



## **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](mailto: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.

If you need a video capture device, please check out the Dazzle Video Capture Device. It is a converter that takes in various video devices (cameras, DVD players) and converts them to a USB output so your computer can recognize the video. Learn more here:

<http://www.pinnaclesys.com/publicsite/us/products/dazzle/dvd-recorder-hd/>

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

### **Step Two – Encoder Setup & Testing**



#### **Live Streaming Video Software**

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:

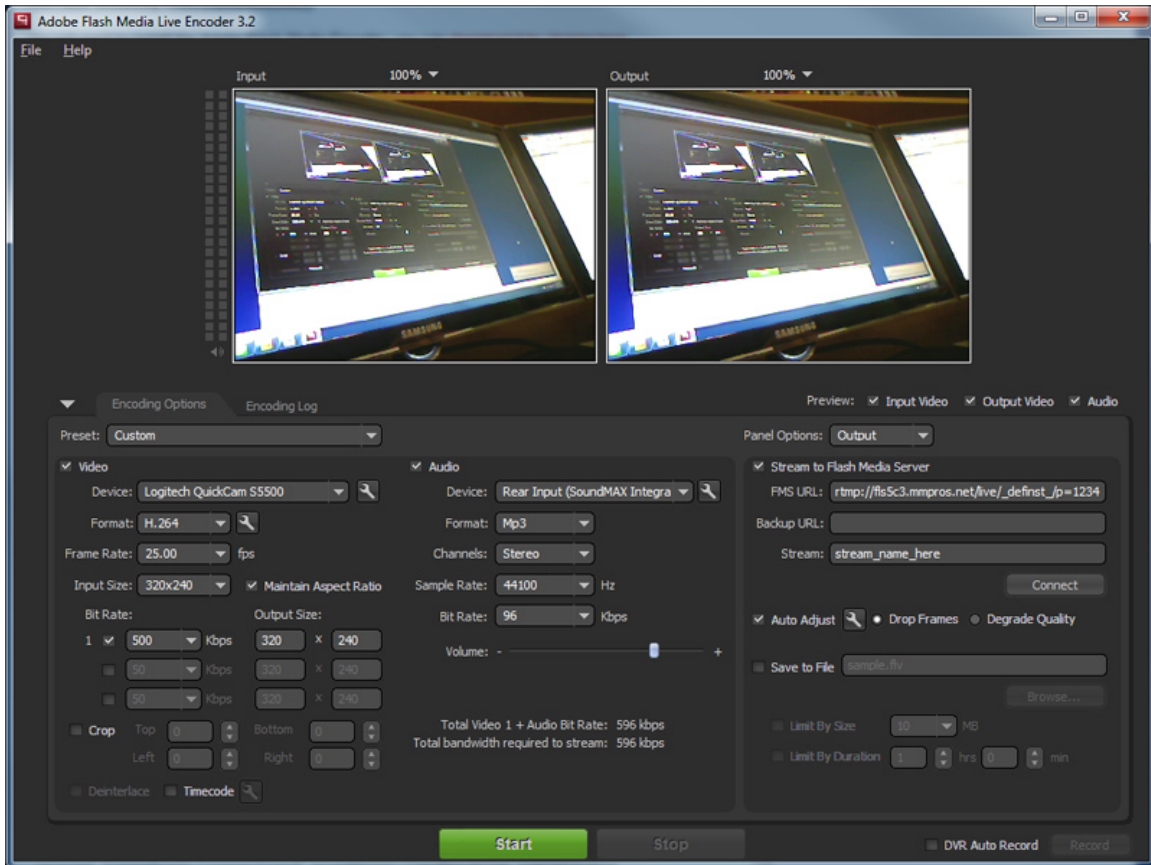
<http://www.adobe.com/products/flash-media-encoder.html>

They will ask you to register but that also is free.

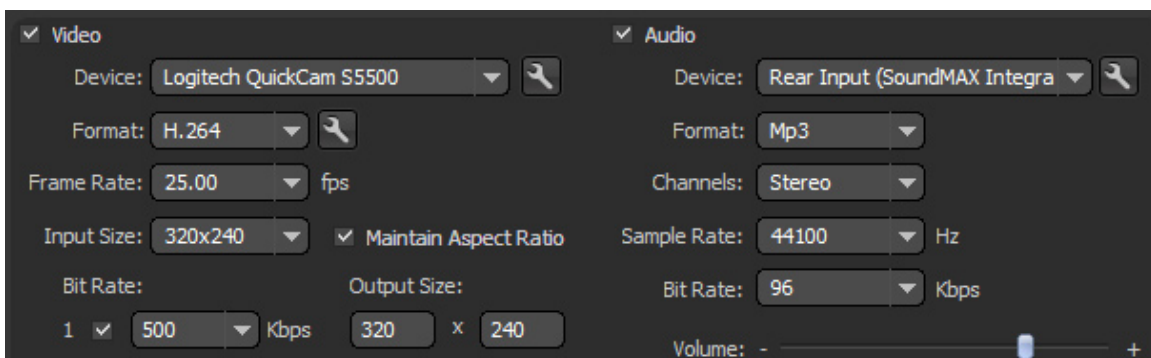
When you launch Adobe FMLE, it will automatically detect audio and video devices available on your system. If you have multiple devices present, you can

decide which to use by selecting them from the device pull downs on the left side on the Encoding Options tab.

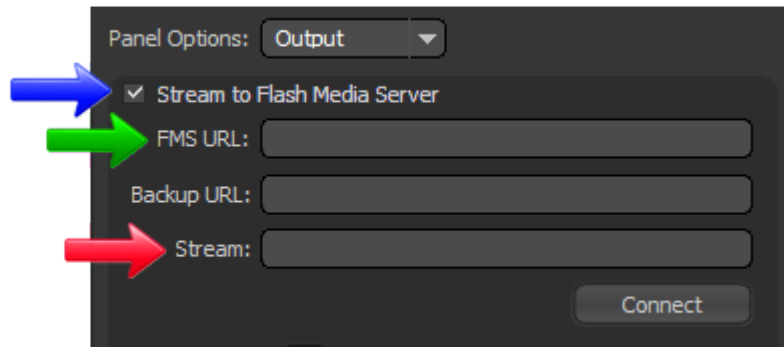
This is also where you will select the format (h.264), video size, bit rate, and frame rate for encoding your video. The Adobe FMLE comes with encoding presets for low, medium, and high bandwidth bitrates. We suggest choosing the preset closest to your available upload bandwidth and then making any adjustments 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. You can select MP3 for the audio on a PC or AAC on a Mac.



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.



If you have requested we set your account up to record to our cloud server network, then you should consider using a unique name for each stream. Always make sure the stream name in the encoder and embedded player code match, including the 'mp4:' prefix. 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.

## **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. Our team can make suggestions on software that lets you add titles, music, logos and even a scoreboard to your finished product. One such program is VidBlasterX. Learn more here:

<http://www.vidblasterx.com/>

Most programs that offer these features, such as VidBlasterX or WireCast are not free of charge. They are all 100% compatible with our network.

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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 detailed 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**  
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