMENTS

Each club is responsible for obtaining the necessary licenses to live stream classes in their country.

Clubs should get in touch with the relevant Performing Rights Organization (PRO) that represents the songwriters/publishers in their country. The PROs are the same organizations that license clubs for the use of music in live/virtual classes in their clubs.

We expect that clubs will be required to get a communication license to livestream classes from the PRO, unless they are using a social media platform which may already be licensed by PRO - make enquiries with the PRO to find out what social media platforms are already licensed. It is the club's responsibility to ensure it is complying with the terms of use of each specific platform. Please contact your Les Mills team for PRO contacts if you require assistance.

Cover Music is available to all Instructors/clubs for livestreaming. Les Mills cannot authorize the use of Original Artist Recordings in livestreaming. Local PROs for sound recording rights may be able to provide licenses to clubs to use Original Artist Recordings, but clubs will need to make their own enquiries.

Available cover music

- BODYATTACK®
- BODYBALANCE®/BODYFLOW®
- BODYCOMBAT®
- BODYPUMP®
- BODYSTEP®
- LES MILLS CORE™
- RPM®
- SH'BAM®

Certified BORN TO MOVE® Early Years Instructors can livestream classes. This includes all content for ages 2-3, 4-5 and ONLY the Hanna Stockzell songs for ages 6-7. This music is royalty free content on the releases, Instructors should be trained in how to teach these age groups.

Please note: Local requirements can differ by country. Information provided by Les Mills in this guide should not be a substitute for independent legal advice. No liability is assumed by Les Mills for losses suffered by any person or organization relying directly or indirectly on information provided in this guide.

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MAKE IT LOOK AND SOUND GOOD

“A livestream needs to look good to make your members feel like they are in the room with you.”

Here are some tips to help you look your best:

- Get a good webcam. The camera built into your laptop may not be the best available to you. Check out our recommended setup in this guide for options that suit you.
- Create enough space. Find a suitable place for you to work out and be clear with your participants on how much space is required for your workout. When livestreaming, ensure there is enough clear space to exercise safely
- Stay in frame. Make sure your setup allows for you to keep an eye on the visual stream. Your head and feet need to stay in the camera shot throughout the workout. Think about your positioning before your start, especially when jumping or laying down for burpees etc. If you come close to the camera/computer to read any chat in the livestream, make sure your head stays in camera shot. Keep all distractions out of the camera frame at all times

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GOOD CLEAR INSTRUCTIONS

“A livestream group fitness workout is only as good as your instruction.”

Here are some tips to help you communicate clearly:

- Test your microphone levels. Projecting in a gym is different from your living room. Record your test calls to monitor your volume levels. Depending on your setup and any echo in the room, you can turn your mic volume up or down to give your members the best experience.
- Give extra Instruction and cueing. Remember that your members will be working out alone, rather than in a group. Without people around them all doing the same moves, they need extra guidance and motivation from you.
- Choose a microphone to fit the program. Your mic setup may be different to the one used in a gym. It might rub against clothing or it might even fall off. Make sure you test working out with your mic to check it stays in place.

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IT´S ALL ABOUT THE MUSIC

“A key part of any good workout is the music.”

Here are some tips to ensure your members get the best beats:

- Use two music streams. We’ve found through testing that trying to livestream the music when it is only playing in the room leads to a poor quality experience. The best setup involves streaming the music through the livestreaming software (using ‘Share computer audio’ setting).
- Use the correct music. Livestreaming may need to be done using Les Mills Covers music, unless you have the necessary local music licence to use original artist recordings. A release will feel a bit different to teach with the cover music, so make sure to practice with it to identify any new music cues. As you get more cover music you can create a playlist of different releases within the same program, just as you would for a live class.
- Test your sound levels. Similar to testing your mic levels, you want to balance the music so it’s loud enough to inspire your members, but not so loud that it drowns out your instruction. Make some test recordings and alter the volume on your music player software on your computer until you get the right balance.

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BE ENGAGING

“You may not physically be with your members in a livestream, but there are tools available to ensure they’re engaged and wanting more.”

Here’s some tips to give your members the best experience:

Utilise two-way chat. Depending on your chosen livestream software, you can use the stream like a two-way call. Having a set up like this enables live conversations with your members, greatly improving connection and their workout experience. They can ask questions, or simply chat before and after the workout to create a sense of community. Let the members turn their own videos on for an even better experience. You will get more energy to teach if you can see your members, and you can offer corrective or encouraging instruction.

Learn and advertise. You’ll get the best traffic and value from your Livestreams if you track the attendance of your classes, and adjust your plans accordingly. Make sure you choose programs and timings which suit your members, and seek their input for ideas on the next workout. Use your social tools such as mailing lists, Facebook pages etc. to keep everyone updated with your latest timetable.

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RECOMMENDED LIVESTREAM PLATFORM

Les Mills has run trials of multiple livestreaming software providers to determine which option creates the best experience for a group fitness workout. We recommend using Zoom for Livestream classes.

Zoom is easy to set up and use for both Instructors and members. It allows for a good quality audio and visual experience, and enables the important engagement and security capabilities we teach these age groups.

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TERMS & CONDITIONS

Facilities currently licensed to use LES MILLS Programs (Licensed Facilities) and their certified Les Mills Instructors (Instructors) are granted a limited and revocable right to livestream classes of LES MILLS Programs subject to and in accordance with, the following terms and conditions:

1. Instructors may only livestream classes of LES MILLS Programs, (i) that they are certified to teach in a Live class; and (ii) on behalf of a Licensed Facility.
2. Licensed Facilities may only livestream classes of LES MILLS Programs, (i) that are licensed at their location; (ii) using certified LES MILLS instructors; and (iii) to registered members of such location, either behind a login or within a private group. Livestream classes must not be broadcast to the general public.
3. Licensed Facilities must NOT record livestreamed classes or make them available for playback at any time after the livestream.
4. To the extent required, Licensed Facilities will be responsible for securing and paying for music licenses from the relevant collection society, performing right organisation or other entity in respect of their livestreamed classes.
5. Licensed Facilities will be responsible for complying with the terms of use and paying fees for (if applicable) the livestream platform they have chosen to use.
6. Licensed Facilities will ensure the appropriate insurance is in place to cover livestreaming (including any physical injury to participants).
7. Licensed Facilities and Instructors will be responsible for compliance with any applicable laws and regulations that might apply to the livestream classes.
8. There will be no charge to Licensed Facilities for an initial pilot period of 3 months from the date above, after which fees to livestream LES MILLS Programs may be applicable.
9. The right to livestream classes is an extension of the existing agreements with Licensed Facilities and Instructors. The terms and conditions that apply to Programs and classes in such existing agreements will also apply to livestream classes (unless the context requires otherwise).
10. Les Mills may withdraw the right to livestream LES MILLS Programs (or certain LES MILLS Programs) at any time without notice.

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