Training Presentation

Web Streaming

Introduction

- What is Web Streaming?
- Who is Streaming?
- Web Stream Process
- Types of Streams
- How to Stream for Free

Who Is Streaming?

▶ Everyone who wants to make money, expand their business or save money.

Web Stream Process

‣Acquire

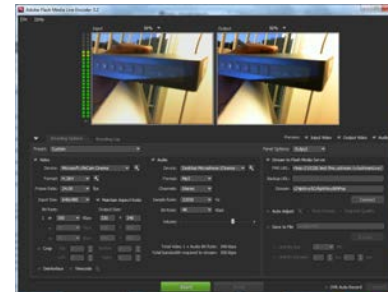‣Encode

‣Transmit

‣Distribute

‣Decode

The Internet Cloud

Acquire

▸Garbage In Garbage Out

Encode

▸Decision to make: Hardware or Software?

▸What's your budget?

▸What do you have already?

▸Who will receive your stream?

Transcript

▸Getting your stream to the Internet can be simple…

▸… or very difficult.

▸Firewalls can be a problem in hotels

▸Make sure you have adequate bandwidth

▸Have a reliable signal. DO NOT RELY ON WiFi!

▸Use a hardwired connection where at all possible

▸Test before, during, and after your stream

▸Wireless may be used in some cases.

▸

Distribute

▸Ideally, use a content delivery network (CDN)
- ▸A CDN takes your stream and redistributes it to many
- ▸A CDN can be free with ads or paid with no ads
- ▸An advanced CDN is called an Online Video Platform (OVP)
- ▸OVPs are a type of cloud service

▸You can stream directly from your encoder **IF**
- ▸You are simply going point-to-point
- ▸You have very few viewers
- ▸You have ample bandwidth

Types of Streams

▸Live

▸Video On Demand (VOD)

▸Push

  ▸Flash

  ▸Windows Media

  ▸Real

  ▸HTTP

    ▸Silverlight Smooth Streaming

    ▸ Apple HTTP live streaming

    ▸Adobe Dynamic Streaming

▸Pull

  ▸Windows Media

  ▸Progressive Download (Not Really Streaming)

Web Streaming Pros and Cons

▸Great things about web streaming
  ▸You can reach a lot of people anywhere
  ▸Can be free with advertising
  ▸Can make money through advertising or VOD
  ▸Powerful way to build a brand
  ▸Save money on travel and venue
  ▸Can be performed from multiple devices
▸Not-so-great things about web streaming
  ▸Expensive if not ad supported
  ▸Can be complicated to set up
  ▸Requires a fast and reliable Internet connection
  ▸It's not two-way

Streaming With NewTek's TriCaster

‣All-in-one solution that has no equal.

‣Supports

  ‣Windows Push/Pull

  ‣Flash (Always Push)

‣Easy to set up

‣Built-in web browser for CDN dashboard support

‣Works with any CDN

‣User configurable

‣No expensive options to add-on. It just works.

Summary

▸Quality In; Quality Out – Acquire the best possible content.

▸Get the best encoder you can afford.

▸Make sure you have a rock solid Internet connection.

▸Plan ahead to best meet your distribution needs.

▸Remember your content will be viewed on a variety of platforms.
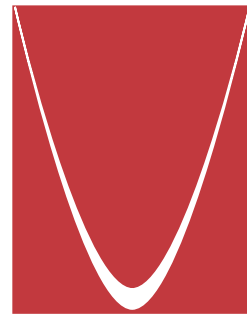
▸Hire a consultant before you get stuck – it's cheaper.

▸ SAV
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