



TD Ameritrade Network

REPLACING A LIVE EVENT WITH A VIRTUAL EXPERIENCE

Brainstorm and Broadcast Management Group (BMG), a Brainstorm US Premium Reseller, allowed TD Ameritrade Network to migrate their Market Drive physical events into the online realm by placing them on a live virtual Town Hall.

TD Ameritrade Network (TDAN) provides its customers with educational events around the country, called Market Drives, each of these drawing several hundreds to a thousand people. Due to the COVID-19 TDAN had to cancel four Market Drive events, and to fill this void, Broadcast Management Group

(BMG) proposed replacing the upcoming Market Drive event with a virtual Town Hall.

With just six days to produce it, BMG created an incredibly successful, four-hour-long, live Town Hall for TDAN at their Chicago Studio. BMG created all of the show graphics,

a complete virtual set, and also configured six remote locations. After the success of this event, BMG was asked to continue with the production of future events.

The virtual event speaks to the human necessity to feel connected during this time of quarantine and isolation. TD Ameritrade Network's differentiator is that they interpret the news to give investors actionable insights to apply to their portfolio. TDAN provides these insights daily, however, the special events elaborate on key drivers moving the markets, and what they mean. These key drivers are very important to anyone who has retirement accounts, education accounts, and general investment accounts. TD Ameritrade



leaders and Education Coaches, as well as many guests joined virtually. Oliver Renick, the host for TDAN's Town Hall. Investors are encouraged to submit questions to be answered on-air during the event.

BMG used InfinitySet together with a traditional control room to cut the show. Studio camera feeds were Panasonic AW-UE150 PTZ cameras, and the remote feeds were brought in utilizing LiveU.

Brainstorm has been TD Ameritrade's trusted virtual set solution over the past three years. So naturally, the Brainstorm Suite was chosen to design, build, and broadcast the virtual environment.

Additionally, and in preparation for the upcoming shows, BMG created a new studio for TDAN. While setting up all of these remote studios, remote producers and remote post team, they were also building out a new facility that includes a control room, studio one and two, technical centre, transmissions room, control room two, plus an edit room.

BMG's creative services team developed a 4-hour live town hall featuring a host, social media correspondent, and six contributors. Both the host and correspondent were in most cases shot in front of a green screen using Brainstorm virtual set technology. The six contributors were integrated into the live program using at-home REMI kits that were designed and engineered by Broadcast Management Group's system integration division.

The show also included live questions via Twitter and Facebook as well as pre-submitted video questions. BMG's creative division developed the show format, show rundown, designed all virtual sets, and created all show graphics for the town hall.

Broadcast Management Group's live production division executed the live broadcasts and streamings. The



"BMG's core is live production, and the show must always go on, no matter the challenge. Thanks to our amazing staff of engineers, technical and creative staff, together with Brainstorm and our technology, we have been able to meet our clients' needs without missing a step while in a safe environment"

Todd Mason
 CEO, BMG

shows aired on the TD Ameritrade Network, and were streamed live also on Facebook, Twitter, Amazon Fire and YouTube, with a combined total of two million views.