

LIVE

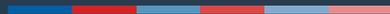
48K

Version 1.03



ULTIMATE LIVE STREAMING GUIDE

A COMPREHENSIVE GUIDE TO LIVE STREAMING, IT'S HISTORY AND STEPS FORWARD



Welcome

You have found one of the most comprehensive live streaming guides on the internet. This document outlines some of the most important steps forward for professional live streaming, guiding readers with a healthy knowledge of the industry's history.... We also include, glimpses into the future and actionable steps forward for video pros of any level with over 15 optional video streaming courses to supplement your learning. So please enjoy :)

About the Author

Chief Streaming Officer



▶ Paul Richards / *Chief Streaming Officer*

“Imagination is more important than knowledge”
- **Albert Einstein**

I am a Live Streaming Expert and Chief Streaming Officer for PTZOptics. PTZOptics is an industry leader in affordable live streaming technology. We host a live show on YouTube Live every Friday and we hope to help the world better understand live streaming and technology it takes to produce amazing video content!

- 8+ years in the industry
- Teaches 10+ live streaming / video production courses
- Over 3,000 students and 50+ positive reviews
- Produced over 100 live shows and events

Tips from the Pros

Don't miss the end of our guide for tips from these live streaming pros!



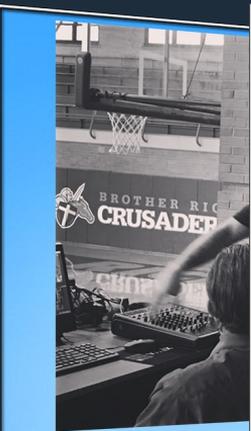
Andrew



Greg



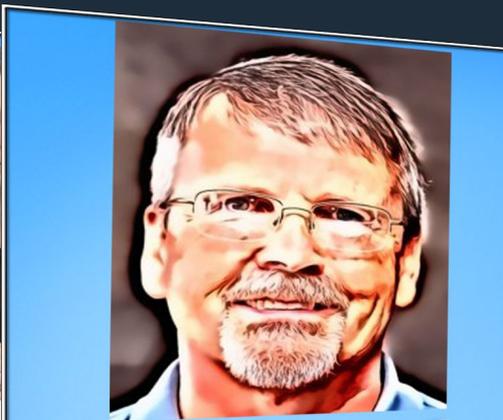
Jim Ba



John



Tim Vanc



Tom Sinclair

Guide Outline

Rewind... Fast Forward and Go Live...

- ✓ History of Live Streaming
- ✓ The Facts (Infographic)
- ✓ Make the Right Choice - Software Overview
- ✓ Get the Essentials - Hardware Overview
- ✓ Hosting your own talk show
- ✓ Tips from the Pros

**BONUS: Promoting Live Streams
& Facebook Reactions!**

- 1 Let's take a quick look at history to understand how far the live streaming industry has come... Learn more at <http://history.ptzoptics.com>
- 2 The Facts... They are stunning. See just how massive today's social networks are and how they are leveraging live video to extend their reach.
- 3 Let's take a look at video production software. Where are the trade-off's for ease of use and advanced functionality?
- 4 Now let's take a look at commonly used video production hardware. Frame Grabbers, Live Streaming Appliances and much more...
- 5 Hosting your own talk show... This is becoming quite popular. Let's check out over 10+ live streaming courses and learn exactly how to host our live talk show....
- 6 Finally, let's promote our live events! Learn about the \$5 test where we judge the effectiveness of Facebook, YouTube and Twitter with varying results.

Live Streaming Industry

Important events in the history of live streaming

2000

For a more complete list of events please visit <http://history.ptzoptics.com>

2003

The game changing compression h.264 was first approved...



2007

Steve Jobs releases the first iPhone which supports live video in 2009.



Wirecast

2004

Wirecast 1.0 was released for Mac... The software live streaming market emerges...

2008

YouTube (started in 2005) hosts it's first live event.

2014

Open Broadcaster Software becomes the first free, open-source live streaming program.



Open Broadcaster Software

2016

Most Social Media Networks Support Live Streaming

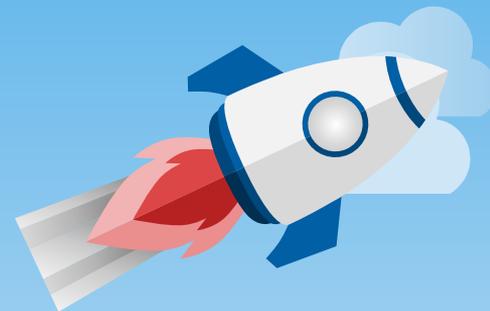
Facebook starts in August 2015... Followed by Twitter/Periscope, Instagram and more... Live Streaming is officially available to the masses....

2014

Youtube opens up live streaming to the public in BETA.

Live Streaming Takes Off

2015 was the tipping point for online video, 2016 was all about live, now it's time for 2017...



4Billion

Every day Facebook hosts over 4 billion video views

28M

"Cord Cutters" expected inside the US by 2019.

1/3

One third of internet users visit YouTube. Average time spent: 40 minutes!

3/3

Facebook, YouTube & Twitter... The top 3 social networks support live streaming...



facebook



You ~~Tube~~ LIVE



Print

While TV ads are stable, newspaper print advertising has fallen 52% since 2003.
Source #1



Photography

1 in 7 US americans are considered cord-cutters.
Source #2



Social Media

YouTube is the world's second largest search engine and second largest social media network.



Distribution

2015 was the tipping point for digital video distribution vs cable - Source #3

Mobile & Users

2016 is known as the Smart Phone takeover Year

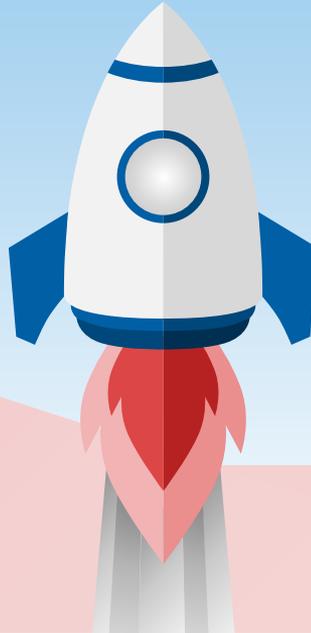
4G Mobile
Internet is
here....



More than 1 billion connections were made last year, and this figure is expected to increase to 2.6 billion in the next four years ([App Annie](#)).

1.4 Billion

A staggering 1.4 billion smartphones were sold in 2015 ([App Annie](#)).



3 Billion

More than 3 billion people worldwide now use the internet ([Time](#)), and 80 percent of them access it from smartphones (Smart Insights).

4.8 Billion

More than 4.8 billion people globally are expected to use a mobile phone by the end of 2016 ([CNBC](#)).



Live Streaming Levels

We all have to start somewhere! Here are the standard live streaming levels



█ Budget Available

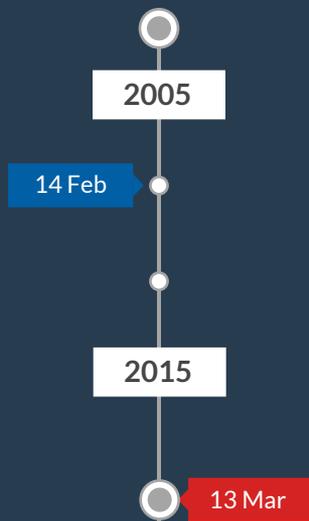
The Recent History of Live Streaming

For a full history see <http://history.ptzoptics.com/>



YouTube Started

According to a story that has often been repeated in the media, Hurley and Chen **developed** the idea for **YouTube** during the early months of 2005, after they had experienced difficulty sharing videos that had been shot at a dinner party at Chen's apartment in San Francisco.



Twitter Acquires Periscope

Twitter announces plans to acquire Periscope a live streaming application with plans to integrate into Twitter (finally finished by the end of 2016).

facebook

Facebook Adds Live Streaming

Shortly after Facebook's live feature launch the social media network reports "most users will watch live video for 3X times longer than regular pre-recorded video content" and starts to favor live video in news feeds.

8 Oct

2016

Nov'



Instagram Adds Live Video

While still in the early stages Instagram has now added live streaming to its platform. Instagram's recent success in social media should boost the ability for live streaming as a whole.

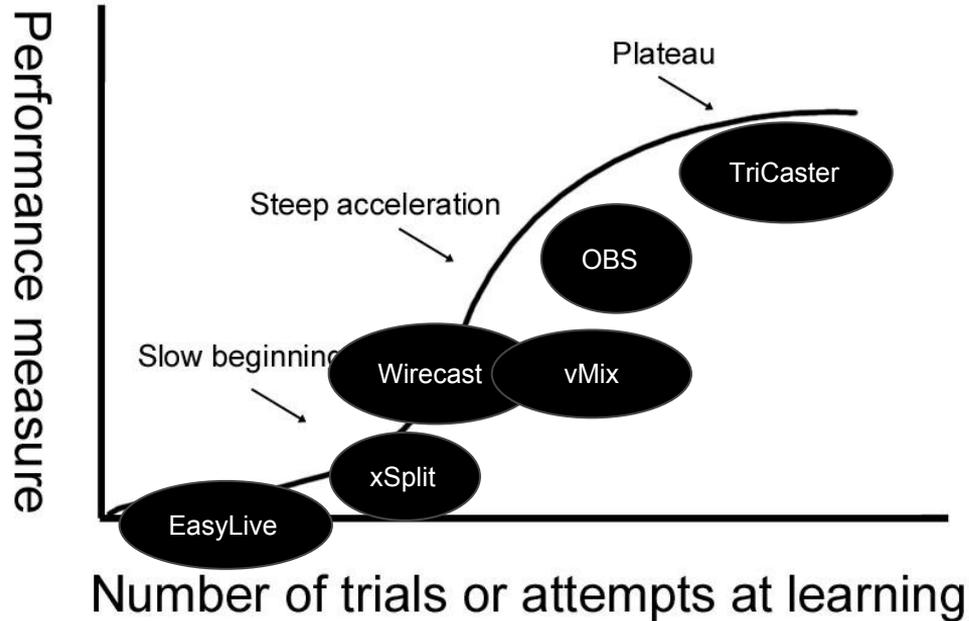
Software - Make the right choice

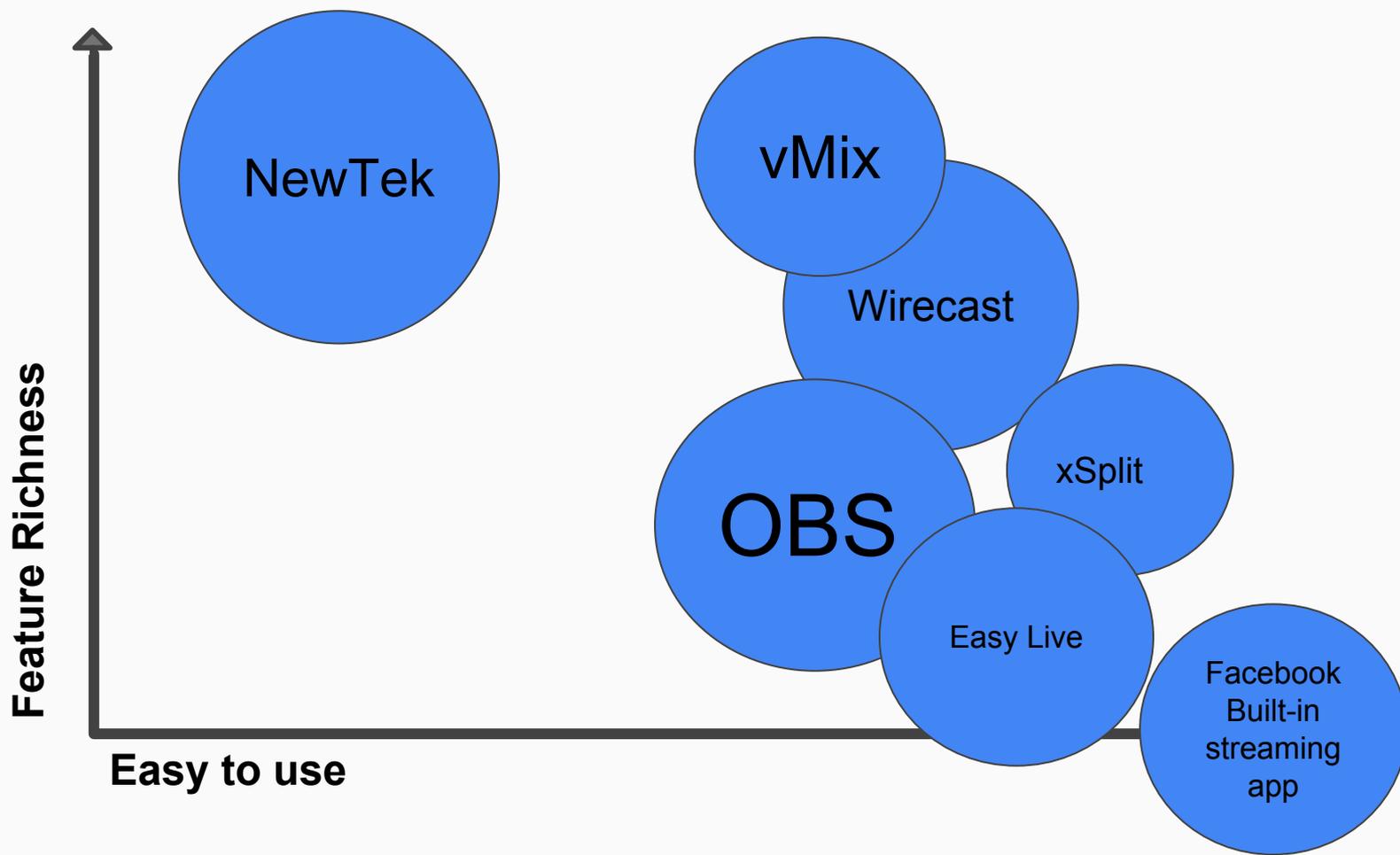
Choosing a live streaming software is like buying a tool kit. You need to determine the tools you need today and may need in the future. The follow graphs and subsequent video productions courses will give you a good idea of where the top live streaming software options fit into the market.



The more powerful the software the longer it takes to learn

It's so important to make the right decision on a live streaming software because of the time it takes to learn the platform.





Important Features

Some features to look for in live streaming software



Overlay Channels

An overlay is a layer you can use to overlay a piece of media over the main background. This about a talk show host that has supporting media displayed next to them as they present.



Streaming/Recording

OK, almost everybody has this feature. But look for resolution (does it support 4K, do you really need that)?
Can you make short recording during a live show for instant replay?



Virtual Webcam

This is also called “External Output”. A virtual webcam is an amazing feature which allows you to create a webcam output you can select in software such as Skype. Allowing you to provide return video to your video conference participants.



Great Support

It's important to think about support. Try calling the company and see if someone picks up the phone. Does the company have an active forum?

Looking for more detailed
information?

We have a whole section on
live streaming courses coming
up...

Hardware - The Necessities

Choosing a live streaming hardware can be tricky and we can't cover everything in this guide... But let's familiarize ourselves with some of the main tools live streamers are using to produce live shows...

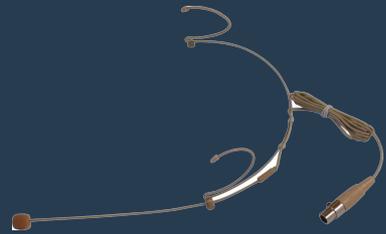


Live Streaming Hardware

Audio is King!

Microphones

Do not cheap out on the audio! That's one thing any professional will tell you. Audio is almost always harder to set up than video. Think about using a headset microphone to obtain perfect microphone placement with any subject. If you are hosting a live talk show you also have to think about your guests microphones. Want to hear some test recordings. [Check different microphones out here.](#)



Audio Interfaces

Ok, we have some nice microphones... Let's connect them up! If you are using a PC or MAC computer you will want to invest in a USB Audio Interface. Companies to look for are Behringer, Pre-Sonos and Focusrite. Want to hear some test footage? [See these videos.](#)



Virtual Audio Cables?

Yes, these are going to be invaluable! Virtual audio cables are ONLY available for Windows. But if you are using windows these can be used as both speakers and microphones... Meaning it's basically a way to pass audio back and forth between multiple applications... (Video Conferencing Software)

Learn more about [Virtual Audio Cables here.](#)

Live Streaming Hardware

Capture Cards, PCIe cards and more

Frame Grabbers

A must have testing tool for video... We love frame grabbers because their quality and durability of these devices have made troubleshooting a dream. Magewell and others have frame grabber solutions which take a digital video signal and convert it to USB. This allows multiple devices such as iPads, computers and cameras to be converted to USB for various applications.

See an [overview video here](#).



PCIe Cards

Building a live streaming computer... Check to see **how many PCIe cards you can use!** PCIe cards are the most affordable way to integrate multiple video capture solutions to a single computer. If you need more than 1 or 2 frame grabbers you should be looking into a PCIe capture card for reliability. PLUS, it's going to save you some money!

See an [overview video here](#).



Video Extenders

OK, we have a long cable run? What should we do? The best solution is to use a cable such as HD-SDI which can be run up to 300'. Cat-5 ethernet cable can also be run roughly 300' but some networks can introduce latency. If you are looking to extend cabling such as HDMI you will want to use a HDMI over Cat-5 extender.



Live Streaming Hardware

Cameras and Video Devices

Document Camera

Great for small object display... You may not be thinking about a camera to show off small objects but depending on the application a document camera can be ideal. We use document cameras for opening of the box videos and displaying paper documents such as building plans.



Static Cameras

Always ready when you need them! Static cameras are great for switching to a known location live! After about 2 years of customer requests PTZOptics built (2) box camera models for customers asking for our high quality optics without the Pan and Tilt features. This is ideal for known locations such as a court room area or wide video video. See an [overview video here](#).



PTZ Cameras

Pan, Tilt and Zoom cameras are changing the game in live streaming and video production! Perfect for capturing live action, a single PTZ camera can capture multiple views from a single location. Camera control (our next section) has come to all new productive levels. Now a single camera operator can control multiple cameras (from anywhere in the world).



Live Streaming Hardware

Camera Control for Pan, Tilt Zoom

Control Software

By far the most advanced control options come from Rocosoft... If you are looking for advanced camera controls to simplify your camera operation experience, check out our control software. From remote control anywhere in the world, to beautiful camera sweeps and pre-programmed actions you won't believe the power of this software!



HC-JOY-G2 RS-232 Joystick

Reliable camera control with Serial! The customer's have spoken! This is one of the industry's fastest selling PTZ joystick camera controllers! Learn why in the video below! Generation 2 added quick camera switching hot keys, improved layouts and much more... See an [overview video here](#).



IP Joystick Controller

Want to control 100+ cameras all across your network? It's possible! The IP Joystick was much anticipated joystick controller for anyone with cameras located in remote locations. Suddenly camera operators can connect, control and manage cameras across 1000's of feet, all connected over a common LAN network.



Looking for more detailed information?



The PTZOptics Playbook review detailed strategies for the top industries using live streaming and video production.
Download here: <http://ptzoptics.com/landing/playbook.html>

Hosting your own talk show...

Hosting your own talk show is now possible with the convergence of live streaming and video conferencing. Yes, you can basically do it for Free with Skype and YouTube Live! Before we dig into the details let's layout our free video production courses you can leverage to learn the basics...



Download our free coupon codes [here](#).

We have over 10+ live streaming courses available to help you better understand live streaming and video production.



Open Broadcaster Software - OBS Live Streaming Course

Mr Paul Richards, Chief Streaming Officer



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Introduction to Facebook Live Streaming

Mr Paul Richards, Chief Streaming Officer



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Open Broadcaster Software

A perfect course to start with if you are looking for a free solution.



Open Broadcaster Software Live Streaming Course

Mr Paul Richards, Chief Streaming Officer
★★★★★ (8)

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Introduction to Facebook Live Streaming

Mr Paul Richards, Chief Streaming Officer
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Facebook Live Streaming

Interested in getting the most out of Facebook's new live streaming platform? This is the course for you!

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<p>PTZOptics Camera Line Training Mr Paul Richards, Chief Streaming Officer ★★★★★ (0) Free</p>	<p>Black and White Live Streaming & Video... Mr Paul Richards, Chief Streaming Officer ★★★★★ (0) \$20</p>	<p>Using Drones for Live Streaming Mr Paul Richards, Chief Streaming Officer ★★★★★ (0) \$20</p>	<p>Introduction to Green Screens and Virtual Sets Mr Paul Richards, Chief Streaming Officer ★★★★★ (4) \$20</p>
<p>Live Streaming to YouTube - Tips & Tricks for Success Mr Paul Richards, Chief Streaming Officer ★★★★★ (1) \$20</p>	<p>Introduction to Live Streaming - Intermediate Mr Paul Richards, Chief Streaming Officer ★★★★★ (0) \$20</p>	<p>Introduction to Live Streaming - Hosting your... Mr Paul Richards, Chief Streaming Officer ★★★★★ (7) \$20</p>	



Wirecast Video Production Software

Interested in stepping up your game on any Mac or PC? Check out our Wirecast Course! *This course is not free.. But we give you \$20 off of a Wirecast license



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Green Screens and Virtual Sets

Having trouble getting your Green Screen to look right? This course is dedicated to green screens and virtual sets!



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Interested in using
YouTube Live?

Get the most out of YouTube
live with this video tutorial
series.



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Intermediate Live Streaming...

OK, now you are ready to start branding and getting into more details for setting up your live show.



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Hosting your own talk show!

—
OK, this was the popular one...
And we dig into the various
ways you can set up your own
live talk show!



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LIVE



Andrew Hall



Gregory Elliott



Jim Baskin



John Basile



Tim Vandenberg



Tom Sinclair

Tips from the Pros

One of the most important steps in live streaming is learning from the Pros! Don't just talk to someone who wants to sell you equipment! Reach out to the people who actually host a live show and know the ins/out of what you are going to experience!

----MORE COMING SOON----

Tips from vMix

Tim from vMix | <http://vmix.com>

Live streaming was once an afterthought... in live video production but now it has turned into one of the biggest ways to distribute content. Streamers can now create HD broadcasts to rival big studios at just a fraction of the cost. Using off the shelf computers, cameras and capture devices allows anyone to piece together a great live production.



Tim is the host of the vMix live show alongside Martin Sinclair the CEO. Tim is the main tutorial and video content creator and vMix. He is a great resource and blog author at vMix, the video production software company. Like the vMix Facebook page here: <https://www.facebook.com/vmix.es>

Tips from vMix

Tim from vMix | <http://vmix.com>

We always recommend for people to plan out what they want from their live production....

This involves taking a look at some of the basics like their studio environment (size, lighting, noise) , how many hosts they have, how many cameras they need, and what kind of audio they plan on using. All this information will assist in working out what the need to purchase and what kind of workflow they'll need to create. We find that many people have old HD camcorders, HD webcams, microphones and lighting in closets or friends that can loan them. This is handy for the budget conscience. Once you know what equipment is available, producers can look at purchasing reliable video equipment. It is always best to purchase equipment recommended equipment that is listed on your encoder's website!



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Tips from vMix

Tim from vMix | <http://vmix.com>

Before you start creating your production, take a look at other live news, sports and talk show on TV or online....

That will give you a great idea of elements that can include in a production. Most live shows are fairly simple and will include a basic opening and closing/credits video, lower third titles and perhaps some other video elements. These elements will be the cornerstone of your template that can be used each time you stream. Your video intro/outro can be created in a video editing program or purchased online and your lower thirds can be easily created in a program like Photoshop.



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Tips from vMix

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Once you have your studio, equipment and production elements together you just need to work out your content...easy right?!

Creating a script can make things whole lot easier and will provide cues for segments and content. Make sure that your content is relevant to your audience and something that people will want to stick around to watch. Audience engagement is important so use a chat room or social media integration platforms like vMix Social.



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Tips from Wirecast

Andrew Haley is the live streaming evangelist at Telestream | <http://telestream.net>

Test, Repeat, Then Test Again:

Give yourself plenty of time to properly setup and test, test, test everything. Don't assume you'll just walk in an hour before an event and setup your microphones, cameras, your internet connection, outbound destinations, titles and content and everything will work perfectly — especially if you've never streamed from that location before. I know many live stream professionals who arrive 2 days before they need to be live. They give themselves one day just to setup all their equipment, and another whole day to test and troubleshoot.



Andrew Haley is the live streaming evangelist at Telestream. He hosts a live show on Facebook called "Wirecast Live" you can check out the schedule and like the Facebook page here:

<https://www.facebook.com/wirecast>

Tips from Wirecast

Andrew Haley is the live streaming evangelist at Telestream | <http://telestream.net>

Backup Internet Connection:

Internet and consistent upload bandwidth is the single most important factor in a live stream. Without a good solid connection, you are dead in the water. You can always capture or record the event “offline” and post it later, but you won’t be “live.” Having a reliable “plan B” for your internet connection is important. Streaming a backup stream on a separate connection can be an effective strategy and save you if your primary internet connection is interrupted. Cellular modems or additional internet lines are common ways to accomplish this.



Andrew Haley is the live streaming evangelist at Telestream. He hosts a live show on Facebook called “Wirecast Live” you can check out the schedule and like the Facebook page here: <https://www.facebook.com/wirecast>

Tips from Wirecast

Andrew Haley is the live streaming evangelist at Telestream | <http://telestream.net>

Different Content Streams Differently:

Lastly, the content and complexity of your live stream has a HUGE impact on your bandwidth and encoding needs. If you are streaming a football or basketball game with moving cameras and lots of action, for example, you will need a lot more bandwidth than if you are streaming a set of powerpoint slides. Try to find the sweet spot between your content, your streaming resolution/size, and your bandwidth availability. It may be that you need to stream your sports game at a lower resolution to maintain quality standards even on a fairly robust internet connection. Whereas on another, slower connection you can get away with HD resolutions because the content is very stationary. It's all situational... which brings us right back to testing and giving yourself plenty of time to do it.



Andrew Haley is the live streaming evangelist at Telestream. He hosts a live show on Facebook called "Wirecast Live" you can check out the schedule and like the Facebook page here: <https://www.facebook.com/wirecast>

Tips from VideoGuys

Proudly Service Video Production Professional for over 30 years | videoguys.com

Going Live is easier than ever before,
but there are still a handful of things you should know. First, you will need content. A simple idea can take you a long way. Ask yourself how you want to format the show, do you want a vlog? A series or serial? Next, you will need to think about what gear you will need and how much money you are willing to spend. The options are almost endless, if you're wallet is bottomless. Remember, creating content is a creative process, don't feel like you have to do it all alone.



Jim Bask is the marketing expert at VideoGuys.com and has been featured on PTZOptics Live multiple times. He is an expert in various product lines including: NewTek, Wirecast, Epiphan and many more...

See our latest live show with Jim here:
<https://www.youtube.com/watch?v=Harh8KP3jFO>

Tips from VideoGuys

Proudly Service Video Production Professional for over 30 years | videoguys.com

Collaboration is just as important as the content.

Here at Videoguys.com we always work together on every aspect of production, from shot selection to the wardrobe. Now, that you have an idea of what you want to do and the equipment to do it, we recommend browsing the internet for tutorials on lighting, camera angles, and running sound. Also a good idea to do a few tests before you actually go live, make sure you know how to use all of your equipment. Finally, you are ready to go live. Going live can be nerve racking, it's always a good rule of thumb to have a rehearsal, not only for talent but also for tech.



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Tips from VideoGuys

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Run the show, and make sure your cuts are smooth,

remember just because you're not in front of the camera doesn't mean it's not a performance. You will want to have your microphones muted when you're not in the show. Make sure you've cut before you start swearing about an issue that happened. Don't be hard on yourself, things go wrong all the time when going live. The magic is how you overcome them. You will want to test everything at least twice. Yes, everything. Once you are finished, make sure you cut the stream. Another good thing to do, is record your media as well, that way you have it. In case you want to create a reel, learn from your mistakes, or if



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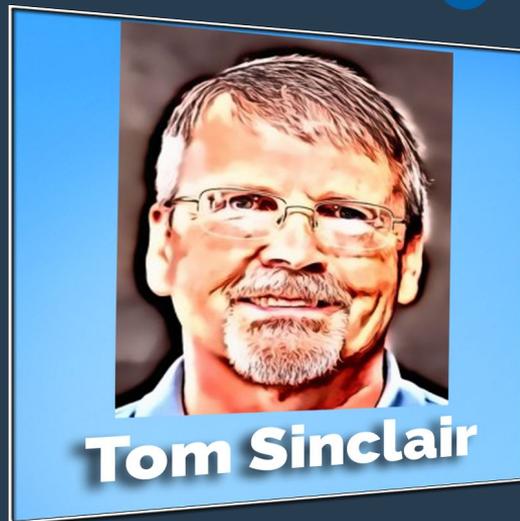
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Tips from Tom Sinclair

The Host of Streaming Idiots | <http://easternshorebroadcasting.com>

Talk to as many people as you can... that are already streaming. Not folks who want to stream one day, or who sell streaming equipment, or who sell themselves as coaches. Talk to folks that have nothing to gain by talking to you. They will tell you what works and what doesn't.

When buying equipment (cameras, mixers, mics, PC's, streaming software) research your purchases thoroughly. Read all the reviews on the web you can find, especially the bad ones. Find the manufacturer's support forum and read through what real users say. Know what you're up against. Then buy it used on eBay.



Starting with the cutting edge That VidBlaster Guy! show in 2012, Tom Sinclair branched out creating Streaming Idiots in 2014 to cover even more of the emerging live streaming industry. He produces special live video events like his popular Round Table series. Tom uses his streaming PC's as test beds for new software, cameras, and components. See all of these show on [YouTube](#).

Tips from Tom Sinclair

The Host of Streaming Idiots | <http://easternshorebroadcasting.com>

Test everything. Test it again. Test it again.
And again. And again....

Each time you'll learn something new. Maybe something that works great. Maybe something that doesn't work well at all. Audio is important. Spend lots of time learning and getting comfortable with your audio equipment. And test, test, test.



Tom Sinclair

Starting with the cutting edge That VidBlaster Guy! show in 2012, Tom Sinclair branched out creating Streaming Idiots in 2014 to cover even more of the emerging live streaming industry. He produces special live video events like his popular Round Table series. Tom uses his streaming PC's as test beds for new software, cameras, and components. See all of these show on [YouTube](#).

Tips from Tom Sinclair

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Do a dress rehearsal with no audience and record it. Make an error?

Keep going just as if you were live. Then force yourself to watch it and take notes. Get someone not related to you to watch it and give feedback. Do an Alpha broadcast. A real, live broadcast, but with a limited audience. Get their feedback. What did they like? Was it too long? (that's bad) Was it too short? (that's good) Was it too loud, too soft, too scratchy or squeaky or echo-y?



Tom Sinclair

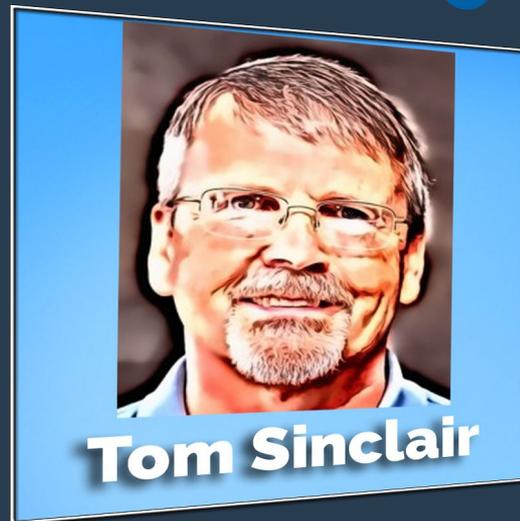
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Tips from Tom Sinclair

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Use a free site like YouTube to broadcast live and record. Embed it on your website. Ask for feedback.

Find a way to communicate with you audience. Live chat room? Email list? You'll want to send them notices of special events. Have fun!



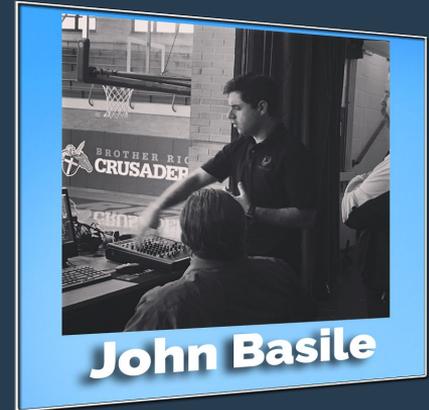
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Tips from the StreamDudes

The StreamDudes | <http://streamdudes.com/>

Evolving technology and integration into social media platforms,

is now making it easier than ever for people to stream their content. Mobile devices and consumer-grade equipment are great places to start, but the quality of the stream might be less than desirable. Although you can stream from a mobile device (or other consumer-grade product), it is simply not designed to yield the best results.

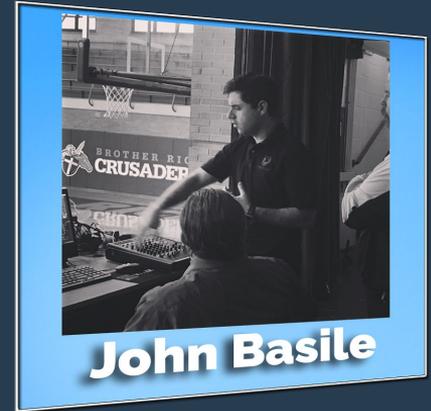


Here at Stream Dudes, we draw on our decades of real-world production experience to create workflows tailored to meet any need or budget. Whether your content is live or prerecorded, we make delivery to your audience possible. From lens to screen and all points in between, we provide the tools and knowledge to make it work. Call us at (715) 972-3833 for expert advice and simple solutions. < >

Tips from the StreamDudes

The StreamDudes | <http://streamdudes.com/>

While new webcasters tend to use mobile devices, as an easy starting point, we find that many producers simply want to add more elements to their stream. This is why we tend to recommend moderately priced gear that is purpose built for streaming and video production. After all, it is determining what you want your viewers to see that will dictate what gear you will need.

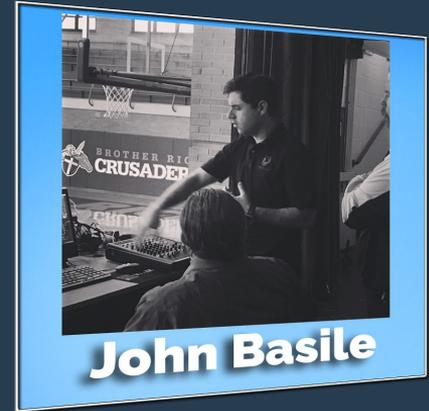


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Encoding and compression take its toll on a video, (and audio) signal. Having a quality encoder (either physical or a professional software) that you can adjust the bitrate and encoding settings will allow you to control the quality and get better results. This also ties in with how available upload bandwidth will also determine the quality of which you can stream. We always recommend having a ratio of 1.5x bandwidth to streaming bitrate available for best results.



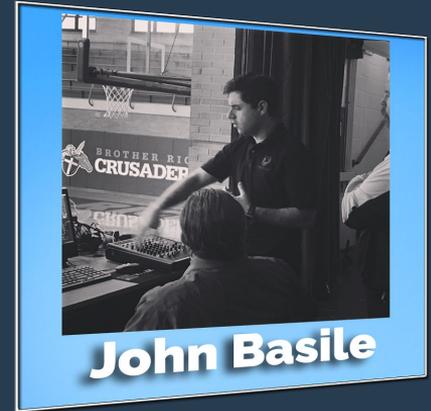
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Where you stream will make a difference as well. Although it is nice to stream to a “free” platform, your viewers (and your potential sponsors) might not appreciate the uncontrolled advertisement during a broadcast. Free platforms are a great way to hone your streaming skills (and yes- you need to practice) and dial in your streaming equipment. There is nothing wrong with free per se’, but your viewers might have a better experience when streaming to a professional streaming platform.

To learn more or to find the best gear to improve your webcasts, contact the Stream Dudes at 715-972-3833 or [visitwww.streamdudes.com](http://www.streamdudes.com)



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Tips from DACAST

DaCast | <http://Dacast.com>

Choose the right monetization tools.

Monetization is generally based on three models: advertising-supported (including sponsorships), Pay Per View (PPV), and subscription. Advertising and sponsorships are ideal for events or channels that draw very large audiences. PPV video is great when the audiences are more modest and the content is unique. Subscriptions are most lucrative for regularly broadcast channels or a seasonal series of events. Using the paywall provided with our platform you can easily set up PPV or subscriptions, but we also offer the ability to integrate third-party players and paywalls with other monetization options.



Gregory Ellis

Gregory Ellis

Vice President

Greg serves as Vice President, Sales and Business Development. With 25+ years of technology sales management in video content delivery at Ipera, Intvo, Awind, NCP, Tellus, Macrovision. BS & MSEE from U. of Kansas.

Tips from DACAST

DaCast | <http://Dacast.com>

Pre-sell at least a month in advance and promote...

All of these revenue generation models depend upon having a good audience. That means that marketing and promotion remain the biggest part of the success for any monetized live channel or event. To give your audience time to buy, start pre-selling access to your event well ahead of time. Use standard methods like email, direct mail, social media, word of mouth, website posts, etc. to get the word out about your event or channel.



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DaCast | <http://Dacast.com>

Make purchasing easy

With every additional step required to purchase something, customers have another chance to decide they don't actually want to spend their money. To avoid this, choose a simple payment processing system or an integrated in-window paywall such as the one used by DaCast. If you use your own player and paywall, make sure you have clear links to instructions about how to walk through the buying process..



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Always have a replay option...

Always have a replay option. Live streaming is about global audiences, people aren't in the same hour of their day when the event happens live or simply cannot watch it on time. You will get a much bigger audience if you have a replay. If you're using our platform you can package your live event with your replay and promote it before, during and after your event.



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Promoting Live Streams

One of the most important steps in live streaming is learning from the Pros! Don't just talk to someone who wants to sell you equipment! Reach out to the people who actually host a live show and know the ins/out of what you are going to experience!

Promoting your live events with social media

Try the \$5 test out for yourself and find that not all social media advertising campaigns are equal.



Sample Marketing Campaign

1 Week Before - Ramp up promotion with higher budget on Facebook and YouTube

1-2 Days Before - Start Twitter Promotion through organic video upload advertising

Day of Event - Make sure advertising is set to expire on time - Email Marketing

After Event - Promote recorded material on YouTube with Adwords for best ROI on recorded video.

About this study

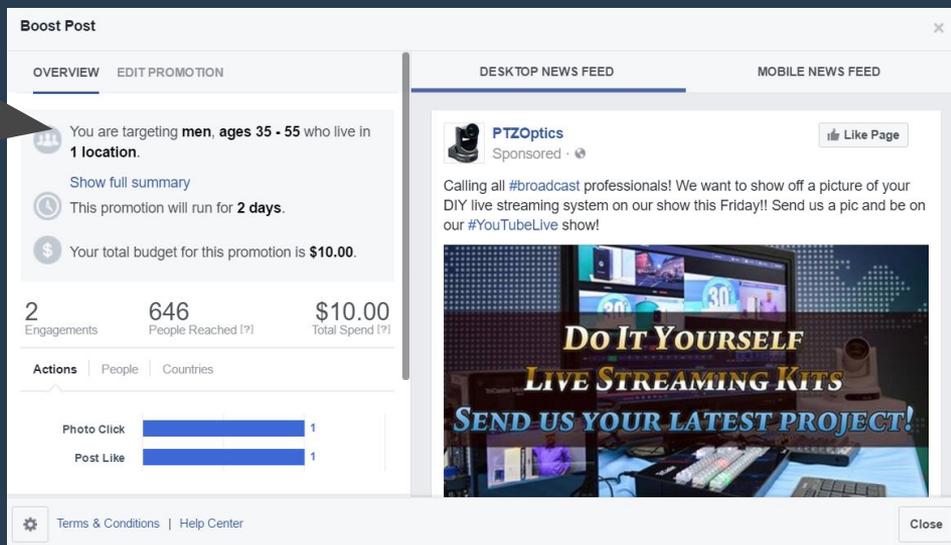
We spent over \$1,000 on social media advertising to promote our *live streams* and record ROI results...

For complete details on this study visit -
<http://ptzoptics.com/landing/social-media-live-streams.html>



Using Demographics

The most important factor for social media marketing, in my honest opinion, is audience segmentation. Each platform offers unique tools for "finding your audience" and marketing to them. So let's take a look at the ways we drill down in each platform to make our marketing dollars go further.



The screenshot displays the Facebook Boost Post interface. On the left, the 'OVERVIEW' tab is active, showing targeting information: 'You are targeting men, ages 35 - 55 who live in 1 location.' Below this, it states 'This promotion will run for 2 days' and 'Your total budget for this promotion is \$10.00.' Performance metrics are listed as 2 Engagements, 646 People Reached, and \$10.00 Total Spend. A bar chart shows 1 Photo Click and 1 Post Like. A large grey arrow points from the left towards the targeting text. The right side shows the 'DESKTOP NEWS FEED' with a sponsored post from PTZOptics. The post text reads: 'Calling all #broadcast professionals! We want to show off a picture of your DIY live streaming system on our show this Friday!! Send us a pic and be on our #YouTubeLive show!' The image for the post features a computer monitor displaying a live stream with the text 'DO IT YOURSELF LIVE STREAMING KITS SEND US YOUR LATEST PROJECT!' and a PTZ camera on a desk.

Boost Post

OVERVIEW EDIT PROMOTION

You are targeting **men, ages 35 - 55** who live in **1 location**.

Show full summary

This promotion will run for **2 days**.

Your total budget for this promotion is **\$10.00**.

2 Engagements 646 People Reached [?] \$10.00 Total Spend [?]

Actions | People | Countries

Photo Click 1

Post Like 1

DESKTOP NEWS FEED MOBILE NEWS FEED

PTZOptics Sponsored · Like Page

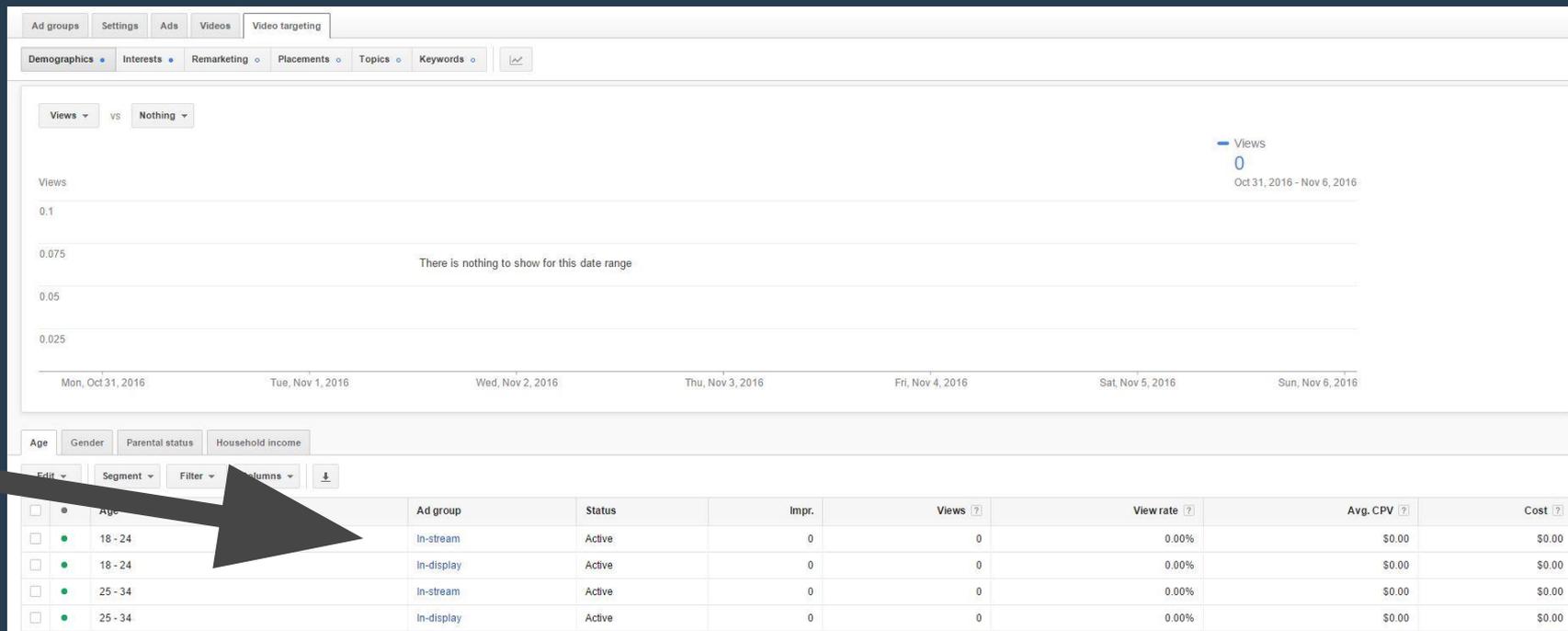
Calling all #broadcast professionals! We want to show off a picture of your DIY live streaming system on our show this Friday!! Send us a pic and be on our #YouTubeLive show!

**DO IT YOURSELF
LIVE STREAMING KITS
SEND US YOUR LATEST PROJECT!**

Terms & Conditions | Help Center Close

Audience Segmentation

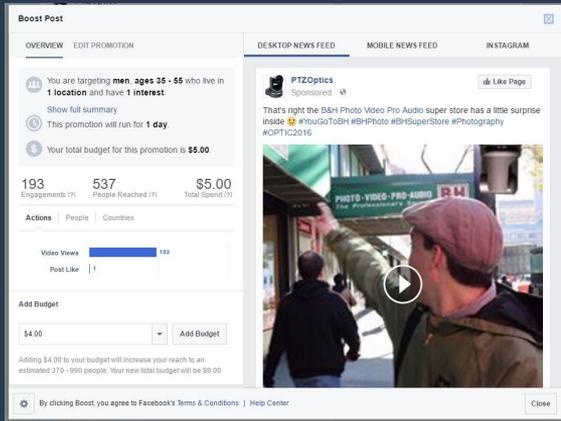
Google Adwords then allows you to further segment based on gender, location and age range



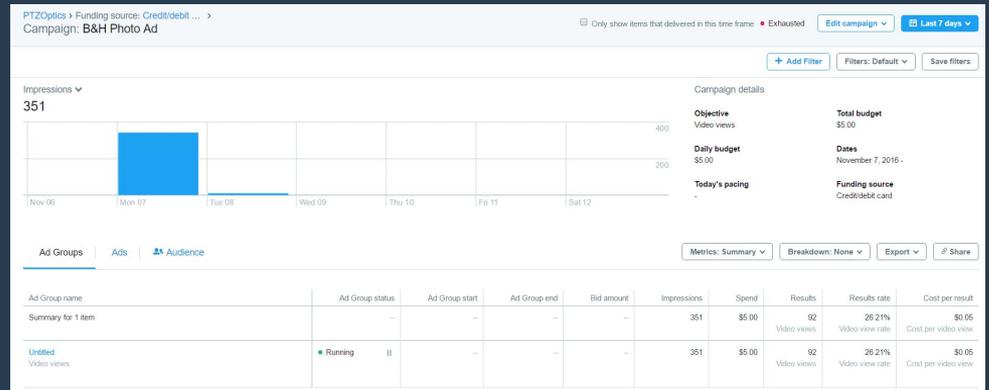
The \$5 Advertising Test Results

Testing your content with a small budget is always wise before launching an expensive campaign.

\$5 Test	Cost Per Click	Views
Facebook	\$0.03	193
Twitter	\$0.05	92
YouTube	\$0.04	201



The screenshot shows the Facebook Boost Post interface. On the left, there are statistics: 193 Engagements, 537 People Reached, and a \$5.00 Total Spend. Below these are buttons for 'Actions', 'People', and 'Countries'. A video player is visible with a play button. The main content area shows a sponsored post from PTZOptics with the text: "That's right the B&H Photo Video Pro Audio super store has a little surprise inside #YouGoToB&H #B&HPhoto #B&HSuperStore #Photography #CPRTCC2016". The post includes a video thumbnail and a 'Like Page' button.



The screenshot shows the Facebook Ad Performance dashboard for a campaign named "B&H Photo Ad". The dashboard includes a bar chart showing impressions over time (Nov 06 to Nov 12), with a peak of 351 impressions on Nov 07. On the right, there are campaign details: Objective (Video views), Total budget (\$5.00), Daily budget (\$5.00), Dates (November 7, 2016), and Today's pacing. Below the chart is a table with columns for Ad Group name, Ad Group status, Ad Group start, Ad Group end, Bid amount, Impressions, Spend, Results, Results rate, and Cost per result. The table shows one ad group named "Untitled Video views" with a status of "Running", 351 impressions, \$5.00 spend, 92 results, and a results rate of 26.21%.

Ad Group name	Ad Group status	Ad Group start	Ad Group end	Bid amount	Impressions	Spend	Results	Results rate	Cost per result
Summary for 1 item					351	\$5.00	92	26.21%	\$0.05
Untitled Video views	Running				351	\$5.00	92	26.21%	\$0.05

Views per \$1 are up
to 25X for *organic*
video!

Facebook Live Reactions!

FACEBOOK LIVE REACTIONS

Which platform has a better feature set for professional live streaming?

facebook 8

YouTube 12

PTZOPTICS
FACEBOOK LIVE EXCLUSI
BREAKING NEWS LIVE WINN

PTZOPTICS
LIVE

Facebook Live Reactions!

The Facebook Reactions is pretty amazing. There is nothing else out there like it right now... Huge boost for engagement and the potential use cases are still untapped, unexplored territory.

Learn more about how to use Facebook Reactions on our blog post here:

<http://live.ptzoptics.com/videos/facebooklivereaction/>

Download Our Free Guide Here!

Promoting **LIVE** Streams
on Social Media

A \$1,000 Study on Facebook, Instagram,
Twitter and YouTube

YOUR GUIDE TO PROMOTING
LIVE STREAMS

 **FREE GUIDE** ▶ Broadcast
Quality Made
Affordable

<http://ptzoptics.com/landing/social-media-live-streams.html>

Thank you... Good Luck...

We live stream tutorials and industry interviews
every Monday on Facebook and Friday on
YouTube

11AM PST | 2PM EST

Sources:

1. Pew Research - <http://www.pewresearch.org/fact-tank/2014/03/26/5-facts-about-the-news-business-today/>
2. Pwe Internet - <http://www.pewinternet.org/2015/12/21/4-one-in-seven-americans-are-television-cord-cutters/>
3. Forbes - <http://www.forbes.com/sites/nelsongranados/2015/12/16/2015-the-indisputable-tipping-point-for-digital-video-distribution/#4206a2c474cc>
4. App Annie - <https://www.appannie.com/insights/mwc-2016-top-stats-show-growth-mobile-market/>
5. Time - <http://time.com/money/3896219/internet-users-worldwide/>
6. Mobile Business Insights - <http://staging.mobilebusinessinsights.com/2016/06/twenty-surprising-mobile-stats-for-2016-the-smartphone-takeover/>
7. CNBC - <http://www.cnbc.com/2015/11/09/forrester-mobile-predictions-for-2016.html>





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