

GUIDE TO LIVESTREAMING LES MILLS WORKOUTS

This guide is to help you deliver quality livestream workouts to your members. The advice draws on our trials of livestreaming workouts through lockdown.



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.

MAKE IT LOOK AND SOUND PROFESSIONAL

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 work out. 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.

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.

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), and having the music play separately to you, either to
- Use the correct music. Livestreaming may need to be done using Les Mills Covers music, unless you have the necessary local music license 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.

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:

1. 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.
- Host a Q&A. One of the most successful parts of our livestreams is the Question and Answer session at the end of the workout. This gives members a chance to ask questions and get useful answers, or listen to other answers too. We recommend running short Question and Answer sessions either using two-way audio or the chat function in your livestream software.
 - 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.

For more tips, check out this video from Bas Hollander:

<https://www.youtube.com/watch?v=11P8KMeVkwU&feature=youtu.be>

You can also read about Rachel Newsham's introduction to livestreaming at:

<https://www.lesmills.com/instructors/instructor-news/rachael-newsham-live-stream-workout/>

For more tips on livestreaming, check out our Instructor Livestreaming Tips overview.

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 market 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. This is not an option in the USA or when using social media platforms, due to content blocking technology.

Initially, cover music will only be available for BODYBALANCE™/BODYFLOW®, BODYPUMP™, BODYCOMBAT™, BODYATTACK™, CXWORX™, RPM™, SH'BAM™ and BODYSTEP™.

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.

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.

In this section, you will find out how to:

- Set up your Instructors and club members with Zoom
- Schedule a class
- Use chat features
- Get the best quality music
- Keep your class secure.

GET A ZOOM ACCOUNT

Multiple account options are available for Zoom. Each option provides different functions such as extra member slots, reporting, branding, and administration. The available options [can be found here](#). At a high level, the plans are:

Plan	Price	Features
Basic	\$0 1 Instructor	<ul style="list-style-type: none">• Up to 100 Member slots per class• Maximum of 40 minutes per meeting
Pro	USD\$14.99 / month / host up to 10 Instructors	<ul style="list-style-type: none">• Up to 100 Member slots per class (more can be purchased)• Maximum of 24 hours per meeting• Role permissions available – Owner/Admin/Instructor• Reporting available
Business	USD\$19.99 / month / host 10+ Instructors	<ul style="list-style-type: none">• Up to 300 Member slots per class• Admin Dashboard• Vanity URL and branding

Enterprise	USD\$19.99 / month / host 100+ Instructors	<ul style="list-style-type: none"> • SSO available • Up to 500 Member slots per class • Dedicated Customer Success Manager • Business Reviews
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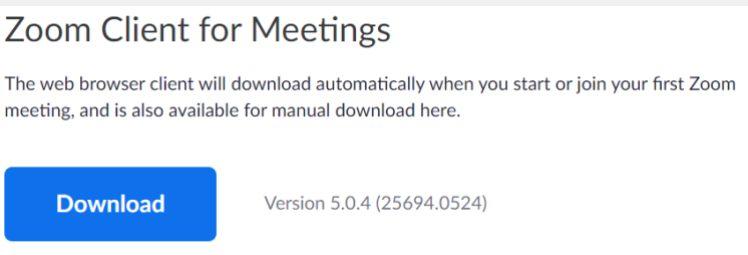
The above pricing may change, so please check www.zoom.us/pricing. The Recommended Zoom account depends on the number of Instructors you will have livestreaming at your club. After selecting a plan, follow the onscreen steps to setup your account.

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DOWNLOAD ZOOM

As an Instructor, you need to download the Zoom app on your computer for the best livestreaming experience. Club members can either watch livestreams using a web browser or by download the app. Members can join the livestream by setting up a free account with Zoom, or anonymously by just entering their name (which is displayed to the Instructor and other Members).

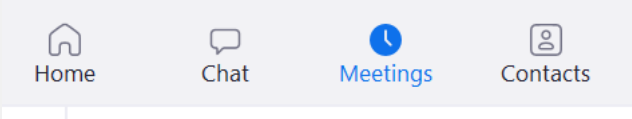
Follow the steps below to download the Zoom App.

Step	Description
1.	Head to https://zoom.us/download
2.	Click Download below "Zoom Client for Meetings".
	
3.	Your download will start automatically.
4.	Once the download has completed, open the Zoom Installer application.
5.	The Zoom App will open. Login with your account details and you're ready to go.

SCHEDULE A LIVESTREAM

Your members need to know in advance that a livestream is coming soon. The best way to do this in Zoom is to create one, or more, scheduled meetings. Scheduled meetings can be set up by your Instructor using their login, or your admin login, depending on your Zoom account. Follow the steps below to schedule a meeting.

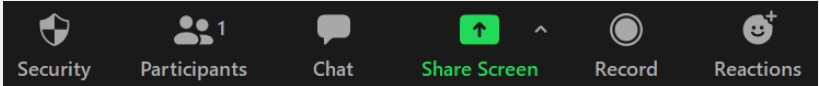
Step	Description
1.	After logging in to the Zoom App, click Schedule.
2.	Add the name of your workout to the topic field, e.g. LES MILLS BODYPUMP with Jane Doe.
3.	Select the livestream date, time, and duration. If the livestream is going to be recurring, click Recurring Meeting.
4.	Choose a Meeting ID option <ul style="list-style-type: none"> • Generate Automatically is the most secure option, creating a different URL each time, however members will need to enter a different Zoom ID each time • Personal Meeting ID is slightly less secure as the Meeting ID will not change; however members will not need to enter different codes for different classes with the same Instructor
5.	Choose a Password. Members will need to enter this to access the Livestream securely. You may wish to have an Instructor-specific or a club-wide password.
6.	Choose default video settings. You should switch the Host setting to on. Only switch the Participant setting to on if you are running a two-way group fitness class.
7.	Select the calendar you use. You can automatically send a calendar invite with the livestream information shortly.
8.	Open and modify the Advanced Options.

	<ul style="list-style-type: none"> • Enable 'Waiting Room' allows the Instructor to manually let eligible members of their choice into the livestream one-by-one • Enable 'Join Before Host' allows members who are early to the livestream to chat to each other before the Instructor begins the class • 'Mute Participants Upon Entry' keeps latecomers from distracting the workout when they join. You want to have this on if you are running a one-way group fitness class. You will want to have this off if you are allowing members to join before the host.
9.	<p>Hit 'Schedule A Meeting Invite' and your chosen calendar will open, and you are able to send the invite on. Alternatively, you can share the link to the livestream (and password) in your own scheduler.</p> <ul style="list-style-type: none"> • Remember to click 'recurring' in the meeting invite if you are scheduling a recurring livestream.
10.	<p>You can view all upcoming livestreams in the Meetings tab of the Zoom App. You will start your Livestreams from this page.</p> 

ENGAGEMENT ON ZOOM

During a livestream, you can run it one-way or two-way. One-way allows for the Instructor to run a class without any direct verbal interaction with members (you can still read and reacting to chat messages from members). Two-way allows for the Instructor to see and hear members, and the members to see and hear each other. The steps below outline the functionality available for one-way and two-way livestreams.

Member Management

Function	Steps
Manage the Waiting Room	<ul style="list-style-type: none"> • If you have enabled the Waiting Room when setting up your livestream, you will see the list of members in the Waiting Room by navigating to the Participants tab in the Zoom navigation bar  <ul style="list-style-type: none"> • To allow a Member into the livestream, hover over their name and click Admit. • To stop a member from joining the livestream, hover over their name and click Remove.
Remove members from livestream	<ul style="list-style-type: none"> • In the Participants tab, hover over their name and click More • Click Remove to take them out of the Livestream • Click Report to take them out and share the details of their inappropriate behaviour with Zoom.
Lock Meeting	<ul style="list-style-type: none"> • Once all expected members have joined the livestream, click the 'Ellipsis' in the Participants tab. • Click Lock Meeting. No other members will be able to join unless you manually unlock the meeting by following the same steps in reverse.

End Livestream	<ul style="list-style-type: none"> Once your workout has finished, click End in the bottom right corner of the livestream window.
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Chat

Function	Steps
Open Chat	<ul style="list-style-type: none"> Click the Chat tab in the Zoom navigation bar The Chat Window opens to the right of the livestream window Chat from members will appear at the top of this window.
Write a message	<ul style="list-style-type: none"> Enter your message in the field at the bottom of the Chat window Hit enter to post your message Use the dropdown at the top of this field to select who you want to message You can message to the group, or directly to a member.
Save the Chat Transcript	<ul style="list-style-type: none"> You can save the Chat Transcript by clicking the Ellipsis icon in the message field and selecting Save Chat. The Transcript will be saved to your computer.
Restrict Chat	<ul style="list-style-type: none"> Click the Ellipsis in the message window to choose whether members can chat to the Instructor only, allow private messages, or restrict Chat entirely.

Audio

Function	Steps
View Mute Status	<ul style="list-style-type: none"> Click the Participants tab in the Zoom navigation bar to view the members in the livestream The Microphone icon next to each member's name will indicate whether they are muted.
Mute/Unmute Members	<ul style="list-style-type: none"> To mute a specific member, hover over their name and click mute To mute everyone, click Mute All below the participant list. You can then add an additional restriction to stop members from unmuting themselves during the class To unmute a member, hover over their name and click Ask to unmute. The member will receive a notification asking them to unmute.

Video

Function	Steps
Show/Hide members camera feed	<ul style="list-style-type: none"> If you want your members to show themselves, click the participants tab, hover over their name and click Ask to Start Video. The Member will receive a notification asking them to turn on their video To turn off a member's camera feed, hover over their name and click Stop Video. Their video will stop immediately.

Security

While you are livestreaming, it is important to keep the stream as secure as possible. To ensure a positive experience for both Instructors and members, you don't want any unexpected guests entering your livestream class and causing a disruption. Zoom has several tools available to ensure your livestream is kept secure.

Function	Steps
Waiting Room	<ul style="list-style-type: none"> The Waiting Room ensures the Instructor has direct control over who is let into the livestream. It can be set up when the livestream is scheduled or set up once the livestream has started by clicking on the Security tab of the Zoom navigation bar The Instructor will review the names of members in the Waiting Room and allow eligible members in one-by-one.
Lock Meeting	<ul style="list-style-type: none"> Once the workout has started, or you have all expected members in the livestream, you can lock the meeting. Locking the meeting stops any more people from joining the livestream. This is useful if you do not have the Waiting Room function enabled.
Change IDs	<ul style="list-style-type: none"> When setting up a recurring livestream or booking multiple meetings, you can choose whether to generate different IDs each time or use the Instructor's personal ID Generating new IDs will ensure only invited members for the specific livestream are able to join it, rather than anyone with the ID.
Adding a Password	<ul style="list-style-type: none"> When setting up a Livestream, you can add a password which the member must enter. This ensures that even if a non-member has the meeting ID, they are unable to access the livestream.
Restrictions	<ul style="list-style-type: none"> During the livestream, Instructors can alter the member restrictions in the security tab The restrictions can stop members from unmuting or sharing their video etc.

RECOMMENDED SET UP

There is a huge range of equipment that can be used for livestreaming, and it can be hard to know what you need to use. We have done a range of tests at Les Mills and have come up with some suggestions that might work for you.

What equipment you choose will be based on where you are livestreaming from, what budget is available and how comfortable you are with technology. But don't worry, getting set up for a livestream doesn't have to be difficult!

Option One: Low cost – at home

You don't need much to set up a simple livestream from home. If you follow the tips Bas Hollander shares in [his livestream set up video](#), then you can reduce the amount of equipment you need. A low cost set up at home could be:

- Zoom subscription (PRO plan recommended)
- Laptop
- Bluetooth mic
- Good quality internet connection

If the camera on your laptop isn't great quality, you can also add in an external web cam from around US\$200.

Option Two: Medium cost – in club

If you're able to access your club, and want to provide a higher quality experience for your participants, then a set up could be:

- Zoom subscription (PRO plan recommended)
- Laptop – this will need to be reasonably new
- Good quality internet connection
- Bluetooth mic or headset mic
- Audio mixer such as this [USB Compact Mixer](#).
- Existing sound system in club
- You could add on an external web cam from around US\$200 to improve picture quality or use an existing digital camera if your club has one. The Zoom Q8 camera is great value at under USD\$500.
- To best connect an external camera via HDMI, you will require the [Elgato Cam Link](#) or similar to connect to your computer.

Quality Audio: In our experience, audio quality is even more important to members than video streaming quality. If a livestream video stutters, the member can often continue as long as the audio stream quality remains high and uninterrupted.

By adding in an audio mixer, you can control the balance between microphone and music before it is connected to Zoom for streaming to your members. With an audio mixer you can control what audio is played in the room with you independently of what you send to your computer for livestream. This is the best way to get great sound audio, while keeping things simple and reliable.

Option Three: High cost - permanent club set up

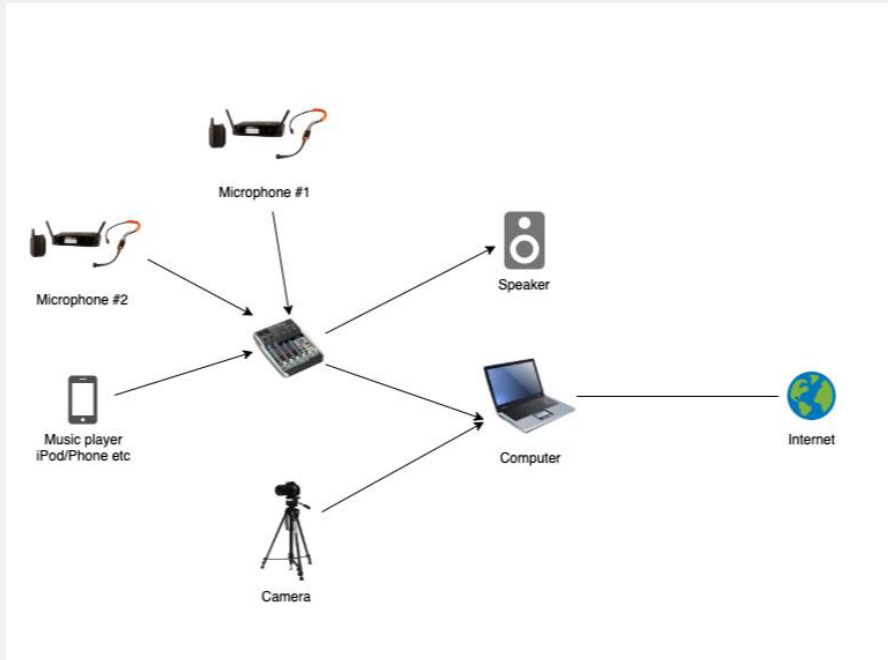
If you're looking to make a long-term investment in livestreaming, you may want to find a space in your club where you can set up a permanent livestreaming studio. This set up could include:

- Zoom subscription (PRO plan recommended)
- Laptop
- High quality internet connection
- Headset mics
- Audio mixer (from approx. US\$100) – see note above regarding the advantages of including an audio mixer.
- Existing sound system in club
- DSLR or high quality video camera. We tested with the Sony Alpha A7 iii which is excellent value at USD\$2,000.
- To best connect an external camera via HDMI, you will require the [Elgato Cam Link](#) or similar to connect to your computer
- Additional LED lighting

- Video production desk (USD\$1000)

The big step in this setup is in a scalable, high-quality video solution that will perform better in a wider range of lighting conditions and give more control and flexibility like interchangeable lenses. Also include a video production desk and you will unlock the power to use multiple cameras and a range of livestream production elements.

Potential set up for Option two



Potential set up for Option three

