

CASE STUDY

SIGMA NORTH AMERICA 2026

Multicamera production and two concurrent live streams across an awards ceremony and two days of international conference.

One production. Every audience.

AT A GLANCE

Three productions, one video scope, two live audiences.

PROJECT	SiGMA North America 2026 — multicamera video production and live streaming
CLIENT	SiGMA
EVENT	International conference and awards ceremony
VENUE	Mexico City
DATE	31 August – 3 September 2026
ROLE	Video production, broadcast direction, live streaming and program recording

ONE PROGRAM FEED. TWO LIVE AUDIENCES.

SIGMA brings its conference circuit to a different region each edition. North America 2026 was the Mexico City edition — and it was not one event. It was three productions on one scope: two rehearsal days, an awards ceremony, and two days of conference programming.

Each has a different audience and a different failure mode. The awards ceremony is the reputational moment for winners and sponsors; miss the moment and there is no second take. The conference is the content the industry watches afterwards, which means it has to survive being clipped, quoted and replayed.

All of it sat inside a single video scope, feeding room screens and two concurrent live streams, with a budget that moved during planning. At any moment the audience watching remotely outnumbered the audience in the hall. The job was to hold one clean program feed for both.

One production. Every audience.

THE OPERATIONAL TARGET

Five things had to be true on the day, each of them measurable.

01

ONE FEED, THREE DESTINATIONS

Direct and mix a single program feed clean enough to drive room screens and two live streams at the same time.

02

NO MISSED MOMENT

Cover the awards ceremony with enough angles that no winner's walk-up, handover or reaction falls outside frame.

03

A SECOND STREAM THAT COSTS NOTHING

Run an independent interview stream without drawing crew or bandwidth away from the main program.

04

RECORD INDEPENDENT OF THE STREAM

Capture the finished program and camera ISOs locally, so the archive never depends on the stream surviving.

05

THE ROOM SEES THE STREAM

Distribute the directed program back to reference screens in the hall, so the in-room audience watches the same cut as the remote one.

WHAT MADE IT HARD

THREE PRODUCTIONS, ONE SCOPE

Rehearsals, an awards ceremony and two conference days — each with its own camera plan and running order, inside one quote.

TWO STREAMS, ONE CREW

A main program stream and a dedicated interview stream running concurrently, without doubling the team.

A BUDGET THAT MOVED

Scope and commercials were adjusted during planning. The essential production elements had to survive the edit.

CLIENT GRAPHICS, LIVE

SiGMA's own graphics package had to be integrated into the program mix and switched live.

TWO REHEARSALS, TWO FORMATS

An awards rehearsal on 31 August and a conference rehearsal on 1 September — different camera plans, back to back, with no reset day between them.

COORDINATION ACROSS BORDERS

SiGMA's production team working internationally; execution, crew and logistics on the ground in Mexico City.

THE SIGNAL CHAIN

CAPTURE

One Panasonic AG-CX350 4K with a dedicated operator, plus three PTZ cameras covering stage, wide and reverse angles.

SECOND STREAM

A second AG-CX350 assigned to interviews, fed over a Hollyland HDMI transmitter so the position stayed mobile.

DIRECTION

Blackmagic ATEM Television Studio Pro HD — SDI and HDMI inputs, embedded audio, chroma key, live switching to PGM.

COMMS

Clear-Com PK-7 base station with four beltpacks and headsets, so direction, camera and stage stayed on one loop.

RECORD

Blackmagic HyperDeck Studio HD Plus recording the finished program, with 128 GB and 64 GB SDXC cards for PGM and camera ISOs.

DISTRIBUTE

vMix streaming kit to the digital platform, and PGM cabled out to reference screens in the room.

AUDIO & SIGNAL INTEGRATION

Lighting sat outside the video quote and was coordinated with the event's general production.

PROGRAM AUDIO

- Two Bose L1 Pro-16 compact line array systems
- Subwoofer
- Program audio feed into the ATEM as embedded audio

SIGNAL & POWER

- Audio and power cabling for program signal integration
- Video and power cabling for PGM distribution to room and reference screens
- Card management station for program and ISO media

VIDEO, STREAMING AND DISPLAY

CAMERA & DIRECTION

Panasonic AG-CX350 4K (operated)

Three PTZ cameras

Panasonic AG-CX350 (interviews)

Hollyland HDMI transmitter

Blackmagic ATEM Television Studio Pro HD

Clear-Com PK-7 + four beltacks

RECORD & STREAM

Blackmagic HyperDeck Studio HD Plus

SDXC 128 GB and 64 GB (PGM + ISOs)

Production laptop running vMix

Audio interface

Video capture device

DISPLAY

Samsung AU7000 55"

Two LG 75UQ9050PSC 75"

Three floor stands

Preview and program monitors across both
conference days



Control position — program mix and both live streams, SIGMA North America 2026, Mexico City.

WHAT CAME OUT OF IT

3

directed live segments: the awards ceremony and two full conference days.

2

concurrent live streams — the main program and a dedicated interview feed.

4

cameras on the main program: one operated 4K body and three PTZ.

1

program feed serving room screens and both live streams at once.

2

rehearsal days, one for each format, ahead of the live blocks.

100%

of program recorded to HyperDeck with SDXC camera ISOs held as backup.

WHY IT MATTERS FOR AN AGENCY

ONE ACCOUNTABLE TEAM

Planning, multicamera direction, program mix, live streaming and recording ran under one team, not a chain of subcontractors.

A DESIGN THAT FLEXED

One production design absorbed rehearsals, an awards ceremony, an international conference and two concurrent streams without being rebuilt between them.

BUILT FOR LIVE CHANGE

Scope, schedule and stream agenda shifted during planning and were absorbed without losing production elements that mattered.

COMMERCIALLY RE-ENGINEERED

The technical and commercial proposal was reworked to keep the essential production inside the client's approved budget.

ROOM AND FEED TOGETHER

The production served the audience in the hall and the audience watching remotely as one job, not two.

A PARTNER ON THE GROUND

SiGMA finished the edition with an established production partner in Mexico for future events.

NEXT

TELL US WHAT YOU'RE PLANNING.

Come with the communication objective. We translate it into a production plan.

SEND US YOUR BRIEF →

One production. Every audience.

FIRST IMPACT

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