



WHY SHOULD THE FUNERAL INDUSTRY EMBRACE LIVE STREAMING?

WHAT IS LIVE STREAMING?

Live streaming is transmitting live video coverage of an event over the Internet. A camera connected to a broadcast channel relays the event in real time. Simple technology now makes this possible even from your smartphone. Many online tech firms see opportunities to create new businesses from this development. Funeral Directors are being asked by customer demand to provide this option. This digital development is another case of how technology is driving change in culture.

WHY WOULD YOU WANT TO LIVE STREAM A FUNERAL?

The simple answer is because people want to share in the collective compassion of loss. Even separated by miles, countries or even continents. Is it the same as being there? No. You're connecting with the collective emotion of the event through your smartphone, tablet or pc.

The mobility of families makes this service appealing and vital to offer to your customers. A live stream of a funeral may be the only option for those far away or too ill to travel. Other obstacles such as cost or time could prevent people from being able to attend. Is it the same? No. It's not a replacement. It's not designed to be a replacement. Digital technology offers new choices not available before. While still miles away people can experience the service, share the stories and virtually "be there" for their families.



LIVE STREAMING HELPS A FUNERAL BUSINESS IN THREE WAYS

- **IT INCREASES THE OPPORTUNITY TO SERVE YOUR CUSTOMERS.**

Personal service is at the heart of the funeral profession. Funeral Directors have that human touch. They go the extra mile and take every opportunity to make a difficult situation more bearable. Adding this live streaming service to your business declares to customers we are changing our approach to meet your needs. We want to do everything possible to make sure that all of your family, no matter where they are, can share in the collective compassion on this sad occasion. How comforting would it be to see maybe hundreds of people there "virtually" supporting the family.

- **IT CONNECTS THE COMMUNITY OF A FAMILY WITH COLLECTIVE COMPASSION.**

Healing from loss begins when we can share the grief of losing someone with others. I know that some people carry the weight of guilt for years. It pains them that they were not able to attend a loved one's funeral. No longer need that be the case. With live streaming funeral services, families can be together in their loss no matter where they are living. It won't be the same. But it is an excellent alternative.

- **IT CREATES A LASTING MEMORIAL**

Having a permanent memorial stored online for future generations is an option digital technology can provide.



WHY WILL CONSUMERS DRIVE THIS CHANGE?

- **CELEBRITY FUNERALS ARE NOW LIVE STREAMED.**

Though not a fan of the "celebrity culture" that grips the media and publishing industry, the truth is it drives cultural change.

- **EASE OF BROADCASTING**

The second driver of change is the availability of live broadcasting open to anyone with a smartphone. Many web base company's offer live streaming on a simple platform from a smartphone, Tablet or PC and more than 10 million users are watching content every day!

When Facebook introduced the added addition go live, live streaming became possible on all users profiles. For those whom does not want to be part of any social media web profile of the sort a URL link can be provided to a direct stream service on a private secure server.

CONCLUSION

Consumers are driving these changes. Today people want choices. Customers are going to the funeral home with the list of things they want to do, rather than leaving these options open to the Funeral Director. It's not "business as usual" when it comes to funeral planning. The ceremonies around death are open for change. Death is viewed differently in this digital age.

What are you going to do about this? You can ignore these changes or you can embrace them.

