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Many organizations are now using live streaming on the market, sell, support, evangelize, and in some cases, deliver their products or services. In the Buyer's Guide, I will examine the functionalities offered by live streaming service providers in different categories and factors to consider when choosing a service. Before digging, distinguish live streaming through services such as youtube or live facebook and on real-time conference like that offered by services such as Skype for business or zoom. Live streaming is a one-to-many video experience with some interactors via Q & A and chat. Live streaming is which issuers use to deliver videos on the Internet and the experience offers the same quality of television, if no higher, more functionality as caption, advertising and encryption. In contrast, the conference is a lot of experience experiences more interactivity but the quality of the lowest video. Use live streams to transmit to a handful or millions of spectators. Use the conference to interact with a few dozen handful. This article covers live streaming and non-conferencing.audio + video + it. Our publishers are experts in the integration of audio / video and. Get daily information, professional news and networking. Subscribe to Pro AV TodaySocial Media has an undeniable resort and as platforms, Facebook and YouTube are undeniably robust. But using them as your primary streaming platform for mission-critical events is problematic for many reasons, especially the lack of accessible technical support. Most live streaming platforms discussed below can trade flows to various social media platforms, then originating your flows with a commercial service is the best strategy. Figure 1. The publication to social media is a function Criticism for most live streters and most services, such as Vimeo, make it simple. (Image Credit: Facebook) The best PTZ cameras for live streaming (image credit: 1 over) Basic Live Streaming Platformslet's cover The features offered by the broader swatch of live streaming service providers. As a background, with most services, you send a single flow coded from your event to the supplier's site, where it was dragged into a scale of encoding and distributed to your viewers from the service, both at the service ... Â "¢ s Video Player or yours. What you are paying is access to the platform, transcoding services and distribution of your video, which is the cost of the primary variable. You should be able to originate the flow from any acquisition device that supports RTMP output that practically everything. You should be able to view the video on your website, on a service display page, as well as union on other platforms, including social media. After completing the event, the system generally converts the flow to VOD for download and visualization of the service. The basic services offer more plans, some monthly, some events based on events. Figure 2 shows the price list for Dacast which also offers events of events. As you can see, the primary differentiator is bandwidth, visualization time and cost for an additional bandwidth that substantially decreases with your commit. Figure 2. Dacast price plan. (Image Image: Dacast) What features should you search? Here is a quick summary: prices are obviously an important concern. Make sure you understand what happens if your event is longer than you expect, if the audience is bigger or any combination that makes you exceeded the hours or bandwidth of the selected commitment levels.Compani to consider: BoxCast , StreamShark, Vimeo, Wowza Streaming Cloud.Niche Streaming Platforms The platforms The platforms listed above are ideal for generic broadcasts, but if you work in a niche, you may consider specific niche platforms that offer functionality for your target audience. The houses of worship are a great example. In addition to many of the features listed above, specific worship services offer functionality as an interactive interactive bible Moderate chat and options to collect donations that may not be available in generic services. Services to consider include StreamingChurch.TV, Sermoncast, Streaming Video Provider, Sunmon Streams (now possessed by BoxCast), churchstreaming.tv and worship channels (thanks for Epiphan for completing this list). There are also similar services for high school sports (Mascotmedia, NFHS, Meridix) that offer specific sports features not available on most general platforms. If you are in a niche, check if there are services that satisfy that niche or find a generic service with essential functionality for your niche. For example, the boxcast supports a board function in their service development platform organizations. Want to go beyond simple streaming and simple live reproduction; They want to integrate live streaming into an application on their website, whether online shopping, gambling, abstract or similar. While most live streaming services have bees that allow programmatic control over most of the functions, for deep integration, large tools are needed for developers beyond the API, such as SDKS for programming languages commonly Use as Java and Ruby, samples code and access to affordable consultancy services. For gambling and abstract you also need to access HLS or Dash. Figure 3. Wowza is difficult to beat for companies that integrate video into an application. (Image Credit: Wowza) Wowza has a distinct advantage here with the Wowza streaming cloud, which is an implementation based on the wowza streaming engine GUI, an exceptionally powerful and flexible product that feeds different other streaming service providers Live. If you need to enter or use in a particular format, it is likely that the streaming engine wowza is already supporting it, and WoWza has recently debuted an arm of professional services to accelerate these supplements.comPany to consider: BrightCove, JWPlayer, Kaltura , WOWZA STREAMING CLOUD.ENTERPRISE Live video platforms and on demand (VOD) Many organizations distribute video both live and VOD, including videos converted by live events. In these cases, it makes sense to find a single service able to satisfy both your live and VOD requirements and make them all the work within the firewall. This means many of the features described above but also access to Single-sign-on For users, the possibility of accessing the corporate CDN functionality to efficiently deliver the video within the firewall and the possibility of performing more live events simultaneously. You may also want functions similar to webinar such as polling, chat and specific questions and answers live and live generation as the possibility of requesting an email address from a viewer or insert a call to action.figure 4. The Vimeo company-oriented offer. Live streaming with more additional functions. (Image of credit: Vimeo) The VOD functionality can go even more profound. You are looking for: Â ¢ â ¢ Â Â, Â, simple youtube-like storage and playback of live vods and other videos.Â ¢ â ¢ Â, Â, the possibility of creating multiple levels of collaborators (admin, moderator, Collaborator), with different sets of rights and capacity. - The ability to create a portal or portal by society or division, with moderate channels and review and workflows of approval. Â »Â ¢ â,¬ Â, a training portal that can track and provide user level statistics for on-boarding and regulatory compliance. All of these are possible depending on the company and application. This category involves some of those listed above, but also opens one Of other solutions of which live streaming is a feature as opposed to the primary service. The ease of use is fundamental here, as much of the functionality will be used by employees rather than technicians. So make sure you can test the system extensively before selecting it.Clies to consider: Brightcove, Dacast, IBM video streaming, Kaltura, Microsoft Stream, Mediaplatform, Panopto, Qumu, Vidizmo, Vimeo.specialty Marketing features If you using the video For marketing of your supplier supplier To provide functionalities similar to the webinar from registration through data integration into marketing engines such as Eloqua, Marketo and Hubspot. During live events, you will want a set of complete tools for maintaining the interests of spectators and potential potential score including polling, quizzes, chats and similar tools. For other live streams and videos VOD, it is necessary that the possibility of acquiring e-mail addresses from e-mail addresses from interested spectators, as well as the possibility of easily inserting calls to action. Figure 5. The engine of the JWPlayer recommendation Helps keep the spectators engaged. (Image Image: JWPlayer) Advanced features include the possibility of creating viewer-specific playlists powered by a recommendation engine. For sites that mix the blog or article and video content, a functionality as the correspondence of the article, which suggests videos to be displayed in an article corresponding to the title of the article to video metadata, can help increase the number of Views simultaneously useful of your video.Deeping content on your audience and aspirations, the geographical scope can be critical here. So if you are trying to take your global brand, make sure your candidate service providers can provide that in all key markets. Services for regional and national broadcasting, concerns pass from a simple live streaming for integration Live in a potential 24 hours a day, 7 days a 7-day multi-channel structure with minimum required coding. It is necessary to verify the advertising insertion of the DRM Plus of the DRM Plus of the study server which has been demonstrated to work on a scale. You need a full support for captions on all display platforms for the live event and subsequent VOD flows. The possibility of delivering multiple devices and platforms are required if via API or SDKS and a scalable low-latency solution for HLS and Dash.alsock checks the HAVC / HDR support the HAVC / HDR support availability for both Smart TV and Apple devices. While you can pay a small prize for coding and storage, HEVC should provide significant saving of bandwidth. Figure 6. BrightCove distributes SSIA to defeat advertising blockers. (Credit Image: BrightCove) To match the television display experience, you need a 4K and HDR support and the functionality of the Cloud-DVR, as well as the possibility of providing TV everywhere. To maximize marketing, you will need the ability to create and publish clips to social media while the event is still in progress. To maximize involvement, look for a robust recommendation engine with successive playlists and previews, as well as the possibility of integrating data with third-party packages such as Google Analytics, Nielsen and ComScore. To maximize QOE, you will need the ability to integrate analysis with services as a convence, nice people at work and Mux.A many service providers have these features in their characteristics Tables but you need the proven capacity to deliver on scale. The best solution here is to study the lists of candidate companies, as well as table features and find companies that serve others on the market with needs and scale similar to your randomers to consider: BrightCove, Istreamplanet, JWPlayer.ultra Big BroadcastingIf event you are producing events in this type, it is probably not scanning the Internet looking for buyer's guides like this. For completion of completion, however, known that those who produce these types of events require a proven capacity to deliver on a wide geographical area, which generally requires more than one CDN. Because of this On this scale, it is worth speaking directly to the relevant CDNs that generally have transcoding and media packaging skills to produce the media, and whose distribution costs represent the vast mass of the overall expenditure of the event. Anyone who is the supplier, circles advanced features such as a network operations center (NOC) personal 24/7 more robust QoE and Qos tools.companys.companies to consider: Akamai, Istreamplanet, Limeilight.Condition the different classes of service providers, and The features that their services offer, hopefully accelerates research and will help you choose the excellent service provider. supplier. supplier.