



# Building Your Audience With Live Streaming

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A decorative graphic consisting of several overlapping, semi-transparent blue shapes that form a curved, wave-like pattern in the bottom-left corner of the slide.

**datavideo**

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Grow Your Business

# Why Stream?



# What do you need to stream?



# What do you need to stream?

## 1. Camera(s)



Go Pro



PTZ



PNG

# What do you need to stream?

## 2. Switcher (If you have multiple cameras)



4-Input



8-Input

# What do you need to stream?

## 3. Encoder



Laptop / Software



Hardware Encoder

# What do you need to stream?

## 3. Platform



YouTube



Facebook



CDN – Content  
Delivery Network

**data**video

# What do you need to stream?

## 3. Internet Connection



Encoder

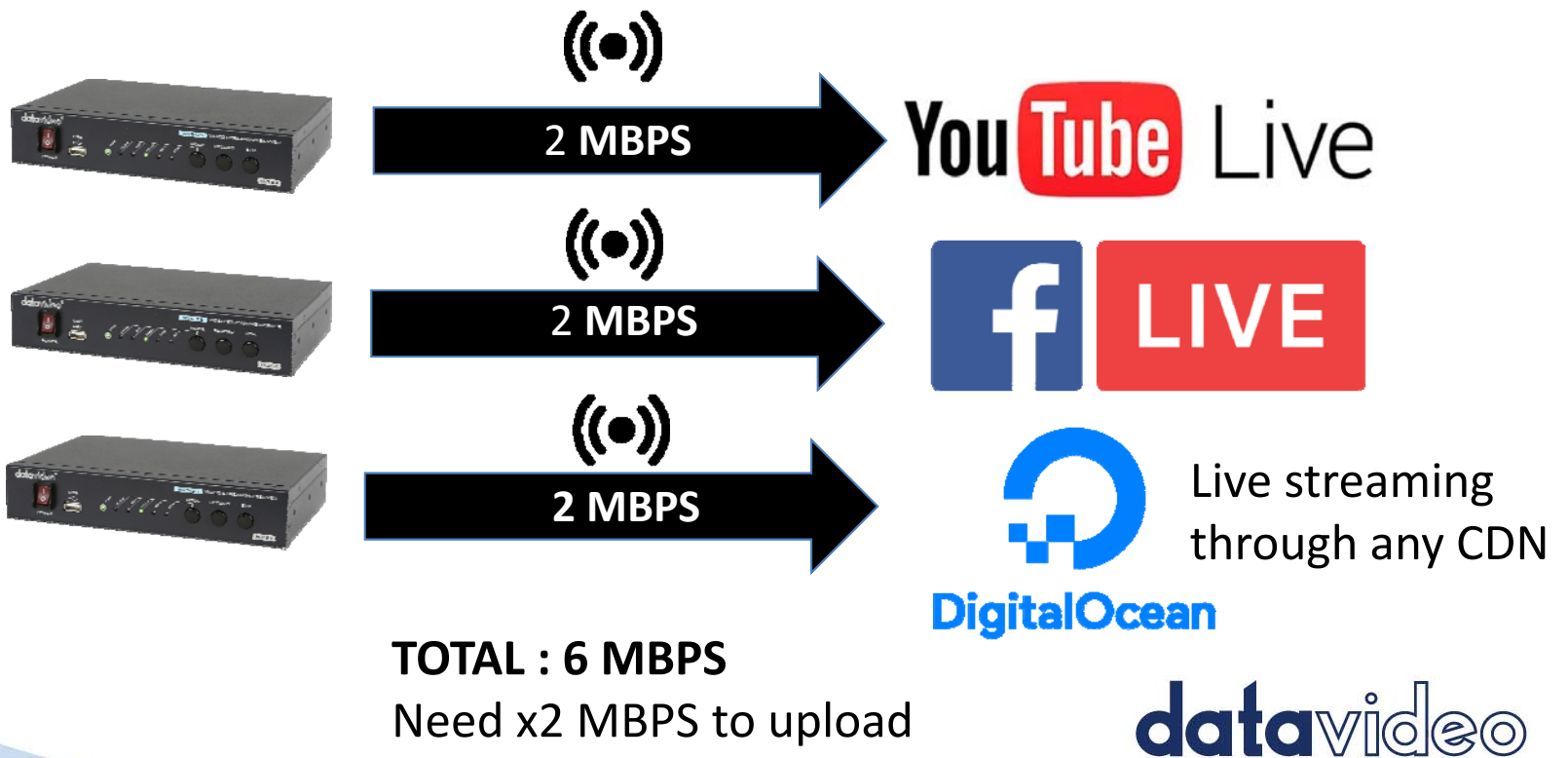


# What do you need to stream?

## 3. Complete Workflow



# Streaming to Multiple Platforms



# Bandwidth Upload

Internet Connector – 720p

**Good** – 1 MBPS – Need 2 MBPS upload speed

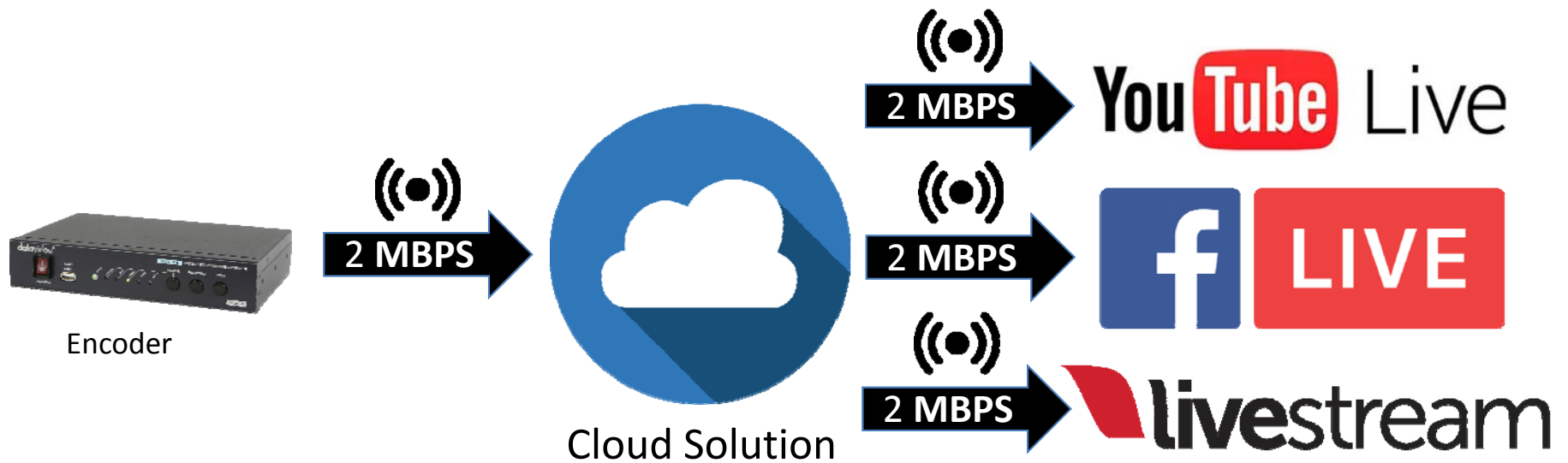
**Better** – 2 MPBS – Need 4 MBPS upload speed

**Best** – 4 MPBS – Need 6 MBPS upload speed

# Cloud Based Solutions

- Stream to any Content Delivery Network
- Stream directly to an encoder or player
- Some solutions have Video on Demand
- High quality transcoding options

# Cloud Based Solutions



*Creates multiple streams from 1 encoder*