

# disguise helps Latin Billboard Awards 2020 generate record engagement

Producers of the latin music industry's longest-running award show, The Latin Billboards, completely reimagined the running of the show to accommodate both fans and COVID-19 safety protocols.

In this case study you will learn how disguise supported darmah to deliver the excitement of a live show with an audience to the event, turning it into the number one spot for a primetime Spanish-language special since the pandemic started.



# At a glance

## Keeping cast and crew protected in a live broadcast

The show accommodated 18 performances including the Black Eyed Peas, Pitbull, Maluma, Carlos Vives, Daddy Yankee, Ozuna, Paulina Rubio and Anuel all supported by real-time content. Most of these artists performed and were broadcast live from the BB&T Center in Fort Lauderdale while managing COVID restrictions.

## Using xR to bring performers together

The show included several virtual performances produced using xR technology: Daddy Yankee and Ozuna started their performance in a multi-dimensional and immersive virtual world, pre-recorded at darmah's Miami DXR stage. These recordings then seamlessly transitioned to the artists' live performance on the main stage at the BB&T Center on the day of the show.



# The challenge

Originally scheduled for April 2020, the award show was postponed to October 2020 as producers had to completely reimagine the previous set and performances to recreate the sense of a live show for both the performers and viewers at home, while keeping the crew and acts as safe as possible. Organisers sat down with veteran event producers darmah to create a new roadmap that could ensure safety while creating the best possible experience for artists and fans alike.

“We had to maximise the entertainment value but minimise everything else, from the number of crew to how the acts performed,” said Rodrigo Proal, darmah founder. The executive producer collaborated with darmah to create a proposal for each act based on the song they were performing.



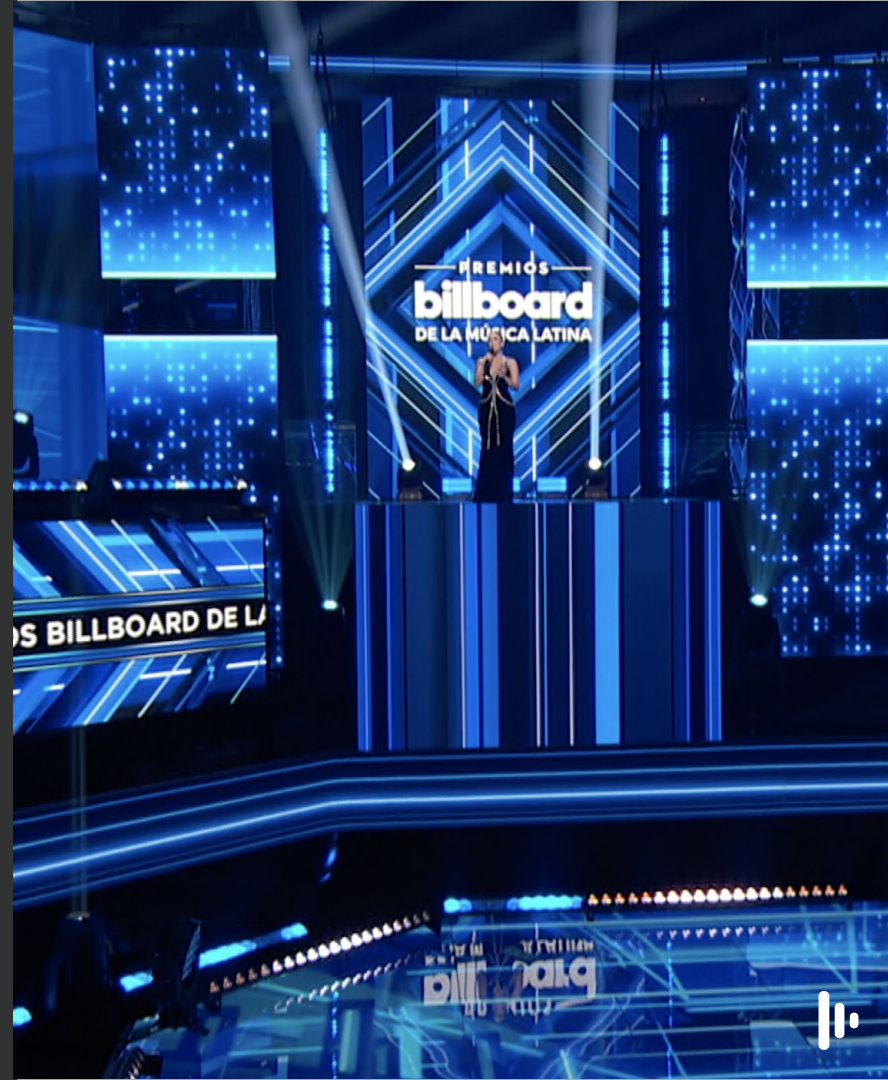


# The solution

The new proposal included a 360-octagon shaped seven-stage set using LED arrays that, when combined with xR technology, could be woven seamlessly into one broadcast. Two of the stages were for the award winners and presenters; one was for the show host, and four stages were for the live performances. Two of the performance stages were used for acts with dancers, and two were used for acts with musicians. The four performance stages were colour-coded, and each had its own small crew. This design allowed sets to be UV sanitised between acts while facilitating social distancing.

All performers and crew members were tested daily, and it was essential personnel only at the arena: artists could only bring four of their team for rehearsal and show day. Audience members were limited to 120 spaces. Masks were mandatory for everyone: singers took them off for their performances, while face coverings were incorporated into dancers' costumes.

“We were able to have stages that didn't need 200 people around it to create a performance and deliver a live show where you limited the risk of COVID,” said darmah partner, Bianca Moncada. The stages were designed to be smaller than usual to make the stars look bigger. The space's overall design was created so that there was no need for large scenic props, and there were no large empty spaces to be filled.



“

It was challenging for everyone on our team but super rewarding and exciting to see the final result we accomplished as a team on television. It meant creating new workflows to explain and take our clients through step-by-step, but overall a great experience.”

**Bianca Moncada, darmah Partner**



# Results

Despite the segregated stages, the production could pull off the much-anticipated highlights of these types of award shows: duets. Ozuna performed “with” the Black Eyed Peas from separate locations. Despite not being physically together, the camera work and virtual production video design gave the in-house and at-home audience the impression of in-person collaboration.

Pablo Alboran, Luis Fonsi, Jesús Navarro, and Joy sang a medley of Mexican singer-songwriter Armando Manzanero’s classic songs that allowed them to interact as if they were all on the same stage. It was an exciting and moving tribute to mark Manzanero’s induction into the Billboard Latin Music Hall of Fame.

The result was a hybrid event that brought physically distant locations together into one experience with smart design and the latest xR technology. Key to this success was a team effort across all production elements — lighting, video, cameras, choreography, and wardrobe — working to create a unified and seamless look and feel for the show.



# Success

18  
performances

7 million  
pixels rendered

45.9 million  
engagements on Telemundo  
platforms

38 million +  
engagements across other  
platforms

The event producers needed to balance two seemingly competing demands of safety and for the show to capture as closely as possible the experience of a live event. With innovative design to specifically cater to both the experience for the artists and audience, and to manage social distancing requirements, the team could satisfy both of those demands. Underpinning all of it was cutting edge virtual production techniques, including the disguise xR platform.

“It was wonderful to feel the rush of a live show, but also knowing that everything was prepared with safety as a priority. To be part of something that has set the standard for what is possible for a live television event in these pandemic times makes us very proud.” - Rodrigo Proal.





# disguise equipment used

rx



rx is our dedicated system for hosting content render engines, enabling new possibilities for scale out rendering.

[Find out more.](#)

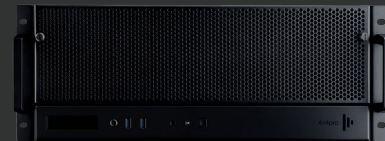
vx 4



Optimised for playing up to four times uncompressed 4K60 and lossless 10-bit video, the vx 4 powers content of the highest quality at any scale.

[Find out more.](#)

4x4 pro



Capable of driving up to 16 HD LED processors for large video surfaces, the 4x4pro served as actor and understudy machines backstage.

[Find out more.](#)





# In partnership with:

Executive producer: Mary Black Suarez, MBS Special Events

Production design: Rodrigo Proal, darmah

Lighting designer: John Daniels, Karpe Diem Inc.

Creative direction: Bianca Moncada, darmah

Video content & xR GFX design: [darmah](#)

Technical video vendor: darmah

XR Production: darmah

Render engine: [Unreal Engine](#)

LED screens: [ROE Visual](#)

LED processors: [Brompton Technology](#)

Camera tracking: [Stype](#)



# Get in touch!

Curious to know more about us? Want to master our production toolkit? Need support on your project? Our team will be happy to speak to you, whatever your query:

Find out more about  
disguise:

info@disguise.one  
+44 20 7234 9840

Join our e-learning  
programme:

training@disguise.one

Get support on your  
disguise project:

teamsupport@disguise.one  
+44 207 234 9841  
+1 347 934 9344

