



StreamCasting QuickStart Guide – Live Streaming

All of us at StreamCasting.com wish you success with your online streaming venture. We created this guide to help get you up and running with the basic procedures for live streaming of your event. If you have further questions, please visit our online knowledge base on our website or you can contact us at: support@StreamCasting.com

Step One – Equipment and Location Setup

If you have already set up your equipment and Internet connection, then you can move to step two.

Your audio and/or video equipment can be as simple as one microphone or webcam or as elaborate as a multi-camera setup with many microphones and an audio and video switcher.

For complete details and vendors link, please visit our Live Streaming Setup page at: http://streamcasting.com/live_streaming_setup.html

If possible, you should test the setup a day or more in advance.

Step Two – Encoder Setup & Testing



Live Flash & h.264 Streaming Video Streaming

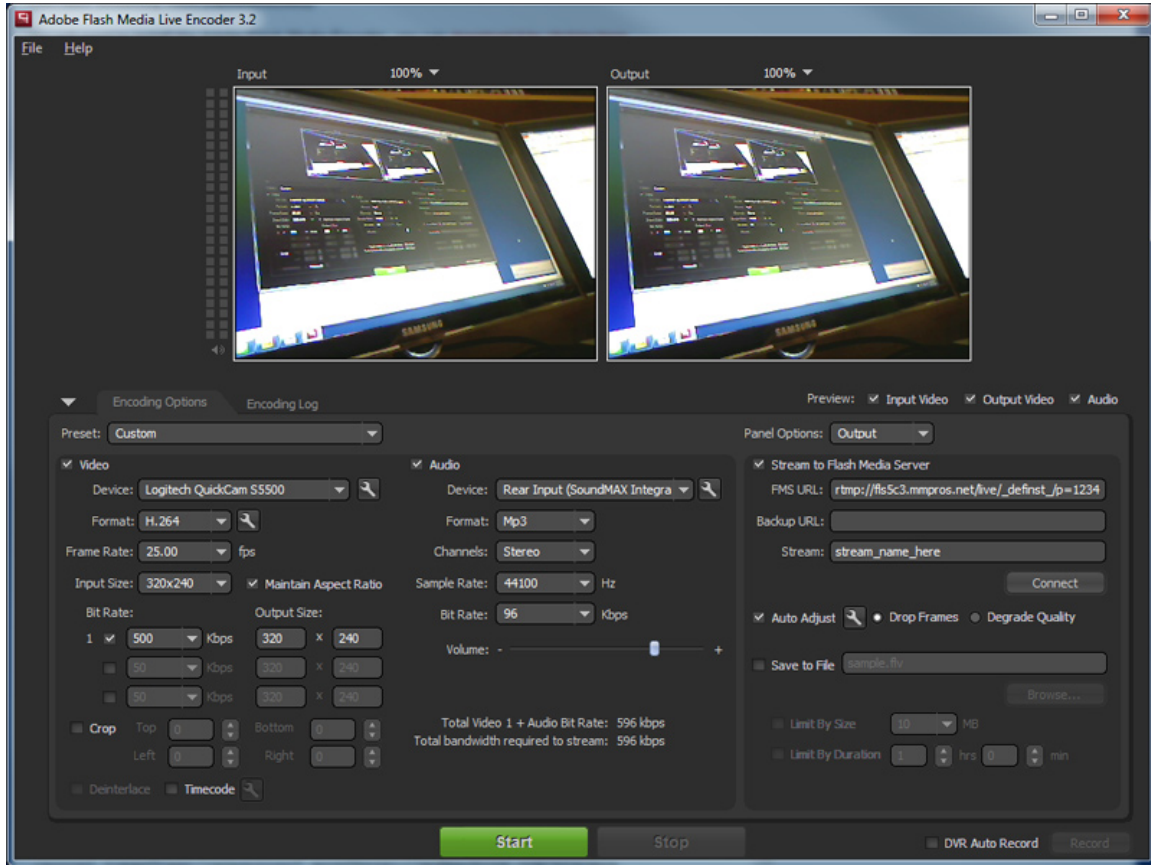
(for Windows Media streaming please see page 4)

Our QuickStart guide will detail the procedures for live streaming with the Adobe Flash Media Live Encoder, which can be downloaded - free of charge - from Adobe:

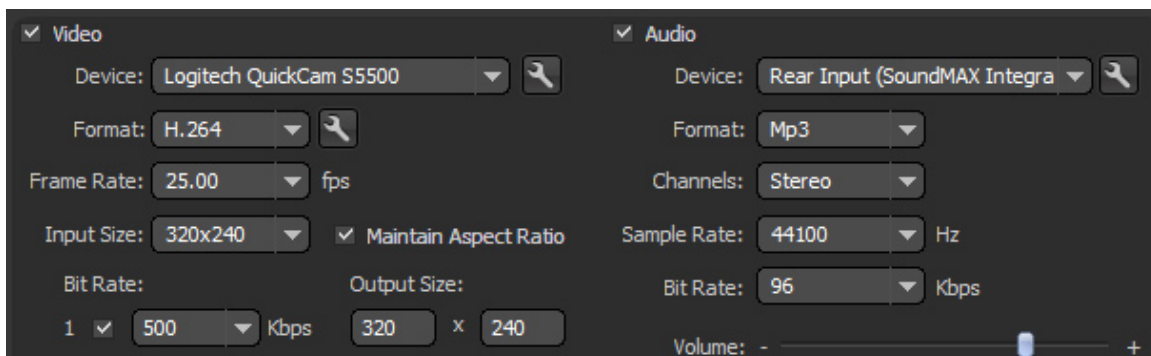
<http://www.adobe.com/products/flashmediaserver/flashmediaencoder/>

When you launch Adobe FMLE, it will automatically detect audio and video devices available on your system. If you have multiple devices present, you can decide which to use by selecting them from the device pull downs on the left side on the Encoding Options tab.

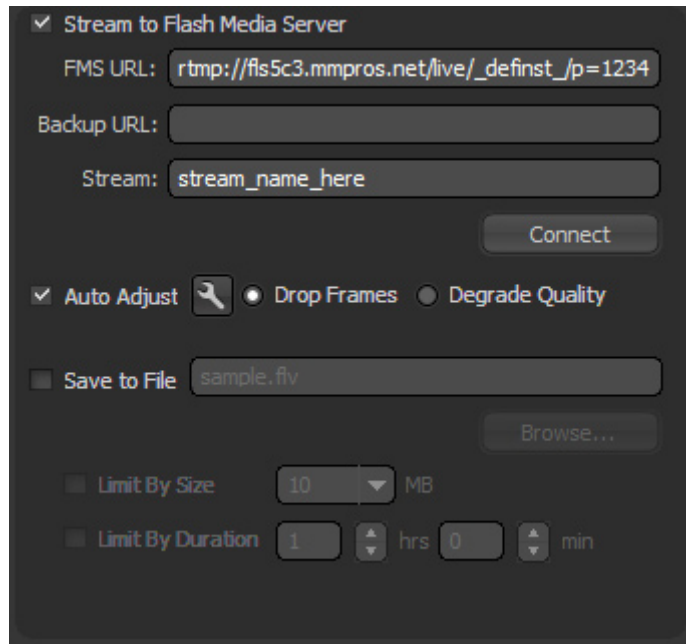
This is also where you will select the format (VP6 or h.264), video size, bit rate, and frame rate for encoding your video. The Adobe FMLE comes with encoding presets for low, medium, and high bandwidth bitrates. We suggest choosing the preset closest to your available upload bandwidth and then making any adjustments as needed during testing.



On the left side you will select your video and audio encoding settings. To reach all platforms (desktops, mobile phones and tablets) you will need to select h.264 as the video codec. Also, under the wrench icon you may need to select “baseline 3.1” to reach older Apple iOS mobile devices. iOS also requires a 44,100 audio sample rate.



On the right side of the Encoding Options tab you will need to enter the server setting we have provided you with in your welcome email and streaming media control panel.



The screenshot shows a dark-themed control panel for streaming settings. At the top, there is a checked checkbox labeled "Stream to Flash Media Server". Below it, the "FMS URL" field contains the text "rtmp://fls5c3.mmpros.net/live/_definst_/p=1234". The "Backup URL" field is empty. The "Stream" field contains the text "stream_name_here". To the right of the "Stream" field is a "Connect" button. Below the "Stream" field, there is a checked checkbox labeled "Auto Adjust" with a wrench icon, and two radio buttons: "Drop Frames" (selected) and "Degrade Quality". Below that, there is a checked checkbox labeled "Save to File" and a text field containing "sample.flv". To the right of the "Save to File" field is a "Browse..." button. At the bottom, there are two options: "Limit By Size" with a value of "10" and a unit of "MB", and "Limit By Duration" with a value of "1" and a unit of "hrs", and "0" and a unit of "min".

Please note that you should replace the “stream_name_here” above with your custom publishing point for your account. Next, click the “connect” button to establish a connection to the server.

When you are ready to begin your webcast, click the green “Start” button at the bottom of the encoder application.

In your control panel you will find the code to embed the stream into a web page. Always use another computer to monitor the stream and perhaps have someone off-site connect as well. You may also contact our support department and we will be more than happy to tune in to view your test stream.

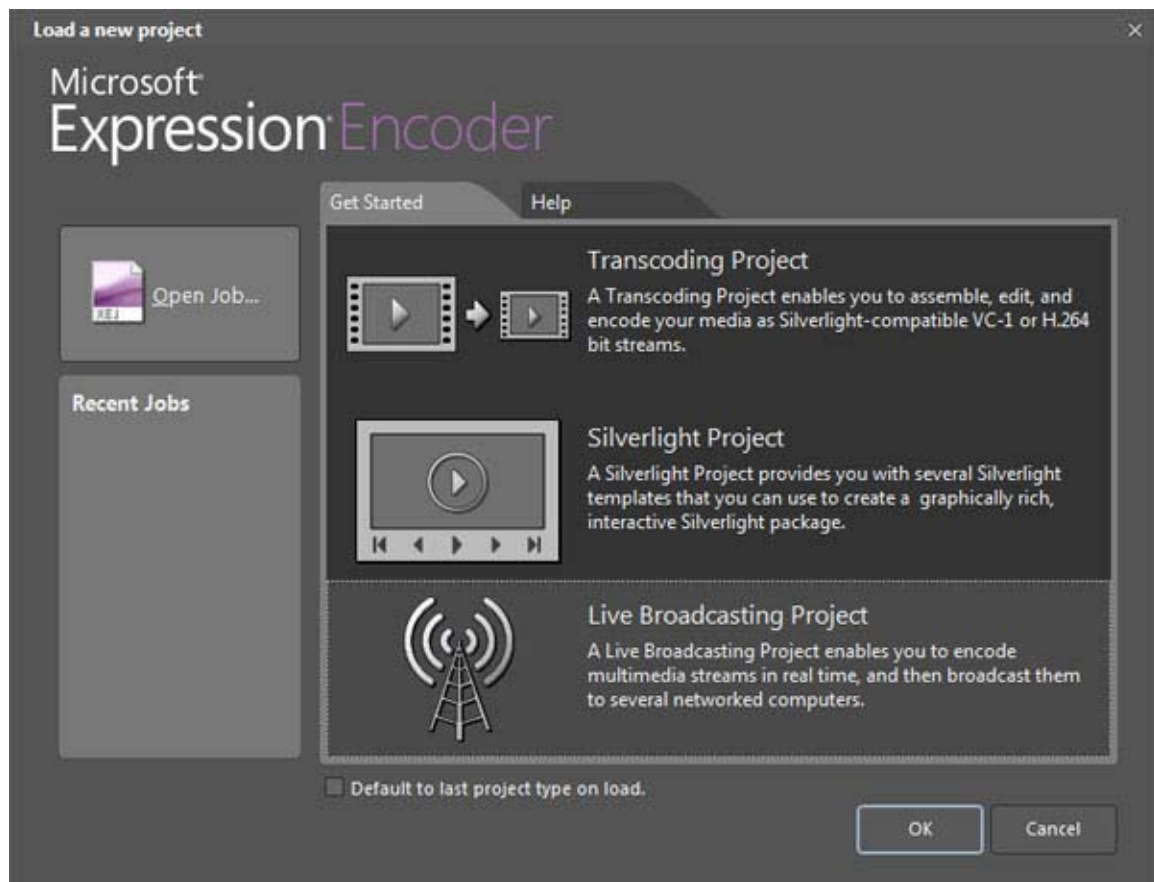


Windows Media Streaming (using Expression Encoder)

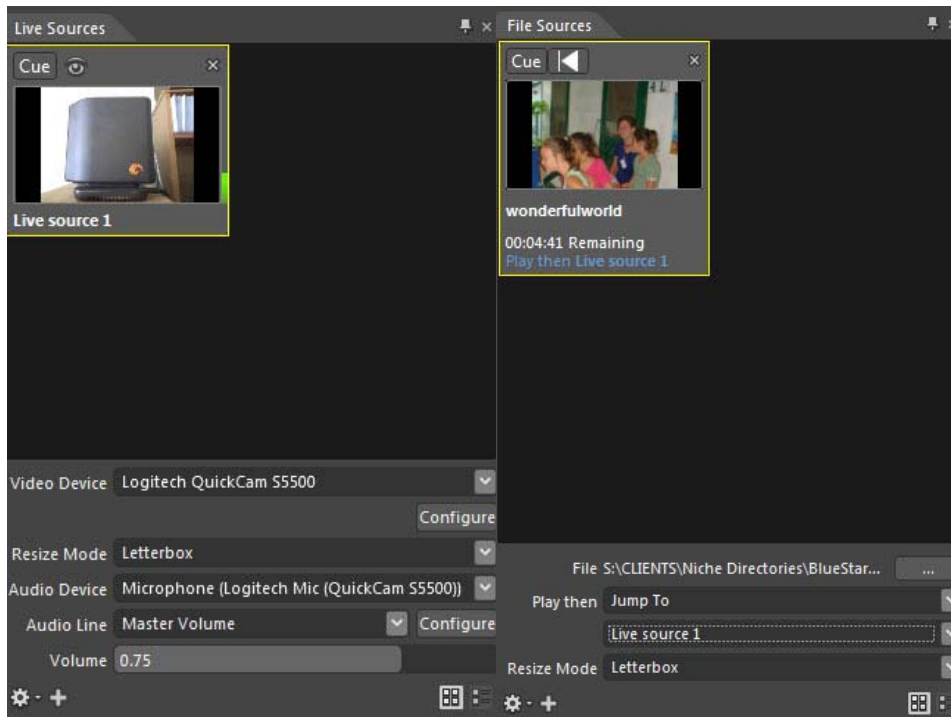
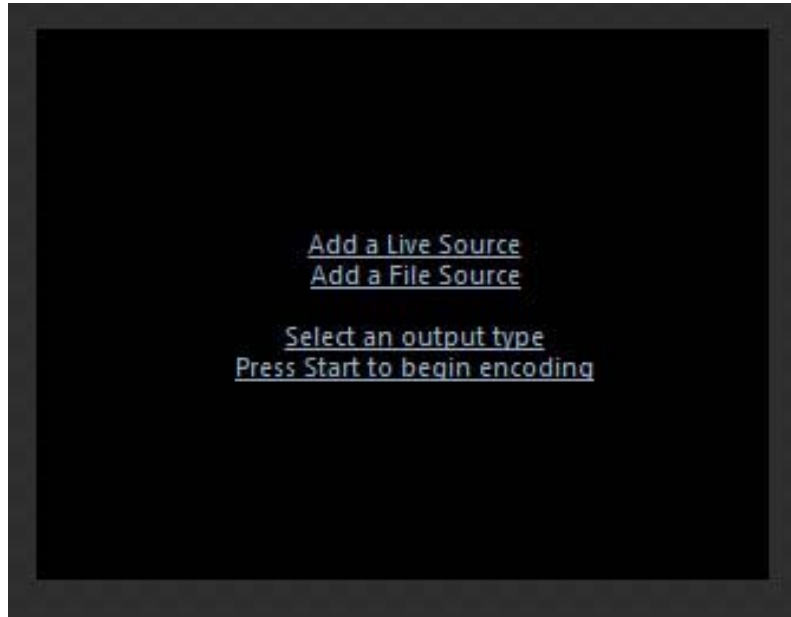
Our QuickStart guide will detail the procedures for live streaming with the Microsoft Expression Encoder, which can be downloaded - free of charge - from Microsoft:

http://www.microsoft.com/expression/products/Encoder4_Overview.aspx

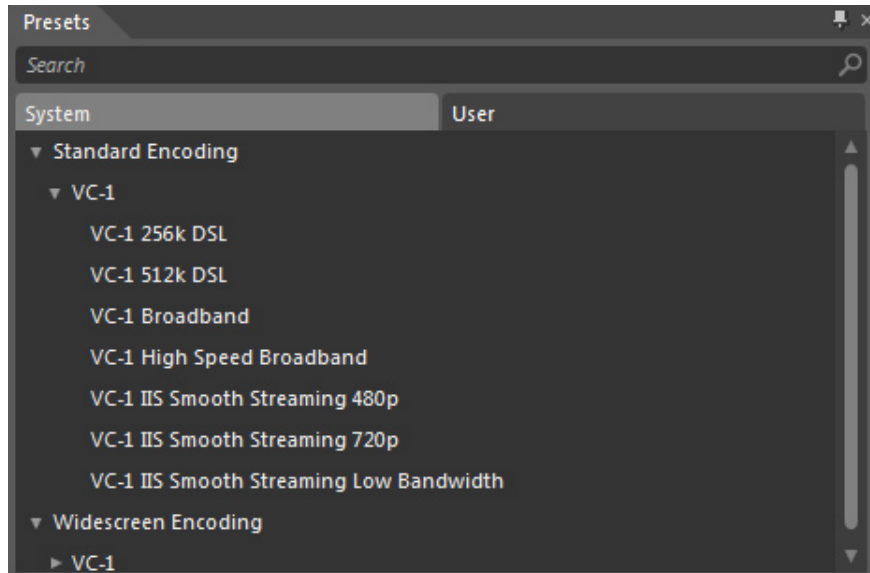
From the new project screen select "Broadcast a live event".
Then click the OK button.



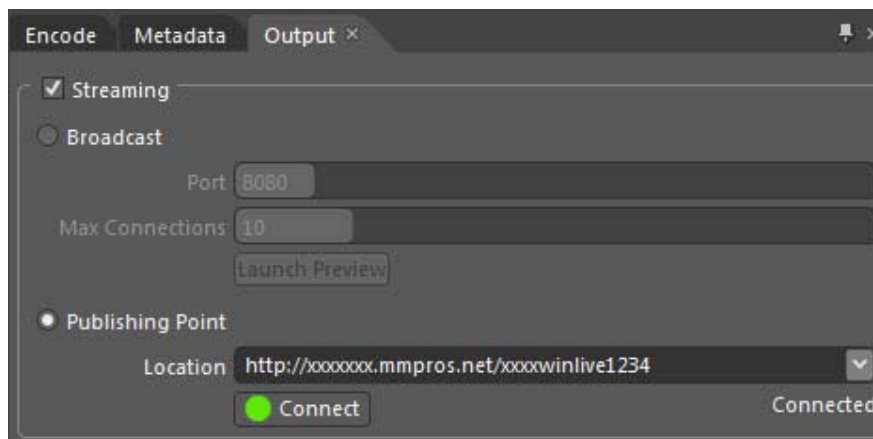
Select the device or devices you want to stream from. You can combine a live source and file sources as needed.



On the right side of the encoder, open the presets tab. Select an encoding rate that can be accommodated by your available upload speed and is able to be viewed by your intended audience.

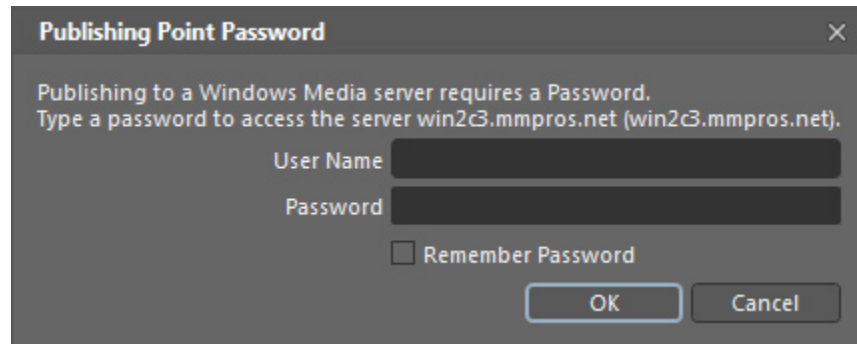


Next, select the output tab. Click Streaming and then enter your publishing point information from your streaming media control panel expression settings.



Please note that you should replace the “xxxxxxx” and “1234” above with your custom publishing point for your account.

A username and password window will pop up. Enter the username and password from your welcome email and click OK.



Click Start Encoding in the center of the encoder window to start your live broadcast.



There are two ways you can view your live stream. When you login to your control panel at www.StreamCasting.com/mediastats you will find links to open the stream in the Windows Media Player and code to embed the stream into a web page. Always use another computer to monitor the stream and perhaps have someone off-site connect as well. You may also contact our support department and we will be more than happy to tune in to view your test stream.

Step Three – Going Live!

On the day of your event, it is a good idea to do one last test. You will also want to start your stream encoding at least 15 minutes prior to the event start time in case you have early attendees tuning in.

If possible, it is a good idea to broadcast a “coming up next” message with music or other announcements to let viewers know they are connected to the correct stream.

If you have an on-demand account with us, we can also setup your account to play a pre-recorded audio/video message before viewers connect to your live stream. This could be an introduction or even a sponsorship commercial! Please contact our production department at production@multimediampros.com or 978-757-9000 x203 if you need assistance with creating these announcements. They would be more than happy to provide you with a quote.

We hope that this has been an informative guide to the basics of live streaming media events. Once you have completed your first event, the process will be more familiar to you.

We also provide you with real time statistics. Please note that each live connection will be counted toward the total only after the viewer disconnects from the stream. Links to these statistics are provided in your control panel. Good luck with your webcast!

Customer Technical Support
StreamCasting.com
support@StreamCasting.com