

A photograph of a church interior, likely a sanctuary or chapel, with a high ceiling and wooden pews. In the foreground, a white PTZ camera is mounted on a wooden surface, possibly a pulpit or altar, with its lens pointing towards the front of the church. The background shows people seated in the pews, and a large screen displaying text is visible at the front. The lighting is warm and ambient.

Version 1.01

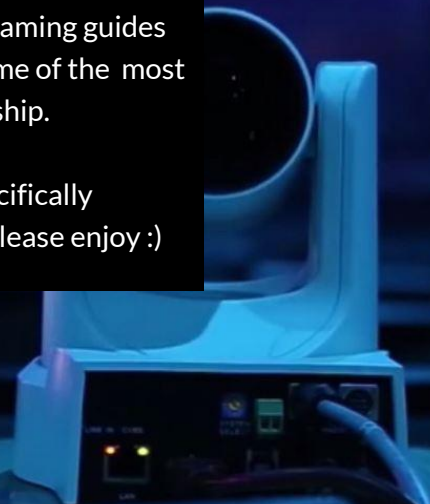
Essential Guide to Church Live Streaming Equipment

A COMPREHENSIVE GUIDE TO LIVE STREAMING EQUIPMENT FOR CHURCHES

Welcome

You have found one of the most comprehensive live streaming guides for churches available today. This document outlines some of the most important technology available today for houses of worship.

We also include, an optional video streaming course specifically designed for churches 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

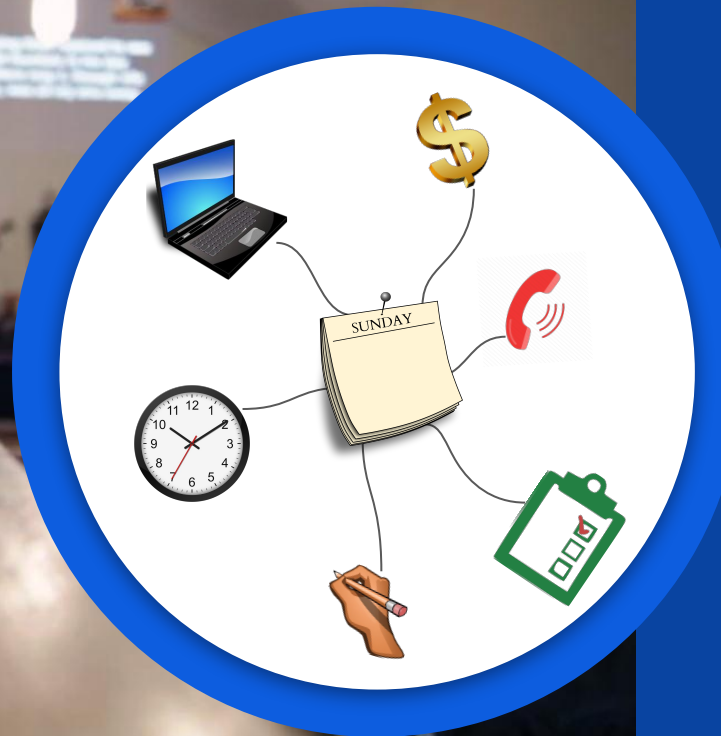
Should Churches Really Live Stream Services?

Absolutely!

The entire staff of a house of worship works tirelessly each week for a few hours of one day, the day of service.

Take advantage of the opportunity to make the most out of your hard work.

Maximize Potential and Exposure!

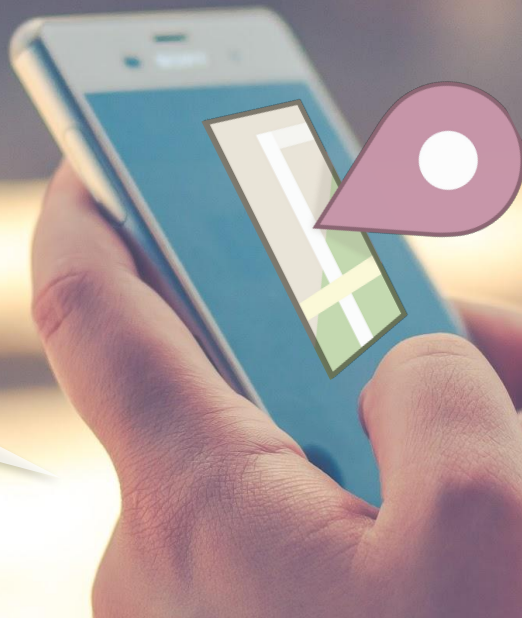


Tip from a Pro

The Tom Sinclair of Streaming Idiots

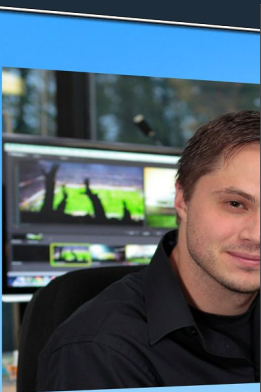
You target audience is likely local people & friends and family of dedicated current members. Take advantage of that, and geo location!

During services, encourage your members to check into your HOW on social media so family members and friends will be notified of your church, service, and stream. If you're streaming they'll then be able to tune in live!



Tips from the Pros

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



Andrew



Greg



Jim



John



Tim



Tom Sinclair



Guide Outline

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

- ✓ Step by Step Guide
- ✓ Live Streaming Software
- ✓ Live Streaming Features to Know
- ✓ Get the Essentials - Hardware Overview
- ✓ Church Case Study
- ✓ 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.



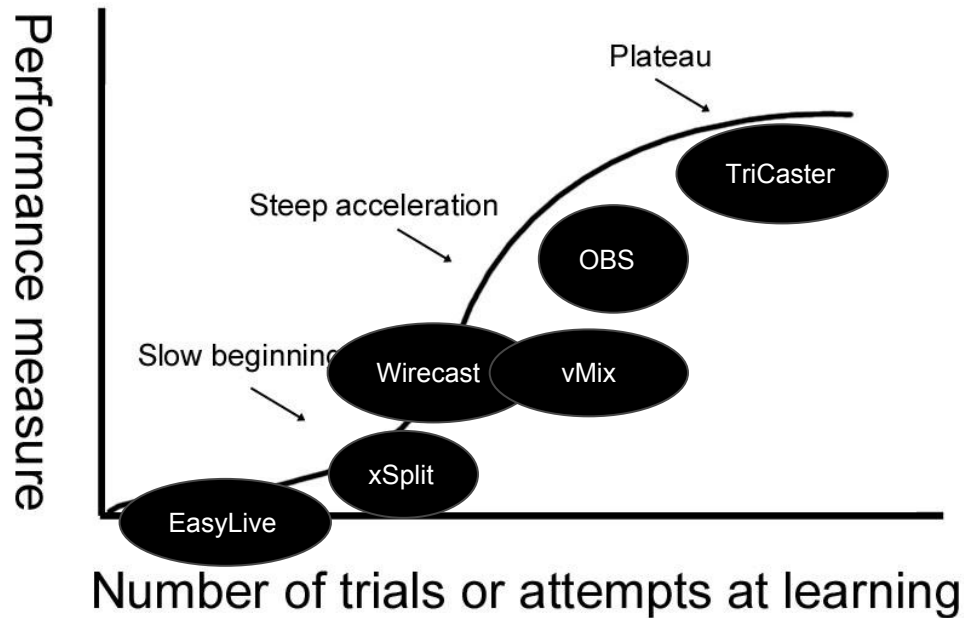
Software Make the Right Choice

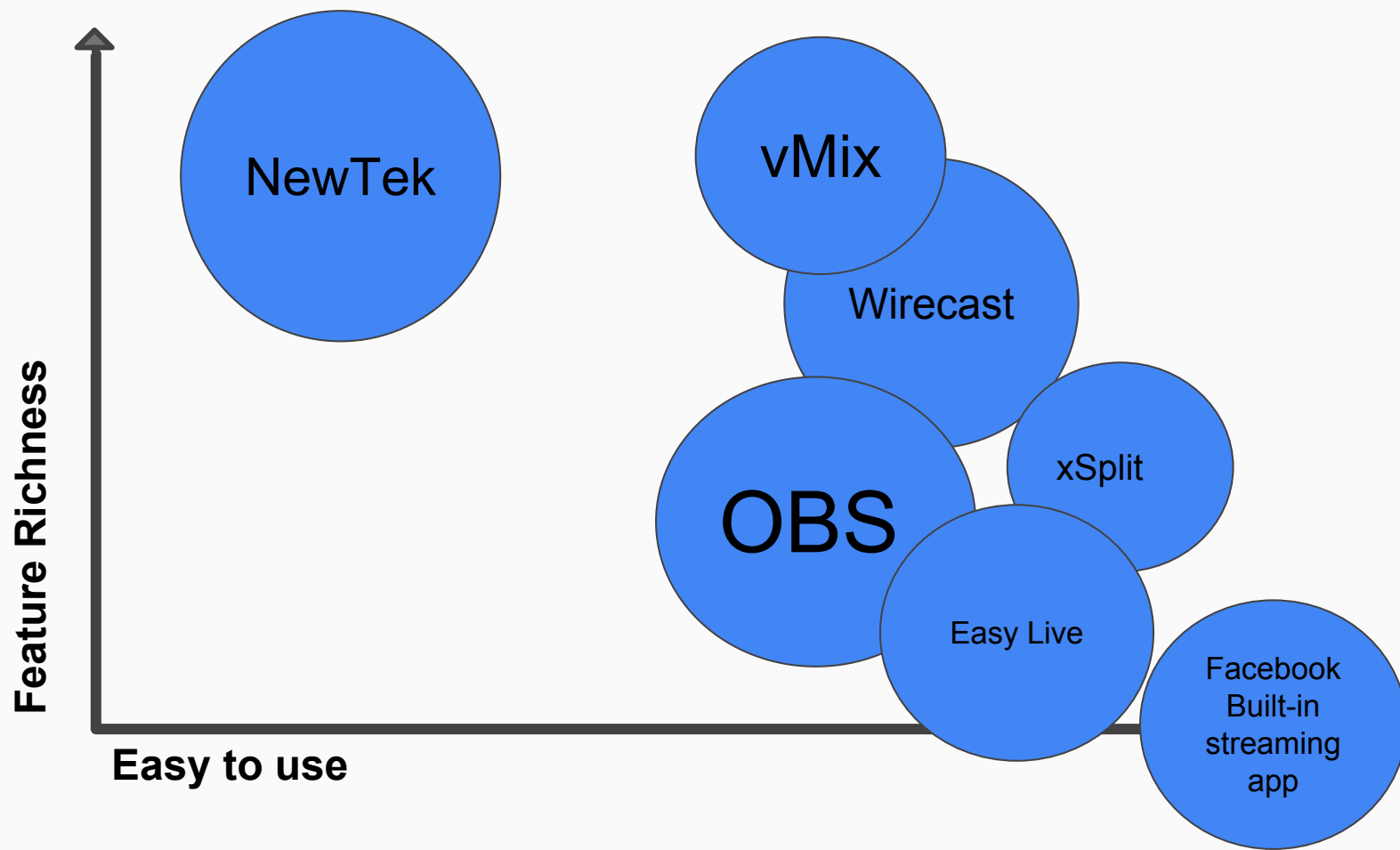
Choosing a live streaming software is like buying a tool kit. You need to determine the tools you need today and may need in the future. The follow graphs and subsequent video productions courses will give you a good idea of where the top live streaming software options fit into the market.



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.





Presentation and Control Software

Audio Mixer and Touch Screen Controls

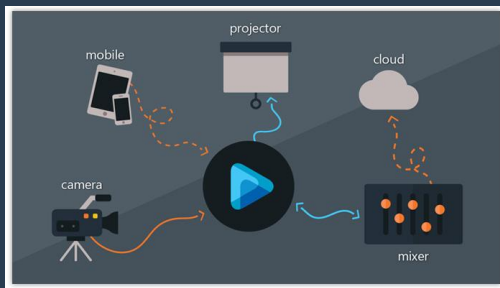
Pro Presenter

ProPresenter is a cross-platform (Mac and Windows) lyric and media presentation package built specifically to make high-quality live productions easy – including worship gatherings, sporting events, conferences, or studio broadcasts. ProPresenter operators control presentations on one screen, while dynamically presenting to an audience on one or more additional outputs.



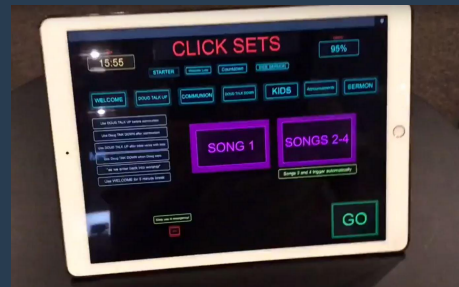
EasyWorship

EasyWorship began as a software solution for churches to amplify the worship experience from the sound booth to the stage. From bringing you the best church presentation software, worship media and customer support we can offer, we propose to do everything with excellence and bring glory to God.



TouchOSC

TouchOSC is a modular OSC and MIDI control surface for iPhone, iOS, iPad and Android Devices. Churches are using this easy software to automate everything from camera lights, to PTZ cameras, audio systems and more. This wireless touch screen technology costs only \$5 and can reduce complexity for your organization.





Digital Audio Workstation Software

Audio Mixer and Touch Screen Controls

Ableton Live

Ableton Live is a software music sequencer and digital audio workstation for macOS and Windows. The latest major release of Live, Version 10, was released on February 6, 2018. In contrast to many other software sequencers, Live is designed to be an instrument for live performances. The software can be used as a digital audio workstation with you existing mixing board, control cameras, lights and much more.



ProTools

Pro Tools is a digital audio workstation developed and released by Avid Technology for Microsoft Windows and macOS which can be used for a wide range of sound recording and sound production purposes. Pro Tools can run as standalone software, or operate using a range of external analog/digital converters and internal PCI Local Bus (PCI) or PCIe audio cards with onboard digital signal processors (DSP) to provide effects such as reverb, equalization and compression.



VST 3 Plugins

Virtual Studio Technology (VST) is an audio plug-in software interface that integrates software synthesizer and effects in digital audio workstations. VST and similar technologies use digital signal processing to simulate traditional recording studio hardware in software. Thousands of plugins exist, both commercial and freeware, and a large number of audio applications support VST under license from its creator, Steinberg.

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...



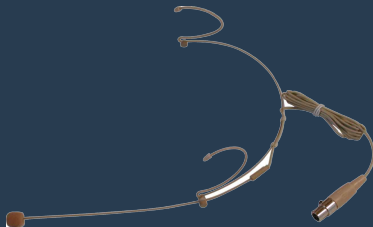


Live Streaming Hardware

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 they 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.

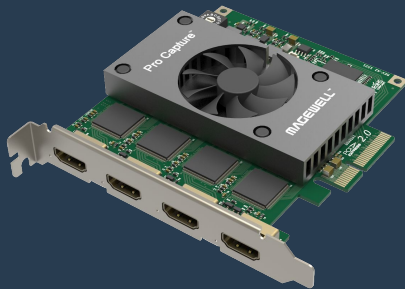
See an [overview video here](#).



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 PTZ Optics 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).

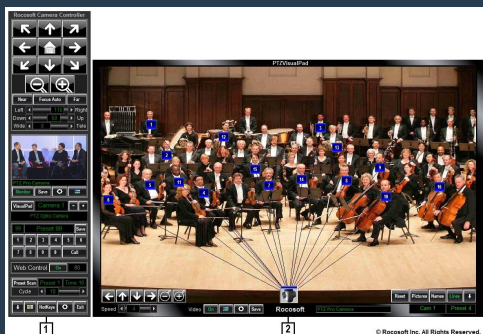


Live Streaming Hardware

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

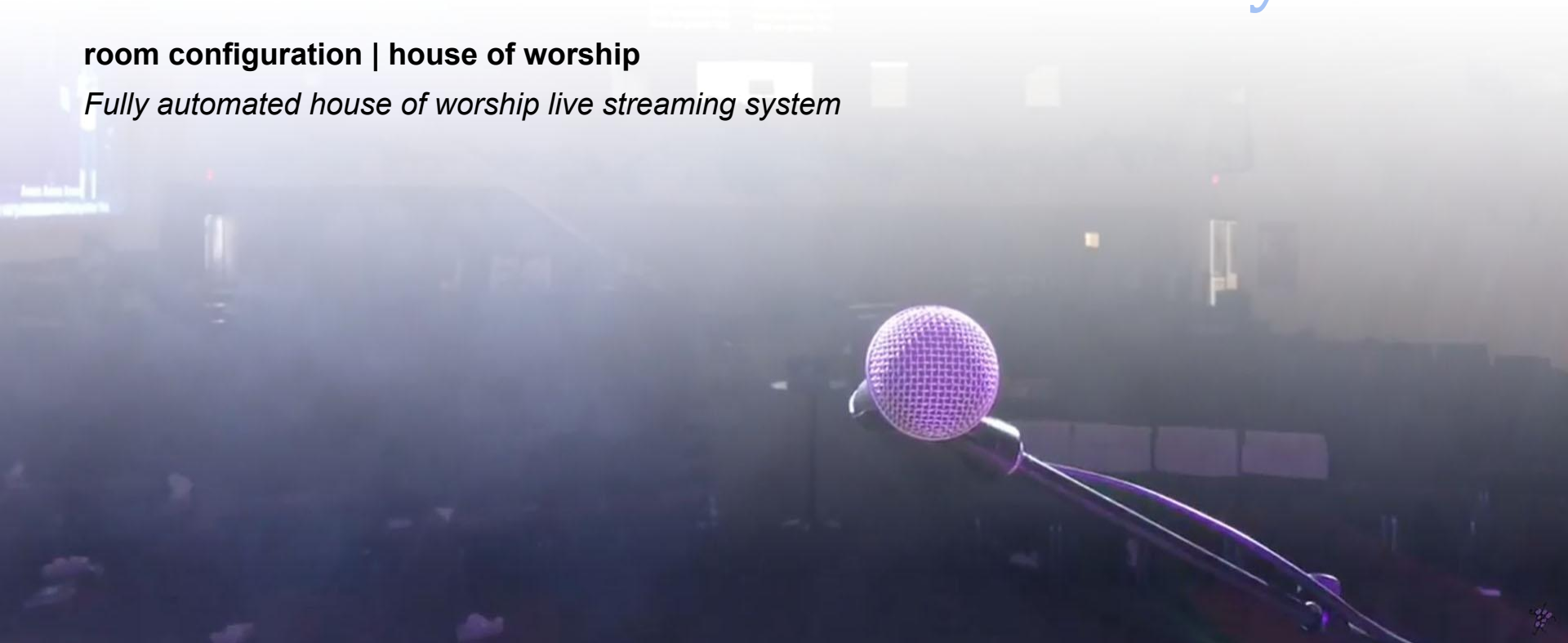
Want to control 100+ cameras all across your network? It's possible! The IP Joystick was much anticipated joystick controller for anyone with cameras located in remote locations. Suddenly camera operators can connect, control and manage cameras across 1000's of feet, all connected over a common LAN network.



Church Video Production Case Study

room configuration | house of worship

Fully automated house of worship live streaming system

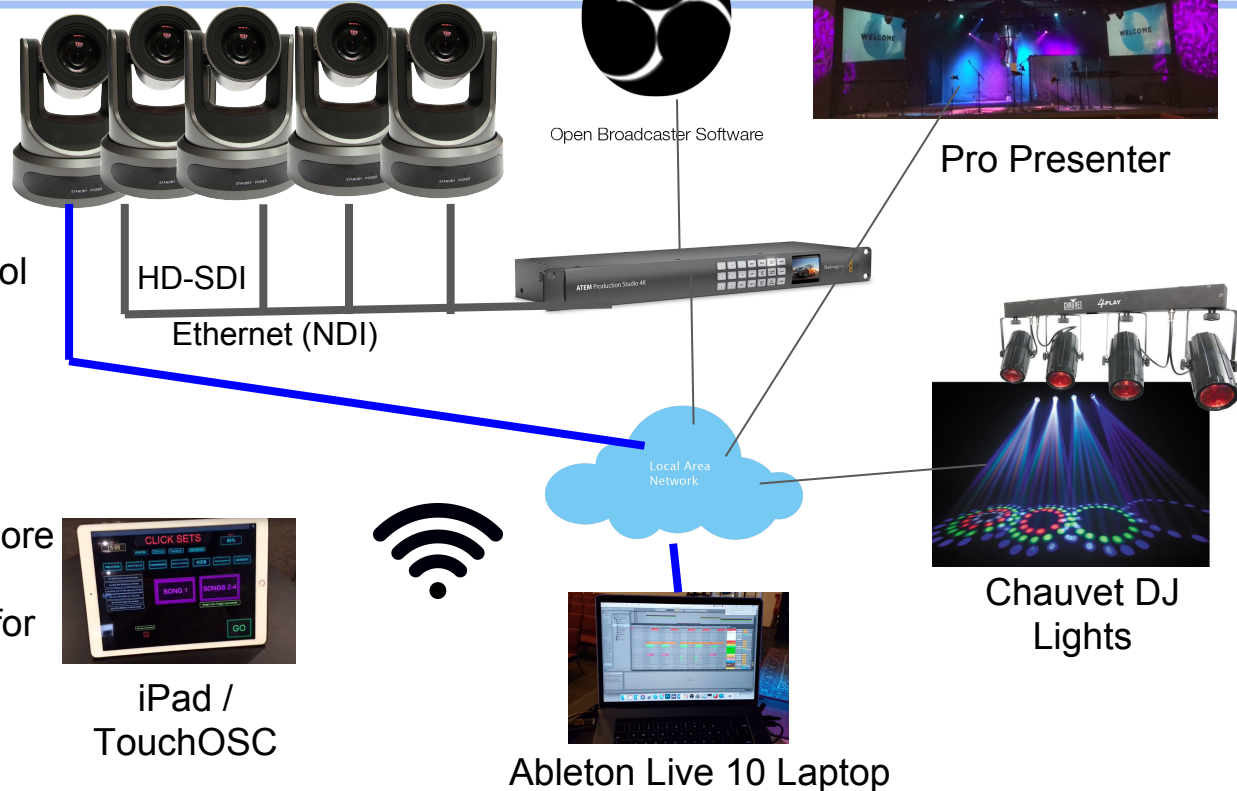


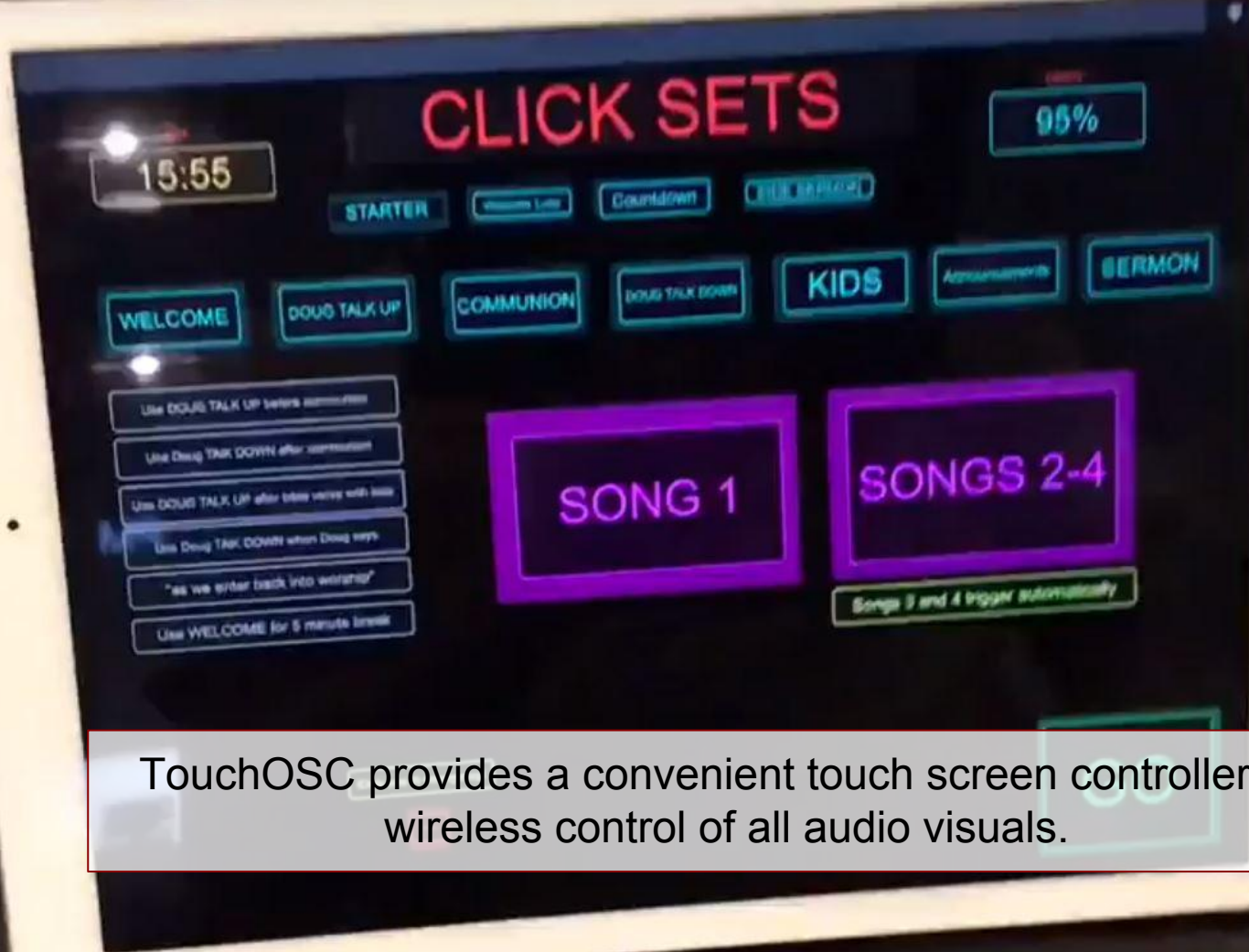
Church Video Production

room configuration | house of worship

Video Production System

1. (5) PTZOptics 20X-SDI
 - Connected via HD-SDI for video
 - Connected via Ethernet for control
2. Blackmagic 4K
3. Behringer Audio Mixers
4. ProPresenter Powering Projectors
5. Ableton Live 10
 - Using rtpMIDI to connect to TouchOSC, ProPresenter and more
6. Chauvet DJ Lights
7. OBS (Open Broadcaster Software) for live streaming, taking output of BlackMagic Switcher





TouchOSC provides a convenient touch screen controller for wireless control of all audio visuals.

Integration with the #1 Worship Leading Software



Overview of Ableton Live Integrations

Worship Music Production

Band backing tracks, song ques and in-ear monitoring for your on stage band.



Presentation & Worship Lyrics

Worship Lyric Slides, Bible Verse Animations, CCLI, Planning Center and visual aids



IIIIE Ableton

The #1 Worship Leading Software

There is a reason why Ableton Live is the #1 Worship leading software. It's really all about the music but these additional automation services make churches around the world more effective and productive.

Church Lighting Automation

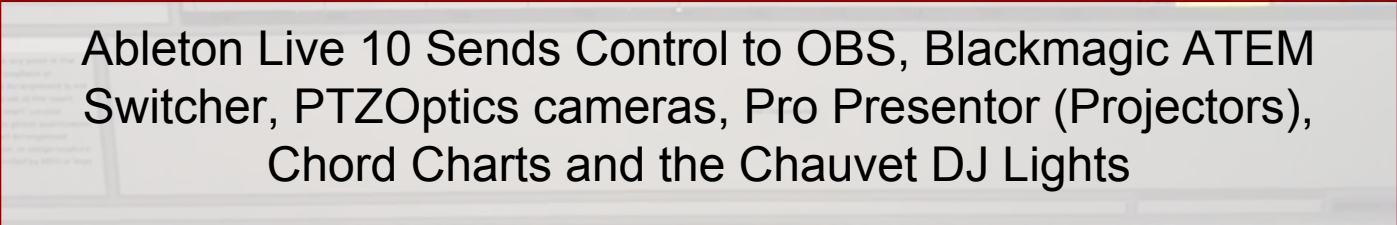
Automate your church lighting with the songs your band is playing.



Video Switching and PTZ Camera Control

Automatically control all of your camera PTZ position controls and video switching over MIDI out of Ableton.








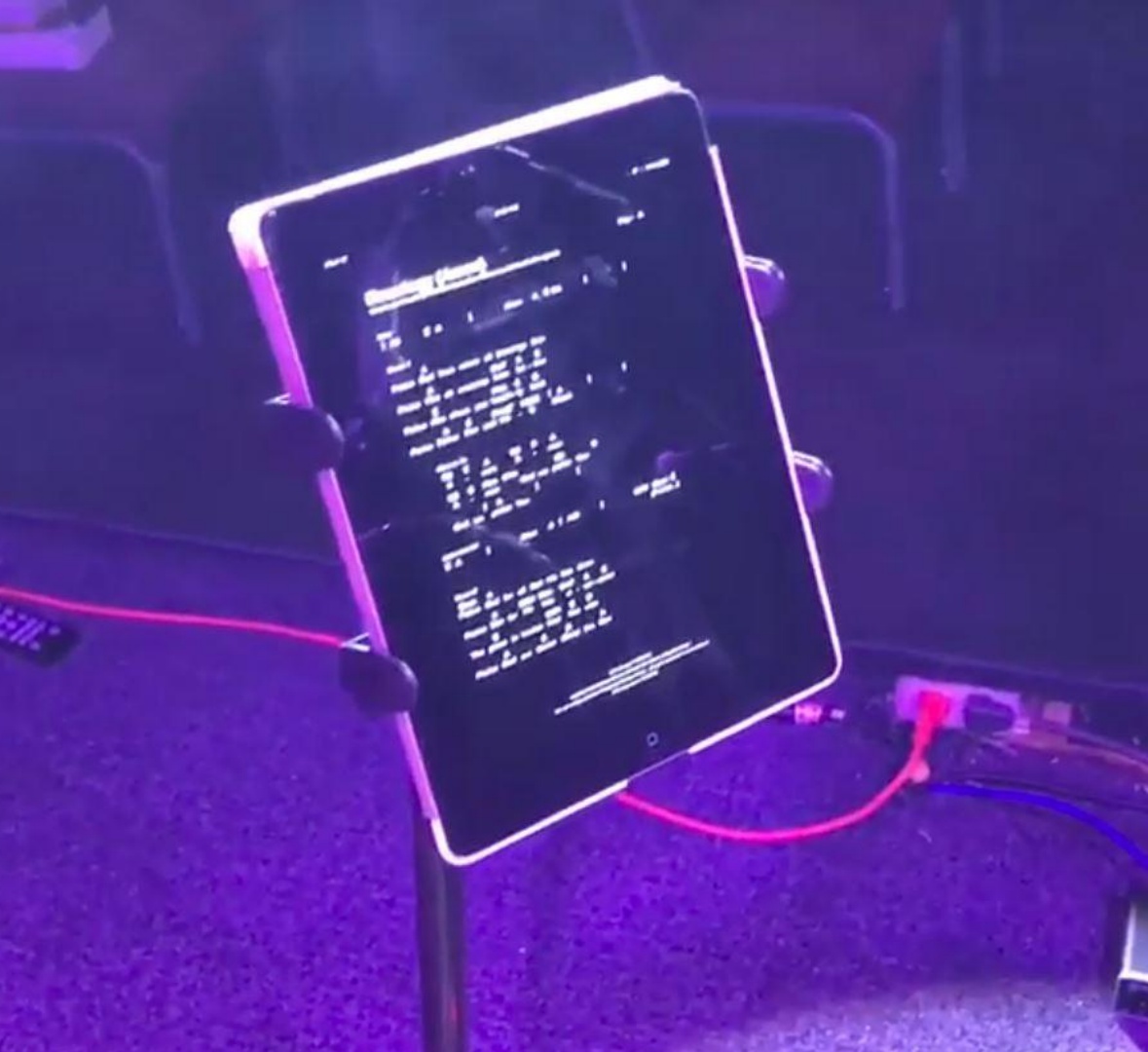
Song Lyrics are displayed on top of video feeds from PTZOptics cameras keyed out in the Blackmagic ATEM Video Switcher




ProPresenter is used to organize song lyrics during songs

A PTZ camera is positioned in the foreground, facing a dark room. The room is illuminated with blue light, and there are several vertical light sources in the background. The camera is a white, dome-shaped device mounted on a base. The background shows a dark stage or room with blue lighting and some vertical light patterns.

PTZOptics Cameras are connected via the network for PoE
(Power Over Ethernet) Control and Video



iPAD Chord Charts are
used to help musicians
play to the music



The image shows a close-up of a professional audio rack. At the top are two UA 6160 compressors. Below them is a DAW (Digital Audio Workstation) with Ableton Live software visible on the screen. Under the DAW is a DAW mixer with two prominent red rotary knobs. At the bottom of the rack is a Pyle mixer with several faders and knobs. The entire setup is housed in a black metal rack.

Managing Audio from Ableton Click Track, Ques and In-Ear Monitors

Ableton Audio Setup

Ableton Audio Workflow

|||≡ Ableton

"Front of House"

Different audio channels need to be sent separately to the audience and to the performers/speakers



In-Ear Monitors

Among the separate audio channels you can use, an in ear monitoring system can be great for performers



Live Streaming Software

Wirecast, OBS, Blackmagic, vMix



Wirecast

Blackmagicdesign



vMix

Managing Audio from Ableton with your Churches Audio Mixer



Behringer X32



Click/Que



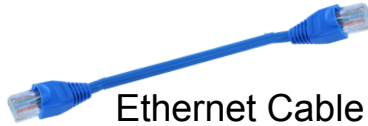
Tracks



In Ear Audio Monitoring



Behringer X32



Ethernet Cable



Wireless Router



iOS or Android phone on
Connected to Wireless
Routers WiFi



1/4" Audio Cables



Behringer HA8000 V2 8-Ch
Headphone Amplifier

Live Streaming Audio Mix



USB
2.0

Behringer X32 or other audio
mixer



OBS or Other Live streaming
software





A photograph of a church stage during a worship service. A large screen at the front of the stage displays the lyrics "Praise God from whom all blessings flow" and "Praise Him all creatures here below". The stage is lit with purple and blue spotlights. A band is performing on stage, with a keyboardist visible on the right. The foreground shows the backs of several rows of church pews.

Praise God from whom all blessings flow
Praise Him all creatures here below

Adding Lyrics and Propresenter Automation

Music Arrangement and Synchronization with ProPresenter

What you need

- Ableton Live Standard or Suite
- ProPresenter
 - ProPresenter MIDI Module (\$100 add on)
- ProPresenter Midi Template Ableton Project File.
(link: <http://cl.ly/312O1S3Q1x0g>)
- IAC Driver (MAC: Built in)(PC: loopMIDI - <http://www.tobias-erichsen.de/software/loopmidi.html>)
- rtpMIDI <http://www.tobias-erichsen.de/software/rtpmidi.html>
 - (This is only necessary if you are communicating between multiple computers on the same network, for example if you have your music setlist on one PC on stage and your ProPresenter presentation in the sound booth on another PC)

Setting up ProPresenter midi cues

0 **Auto Fill** Enter starting note number for auto-populating fields. Last Note: 19 Intensity: 6

Clear Commands

All:	0	C-2
Slide:	1	C#-2
Background:	2	D-2
Props:	3	D#-2
Audio:	4	E-2
Show Logo:	5	F-2

Video Controls

Go to Beginning:	6	F#-2
Play/Pause:	7	G-2
Play:	8	G#-2
Pause:	9	A-2

Presentation Actions

Next Playlist Item:	10	A#-2
Prev Playlist Item:	11	B-2
Next Slide:	12	C-1
Previous Slide:	13	C#-1
Start Timeline:	14	D-1
Stop Timeline:	15	D#-1
Rewind Timeline:	16	E-1

Select by Index

The MIDI Note's Intensity will determine the index of the item you wish to invoke. This value is a range of 1-127.

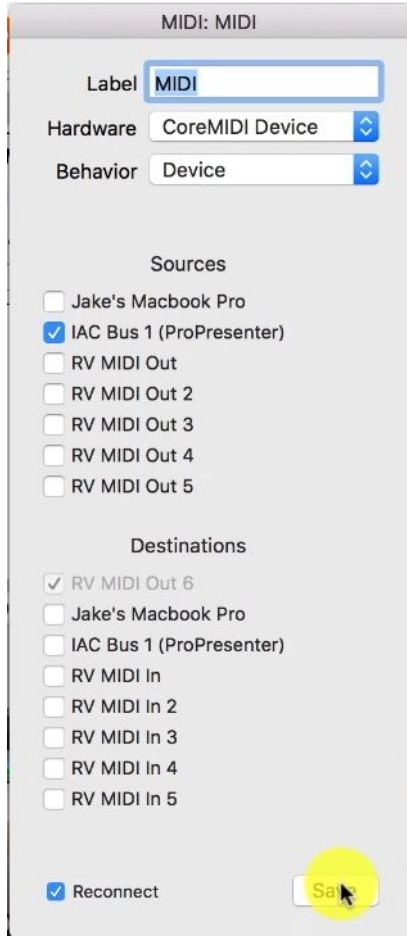
Select Playlist:	17	F-1
Select Playlist Item:	18	F#-1
Trigger Slide:	19	G-1
Select Video/Image Playlist:	20	G#-1
Trigger Video/Image:	21	A-1
Select Audio Playlist:	22	A#-1
Trigger Audio:	23	B-1
Toggle Prop on/off:	24	C0
Start Timer:	25	C#0
Stop Timer:	26	D0
Reset Timer:	27	D#0

Auto Fill using the first value in each Form **OK**

1. In ProPresenter choose preferences
2. Choose the communications tab
3. Select MIDI setup
4. Enter 0 in value field to the left of 'Auto Fill'
5. Select 'Auto Fill'

Setting up ProPresenter midi cues

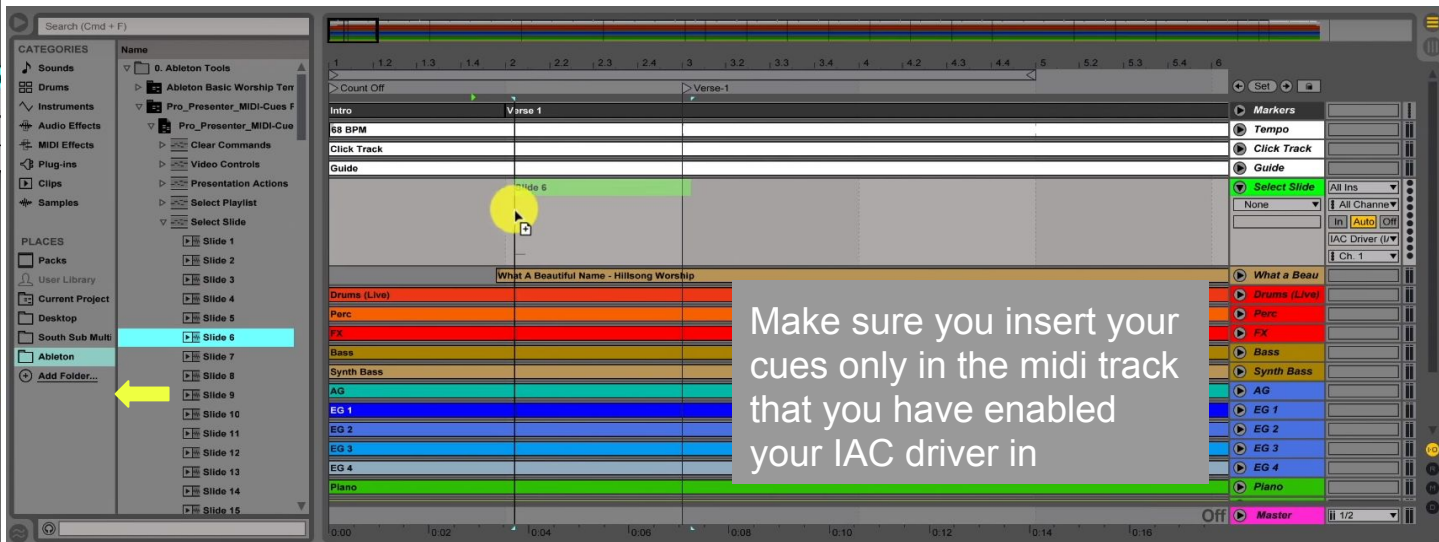
1. Back in the communications menu choose 'Add Device'
2. Select MIDI
3. Select your IAC driver as a source
4. Once you press save, select connect





Arranging ProPresenter cues in Ableton

1. Create a MIDI track in ableton
2. In the output dropdown choose your IAC driver (very important)
3. Add the ProPresenter MIDI Cues folder to Abletons menu by selecting 'Add Folder...'
4. Test it out, try dragging in a 'Select Slide' cue or any other cues





Praise God from whom all blessings flow
Praise Him all creatures here below

DMX Lighting Control

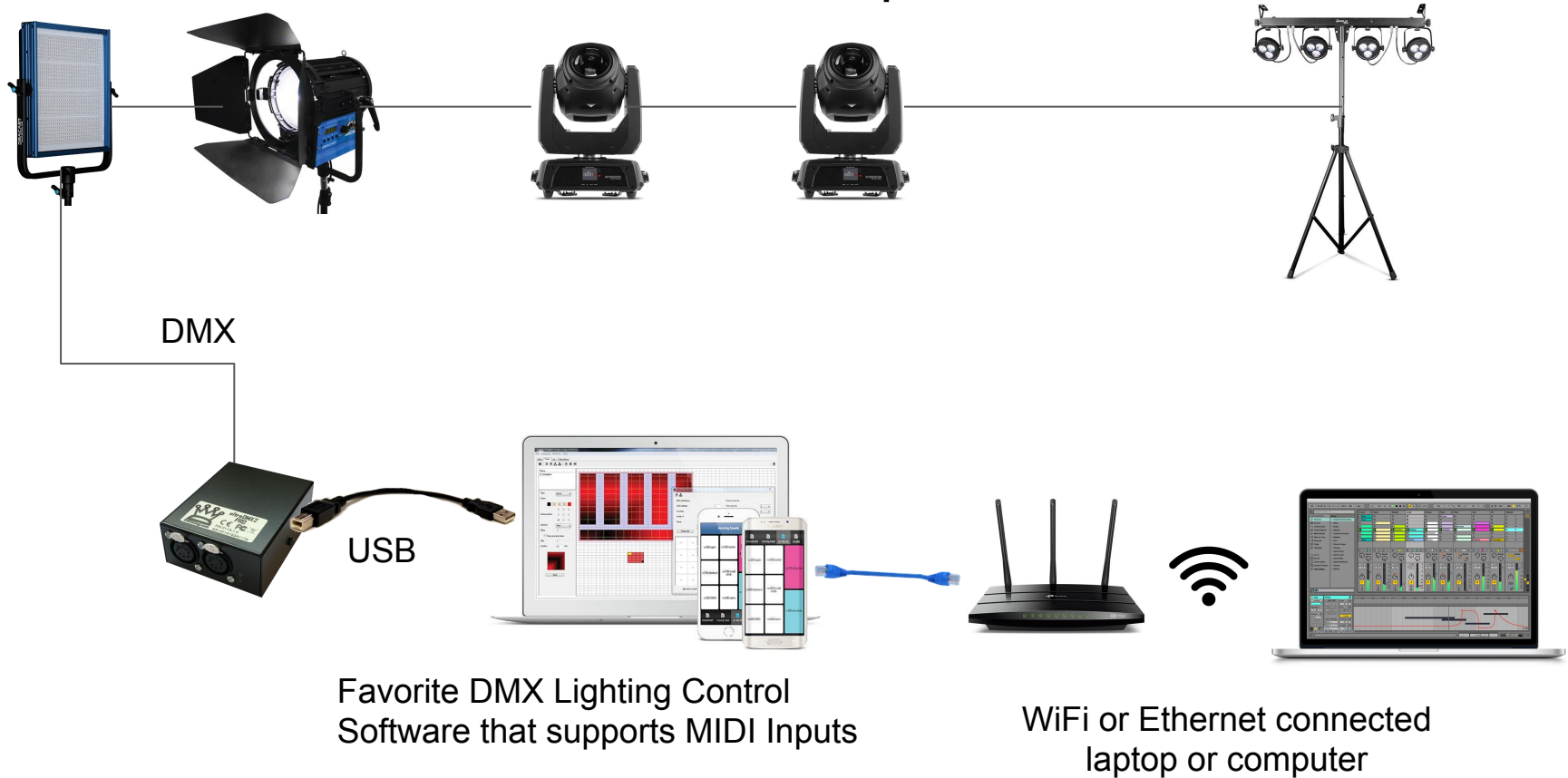
DMX Controller and Daisy Chain Setup



DMX Cabling



Lighting Control with Ableton Live and Daisy Chain Setup



Ableton Lighting Control Workflow



MIDI Commands

Create an Ableton Live track dedicated to sending MIDI messages for lighting throughout your church worship music.

MIDI can be sent using a Loop or over the network. Use a loop to send MIDI from software on the same computer OR networking to send to software running on another computer.



Create lighting scenes to control your lights in your software. We can use MIDI notes to select these scenes or trigger events.

Ableton Lighting Control Workflow



Lighting Scenes

Use your free included software from the manufacturer you have purchased from such as Chauvet DJ or American DJ OR use a premium software like Vista.

These scenes will be triggered in sync with your music from Ableton.



Use colorful lights and potentially dim the entire stage right before a song. Use lights to paint the stage in the mood your song requires.



Looking for more detailed
information?



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

Free Training Course

Live Streaming for Houses of Worship: Going Live for Good!

How to live stream church services... work with volunteers.. and successfully launch your congregations online presence

★★★★★ 4.3 (140 ratings) 2,737 students enrolled

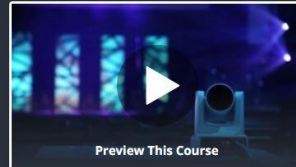
Created by Paul Richards Last updated 2/2018 English English [Auto-generated]

What Will I Learn?

- ✓ Live Stream a Professional Production
- ✓ Live Stream a Church Event
- ✓ Schedule Sunday Streams

Requirements

- Basic computer skills
- Ability to install computer programs
- Access to a live streaming account (Facebook or YouTube)



Preview This Course

Free

Enroll Now

Includes:

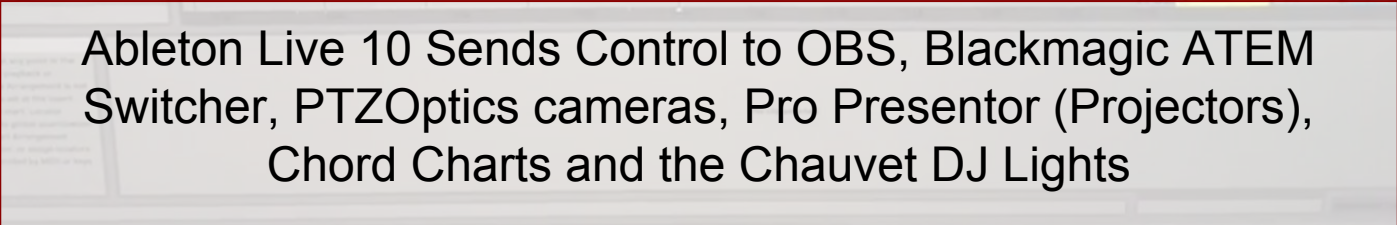
- 4 hours on-demand video
- 14 Supplemental Resources
- Full lifetime access
- Access on mobile and TV
- Certificate of Completion

Share via:



PTZ Optics

[Check it out here...](#)






Multiple Projectors are powered by Pro Presenter and trigger by the iPad running TouchOSC or Ableton Live throughout a song.



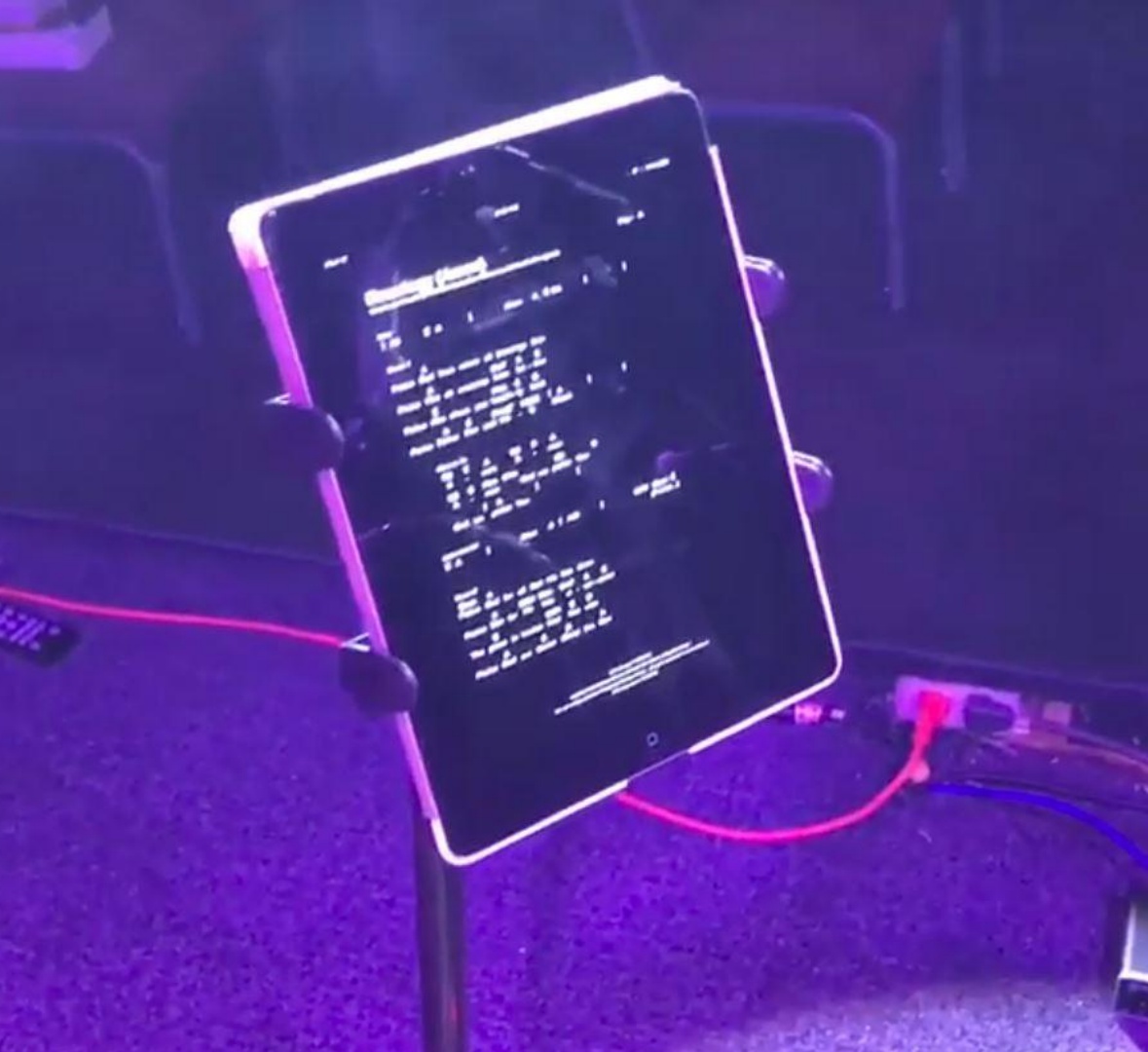
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A PTZ camera is positioned in the foreground, facing a dark room. The room is illuminated with blue and purple light, creating a bokeh effect in the background. The camera is white and has a large lens. A text box is overlaid at the bottom of the image.

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iPAD Chord Charts are
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play to the music

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>

Free Training Courses

Starting a live streaming program at your church could be easier than you are imagining. Try taking one of our free training courses and learn how live streaming can enhance your churches reach.



Free Training Course

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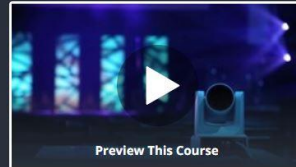
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- Certificate of Completion

Share via:



PTZ Optics

[Check it out here...](#)



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

★★★★★ (8)

Free



Introduction to Facebook Live Streaming

Mr Paul Richards, Chief Streaming Officer

★★★★★ (18)

\$20



Wirecast Video Production and Live Streaming Master...

Mr Paul Richards, Chief Streaming Officer

★★★★★ (9)

\$20



vMix Master Class - Video Production & Live Streaming

Mr Paul Richards, Chief Streaming Officer

★★★★★ (8)

\$20



PTZOptics Camera Line Training

Mr Paul Richards, Chief Streaming Officer

★★★★★ (0)

Free



Black and White Live Streaming & Video...

Mr Paul Richards, Chief Streaming Officer

★★★★★ (0)

\$20



Using Drones for Live Streaming

Mr Paul Richards, Chief Streaming Officer

★★★★★ (0)

\$20



Introduction to Green Screens and Virtual Sets

Mr Paul Richards, Chief Streaming Officer

★★★★★ (4)

\$20



Live Streaming to YouTube - Tips & Tricks for Success

Mr Paul Richards, Chief Streaming Officer

★★★★★ (1)

\$20



Introduction to Live Streaming - Intermediate

Mr Paul Richards, Chief Streaming Officer

★★★★★ (0)

\$20



Introduction to Live Streaming - Hosting your...

Mr Paul Richards, Chief Streaming Officer

★★★★★ (7)

\$20



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)

Free



Introduction to Facebook Live Streaming

Mr Paul Richards, Chief Streaming Officer

★★★★★ (18)

\$20



Wirecast Video Production and Live Streaming Master...

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★★★★★ (9)

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vMix Master Class - Video Production & Live Streaming

Mr Paul Richards, Chief Streaming Officer

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PTZOptics Camera Line Training

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★★★★★ (0)

Free



Black and White Live Streaming & Video...

Mr Paul Richards, Chief Streaming Officer

★★★★★ (0)

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Using Drones for Live Streaming

Mr Paul Richards, Chief Streaming Officer

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Introduction to Green Screens and Virtual Sets

Mr Paul Richards, Chief Streaming Officer

★★★★★ (4)

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Live Streaming to YouTube - Tips & Tricks for Success

Mr Paul Richards, Chief Streaming Officer

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Introduction to Live Streaming - Intermediate

Mr Paul Richards, Chief Streaming Officer

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Introduction to Live Streaming - Hosting your...

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!

<p>Open Broadcaster Software - OBS Live Streaming Mr Paul Richards, Chief Streaming Officer ★★★★★ (8) Free</p>	<p>Introduction to Facebook Live Streaming Mr Paul Richards, Chief Streaming Officer ★★★★★ (18) \$20</p>	<p>Wirecast Video Production and Live Streaming Master... Mr Paul Richards, Chief Streaming Officer ★★★★★ (9) \$20</p>	<p>vMix Master Class - Video Production & Live Streaming Mr Paul Richards, Chief Streaming Officer ★★★★★ (8) \$20</p>
<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>
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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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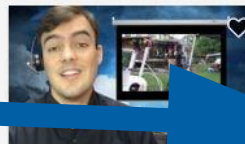


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Interested in using
YouTube Live?

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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Case Study





New Covenant Church of Malone, NY

Case Study

In this video the New Covenant Church of Malone, NY and DVeStore Inc come together to build a great new live streaming system! The multi-camera live streaming system includes BlackMagic, PTZOptics, MimoLive and Presonus sound board. The system has multiple confidence monitors and feeds LCD's over the stage. Enjoy an in-depth review of an advanced house of worship video production.

Watch video here:

<https://www.youtube.com/watch?v=ABZZngBYcGo>



LIVE



Andrew Hall



Gregory Ellis



Jim Bask



John Basi



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

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

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

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.



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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.



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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=Harh8KP3iFO>

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

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

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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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.



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

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.



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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?



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Tips from Tom Sinclair

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

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!



Tom Sinclair

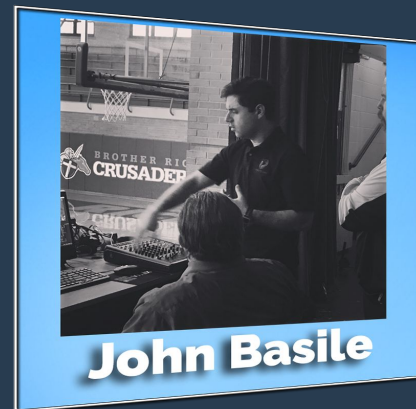
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Tips from the StreamDudes

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.



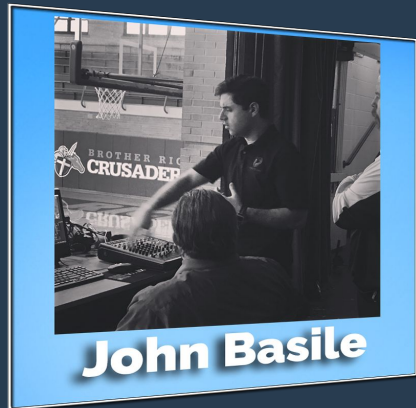
Here at Stream Dudes, we draw on our decades of real-world production experience to create workflows tailored to meet any need or budget. Whether your content is live or prerecorded, we make delivery to your audience possible. From lens to screen and all points in between, we provide the tools and knowledge 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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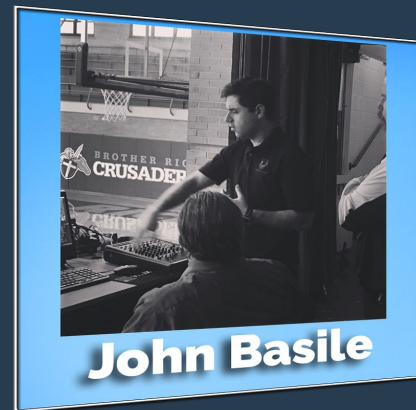


Tips from the StreamDudes

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

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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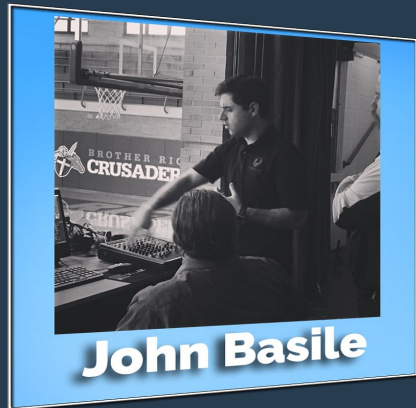
Tips from the StreamDudes

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

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)



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 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.



Gregory Ellis

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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>

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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Thank you... Good Luck...

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

11AM PST | 2PM EST

Sources:

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