

## The Lloyds TSB BAFTA Scotland Awards

[BAFTA Scotland](#) commissioned MultiStream to provide live event webcast coverage of this year's Lloyds TSB BAFTA Scotland Awards 2007. Television presenter [Lorraine Kelly](#) skillfully hosted the fast moving ceremony that recognised the year's best contributions from Scotland's moving image industries.

The ceremony, at the prestigious [City Halls](#) in Glasgow, began with a glittering red carpet arrival that welcomed an exciting line-up of stars and celebrities including [Robbie Coltrane](#), James McAvoy, Bill Paterson and celebrated [Franz Ferdinand](#) band members Alex Kapronos and Bob Hardy.

Sixteen awards were presented across a diverse range of categories including Interactive, Short Film, Writing, Documentary and best actor and actress for both Film and Television. Making the 2007 awards truly interactive, The Lloyds TSB Scotland Award for Most Popular Television Programme was voted for by the public with voting being cast in all of the Scottish branches of [Lloyds TSB](#).

Last year's winners included Kate Dickie and Tony Curran for their performances in Andrea Arnold's *Red Road*, *Low Winter Sun* as Best Drama and *mysusthouse.org* in the Interactive category. This year recognised James McAvoy as best actor for his role in the [Last King of Scotland](#), Dynamo Games for best interactive with [Championship Manager 2007](#), [Sophia Myles](#) as best actress for [Hallam Foe](#), [Sean Biggerstaff](#) was named best television actor for his part in *Consenting Adults* while Jane McCarry won the award for best television actress for her role as Isa in the popular comedy [Still Game](#), which also earned "The Lloyds TSB Scotland Audience Award for Most Popular Scottish Programme."



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MultiStream provided broadcast quality onsite encoding services that took the two hour show and reliably delivered it to hundreds of viewers across three continents. Subsequent to the event concluding, MultiStream also made the on demand content available in record time allowing archive viewing of the evening's proceedings less than 60 minutes after the show concluded. The event webcast was heralded as a great success.

Content for the live event webcast was produced by [BBC Scotland's](#) John Smith who skillfully directed 5 cameras manned by a team of students from the Media course at [Cardonald College](#). Audio production was provided by the in-house [City Hall](#) team.

MultiStream used a dedicated ADSL2 (ADSL MAX) service as the primary uplink, with their backup encoders also relaying resilient feeds to the MultiStream Content Delivery Network (CDN) via the City Hall's in house broadband internet connectivity which after extensive trials and tests enabled MultiStream to push live event webcast quality boundaries to new levels. Delivery of live event coverage was organised very quickly with a tight turnaround proving no obstacle to the MultiStream technicians who made sure that the necessary infrastructure was ready to deliver a faultless event webcast viewing experience.

This was the first time that any [BAFTA](#) event has received exclusive live webcast coverage and viewing figures reflected how well this concept has been embraced by viewers. Statistics show that over 90% of viewers watched for the full 2 hours, and since the event concluded on-demand 'archive' views of the event webcast and awards has exceeded 14,000 hits in the first 10 days!

**Full archive coverage of the Lloyds TSB BAFTA Scotland Awards is available on the [BAFTA Scotland website](#).**