

The Media Streaming Journal

February 2018



Covering Audio and Video Internet Broadcasting

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Welcome to The Media Streaming Journal

Greetings,

Major advertising organizations and various governmental agencies continue to pressure online providers like Youtube and Facebook to “clean up” objectionable content. Youtube took a significant step at the beginning of this year and tightened eligibility requirements for advertising partnerships for content providers. This approach may not be enough in the eyes of the giants of the advertising industry. Unilever is a British-Dutch multinational company specializing in consumer goods that is giving notice to online social media content providers. The company announced this month that both Google and Facebook must do a better job at removing offensive and divisive content that can still be found on their platforms.

Only time will tell as to what else will transpire to appease the market forces that ebb and flow through the interwebs.

Please feel free to contact either the Publication Director (Derek Bullard) or Chief Editor (myself) if you have any questions or comments regarding The Media Streaming Journal.

Namaste

David Childers

The Grand Master of Digital Disaster

www.linkedin.com/pub/david-childers/4/736/72a

(Editor In Chief)

Além do mar em um oceano de sonhos.

The Media Streaming Journal

What is in this edition of the Media Streaming Journal

Remonetizing Youtube Live
David Childers

What Is Required

- Formating The Graphic Image To Have The Proper Pixel Size

Generating Income

- Ensure The Graphic Image Has The Proper Pixel Size

Promotional Video

- Create A Promotion Graphic Image

- Scale The Graphic Image

- Orientating The LibreOffice Document Horizontally

- Save The Finalized Graphic Image

- Adding A Background Image To The LibreOffice Document

- Graphic Image Examples

- Creating The Promotion Graphic Image

- Create An Audio Sound File

- Save The Finalized Promotion Graphic Image Document

- Combine The Graphic Image With The Audio File

- Convert A Saved PDF File To An Image File Format

- Create A Youtube Click Through Button For The Sales Webpage

- Export / Convert The PDF File

- Setup

- Save The Converted Graphic Image

- Additional Information

Closing



Join our technical discussion on Facebook

<http://www.facebook.com/groups/internetradiosupport/>

Magazine cover:

<http://www.seacons.com/social-youtube-icon/>

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RADIO SOLUTION

www.radiosolution.info

Our Mission

Let our friendly, knowledgeable staff assist you to build your project, such as an online radio station using our high end reliable video and audio streaming technologies. We want to become your partner for all your hosting needs, as well as your one stop shop for radio products such as custom DJ drops and radio ID's.

Start An Internet Radio Station

Whatever you need to start Internet radio station, we will deliver! We provide high quality Internet Radio services to make your music radio project a success. We can provide Wowza, Icecast, SHOUTcast hosting and internet radio services to hobbyists, deejays, amateurs and established professionals. No radio station client is too big or too small for Radiosolution.

Choose between complete hassle-free service packages or new features to add to start internet radio station. Benefit from customized services and the latest in internet radio technology. You will receive professional, personalized and better Internet Radio Station services than you have received up till now. If you already have an Icecast or SHOUTcast hosting provider, we can still help you transfer your radio server over to us with no hassle and at no charge.

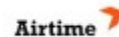
Internet Radio Station Services

Launch your internet, digital, satellite or AM/FM radio station anywhere in the world with all of the right tools. A broadcasting specialist is on standby to help you get started with an SHOUTcast or Icecast hosting package. We have servers ready for reliable streaming in North America and Europe. Our hosting packages have all the features you need to make your radio station project a success.

If you stream live or with an Auto DJ, we can provide you with the latest in web-based Cloud technology. You will love the simple to use control panel. Discover how easy it is to manage live deejays, upload fresh music and create custom scheduled programming. You will be able to track your listeners by getting real time statistics.

Starting your own Internet radio has never been easier. Get in touch with us anytime to start your Internet radio station.

Radiosolution is a SHOUTcast hosting provider located in Quebec Canada. We also offer Icecast, Wowza and Web Hosting services. Contact us to discuss the best option available as you start internet radio station. Radiosolution can provide personalized service in English, Dutch, and French. Starting an internet radio station can be intimidating, many people want to start one, but have no idea where to start. Radiosolution will be there for you every step of the way. Everyday people are searching the internet for free SHOUTcast servers. With Radiosolution SHOUTcast hosting we will allow you to try our services for FREE. By trying our services, you can be confident that you have chosen the best radio server hosting provider. You have nothing to loose because we offer a 30 day satisfaction guarantee. What are you waiting for? Contact us now! Radiosolution offers everything you need to start internet radio station. You will not need to go anywhere else. We can create your website, market your station and help you submit your station to online directories. We also feature the voice of Derek Bullard aka Dibblebee He can create affordable commercials, DJ intros, sweepers, jingles, ids and so much more.



S.O.S

Sophie is a 22 year old upcoming electro-pop artist who writes, performs and produces her own quirky material. She has created a distinctive sound for herself which showcases a mixture of husky yet strong, alternative pop vocals that compliment her rhythmical phrasing and hooky melodies. She thoroughly enjoys performing live and loves to surprise a crowd by throwing her own spin on popular covers.

Sophie is looking for stations that want to play music from independent artists and would be pleased to talk with you about playing her music on your station.

<http://www.sosofficial.co.uk>

<http://www.soundcloud.com/sosofficialuk>



Remonetizing Youtube Live

David Childers

Youtube has come under increased pressure and scrutiny over what advertising industry leaders have labeled as objectionable content. This content has been described as not being suitable for associating with their advertising brand standards.

Youtube has raised the threshold for content providers for participation in their advertising program in response to these demands. Many see this recently increased threshold level as a sign of doom. However, this provides content providers the perfect opportunity to strike out on their own.

One crucial fact that Youtube content creators fail to realize is the fact that the race between online content providers and advertisement blocking software continues to heat up. There are currently several browser add-ons that provide both free and subscription models for preventing online advertising. These allow people to surf the Internet without being subjected to most forms of online advertising - I.E., Google AdSense.

The number of Internet users that purchase or use this advertisement blocking software continues to increase with many content providers reporting a pronounced drop in revenue being generated from online advertising.

Other points to consider include the Google Chrome web browser is currently expected to roll out internal applications that will block Internet advertising, in addition to Mozilla deploying internal ad blocking applications in its mobile Firefox web browser.

Alternate forms of advertising are available for use by content providers. However, the key to using these alternative forms of advertising is to integrate it with the live content seamlessly. Another significant point is the ability of the content provider to have direct control over the advertising inventory that their station uses.

Associating a station with like-minded advertisers or sponsors provides a more branded approach vs. advertising based on what web cookies have been stored on your computer based on content or pages that a prospective audience member may have viewed or looked up.

What Is Required

- An industry respected Internet based associate sales or sponsorship program.
- A web page to display the Internet sales items or sponsorship information on.
(Preferably part of a website that you have direct control over.)
- The ability to produce a promotional video that contains images and audio.
- The promotional video should contain the following elements
 - An effective sales pitch to entice the viewing audience to look at the sales or sponsorship program web page.
 - A simple method for allowing the interested audience participants to transition from the broadcast content to the sales or sponsorship program web page.

Generating Income

Associate Sales

Sales of Items that people associate with a genre, style or aura tend to be more of a personal choice rather than an impulse buy. This businesses arrangement provides the opportunity to continue to attract and retain the ability to achieve successive and individual repetitive sales in the future.

Sales of items through an associative business relationship offer stations with the ability to have access to a greater variety of sales inventory and opportunities.

It is essential to seek businesses that have a long-standing history of success when searching for companies that offer an associative sales relationship. Businesses that have a poor performance record in dealing with clients or customers should be immediately disregarded.

Always diligently research all business that offers clients with the ability to do resale of products or services.

Product Sponsorships

A station could consider product sponsorships from items or services, depending on the genre of your station's programming. Several Internet businesses offer individuals the ability to promote their businesses and receive compensation for any sales that their promotion generates. Such sponsorships include website hosting, cloud server hosting, and other non-technical based services.

And as before, always diligently research all business that offers clients with products or services sponsorships.

Donations

A station could also provide audience members with the option of doing a donation or financial sponsorship. Paypal offers the opportunity of allowing contributions to individuals or businesses that have accounts with them.

Promotional Video

Creating a unique and compelling promotional video to insert within the broadcast stream will draw the attention of the audience participants and provide a catalyst for sales or promotions of items.

The promotional video will consist of two unique elements.

These elements include:

- Visual/graphical.
- Audio.

It is essential for each element to reinforce the other and provide a clear, concise and straightforward message.



Create A Promotion Graphic Image (For The Graphically Challenged)

A promotional image should be created to be combined with an audio track to create the promotional video that will be included in the station broadcast stream.

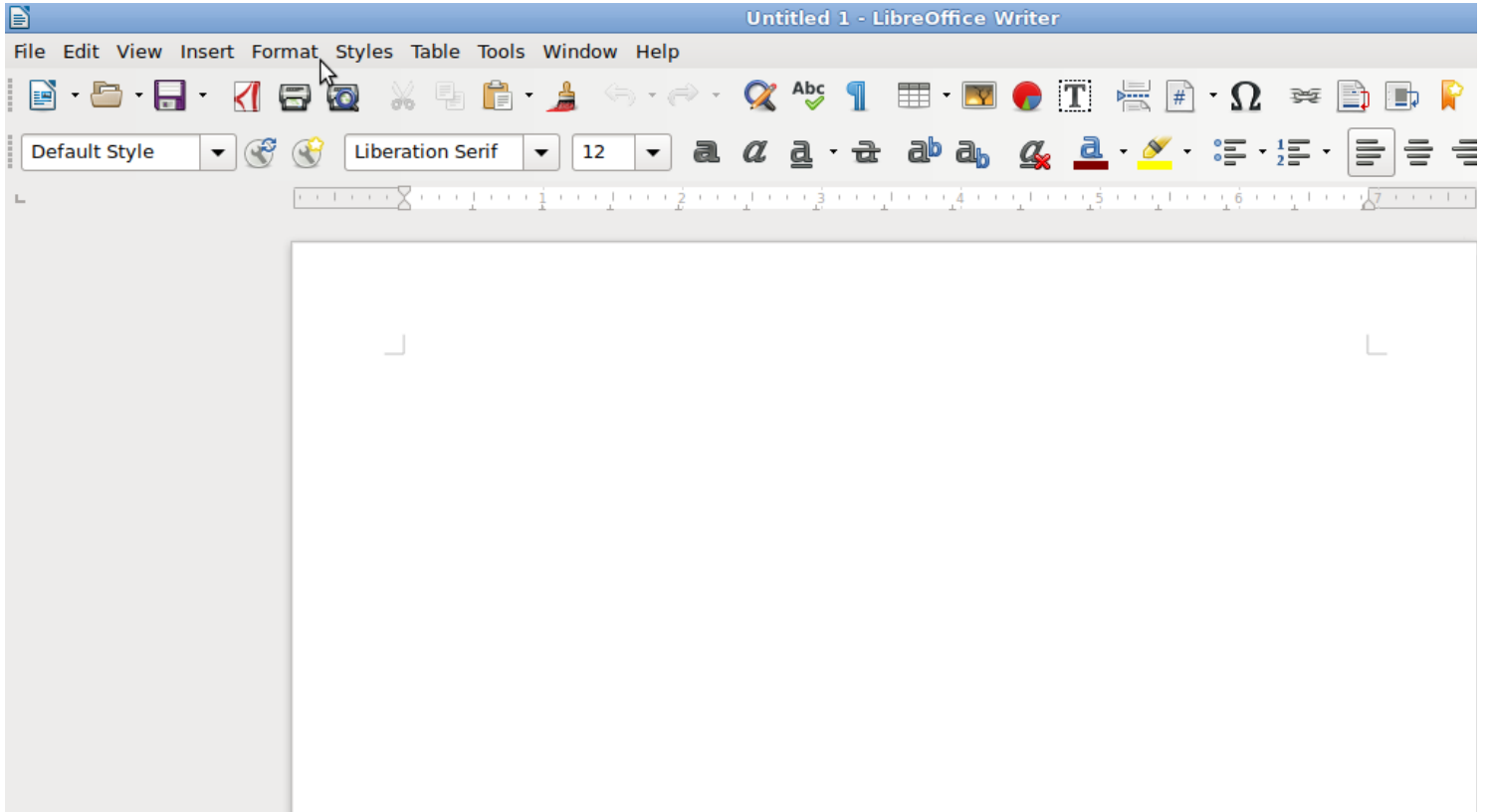
I prefer using LibreOffice as my go to solution for graphic image creation. The writing application is easy to use, straightforward and can be used with both textual and graphic images. You can use a large variety of Font types for creating artistic and professionally produced image graphics. You can also use document tables and embedded images as well.

<http://www.libreoffice.org/>

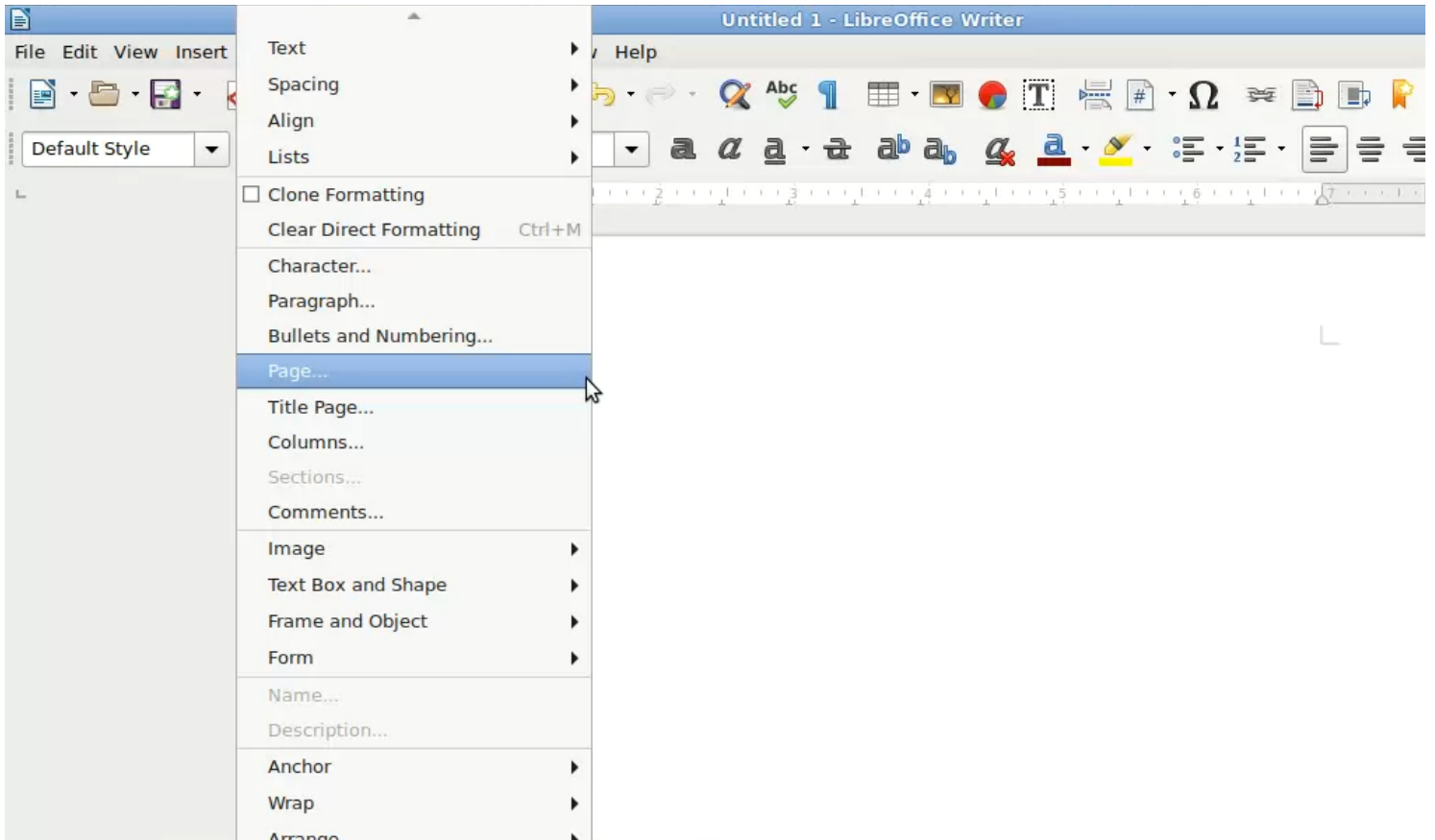


Orientating The LibreOffice Document Horizontally

- Open LibreOffice Writer.
- Click on the "Format" tab in the top menu.



- Click on the "Page" tab in the drop down menu.

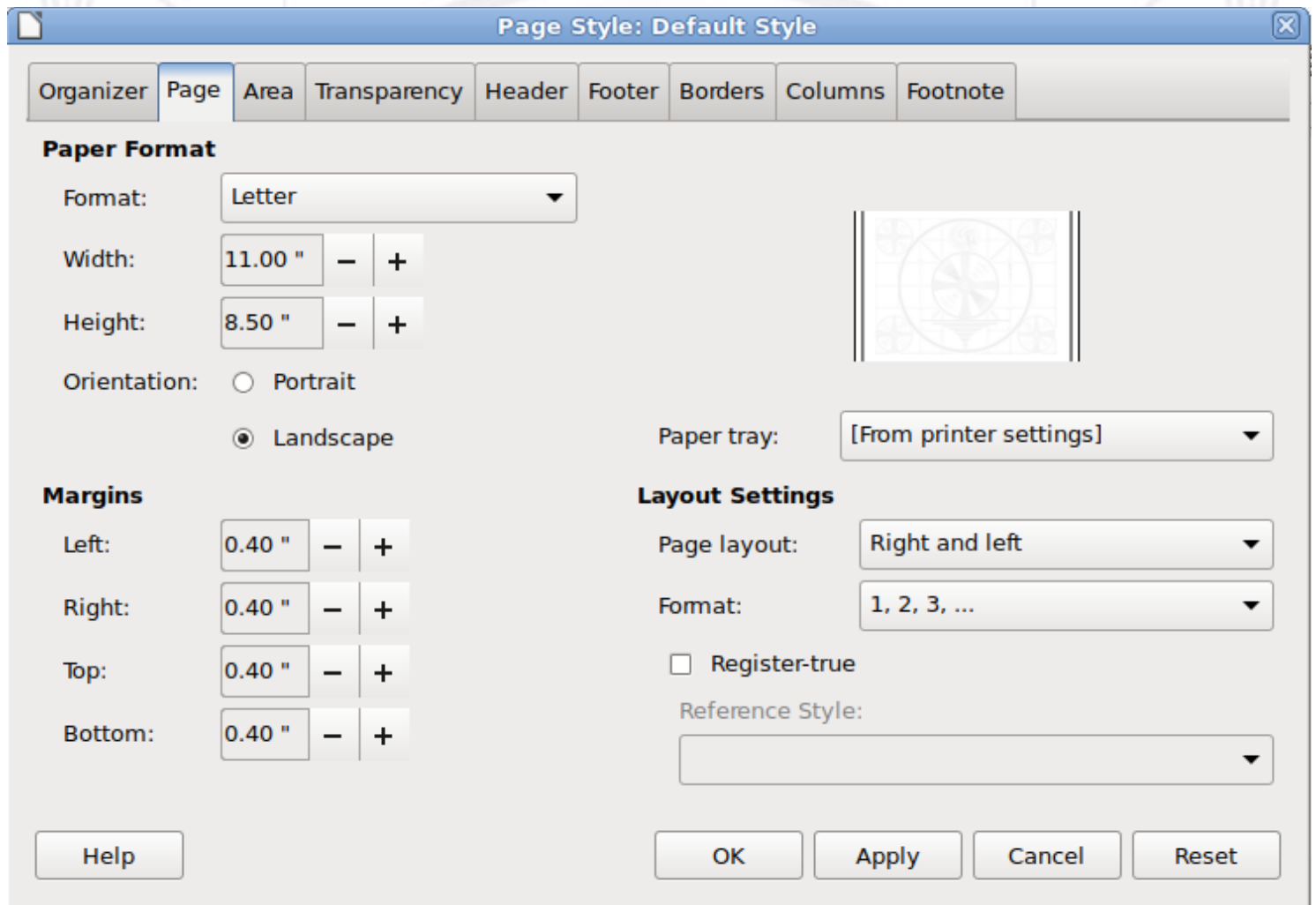


- Click on the "Page" tab in the top menu - of the Page Style control box.

- Click on the Landscape button under Orientation.

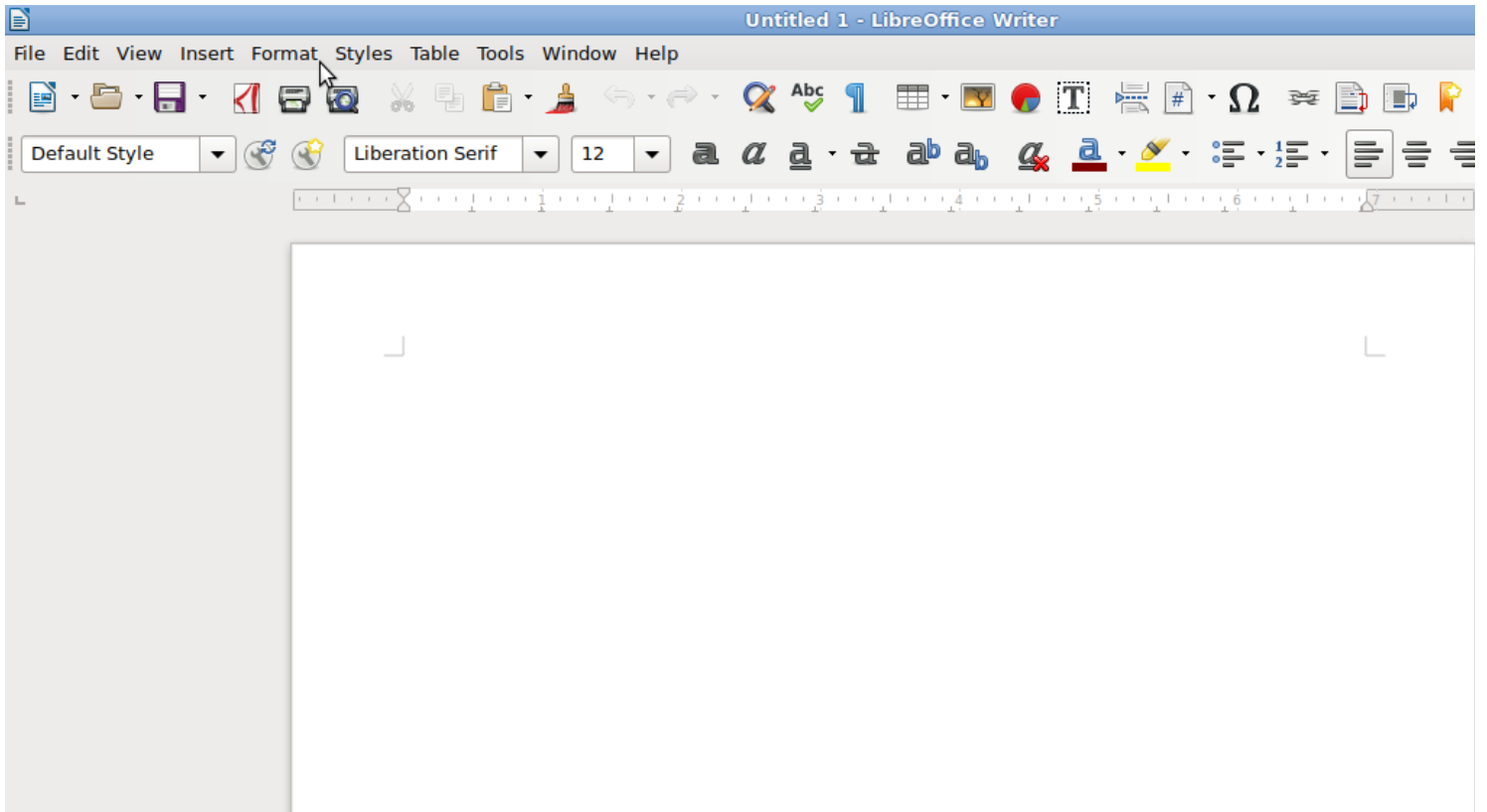
- Click on the Apply button.

- Click on the OK button.

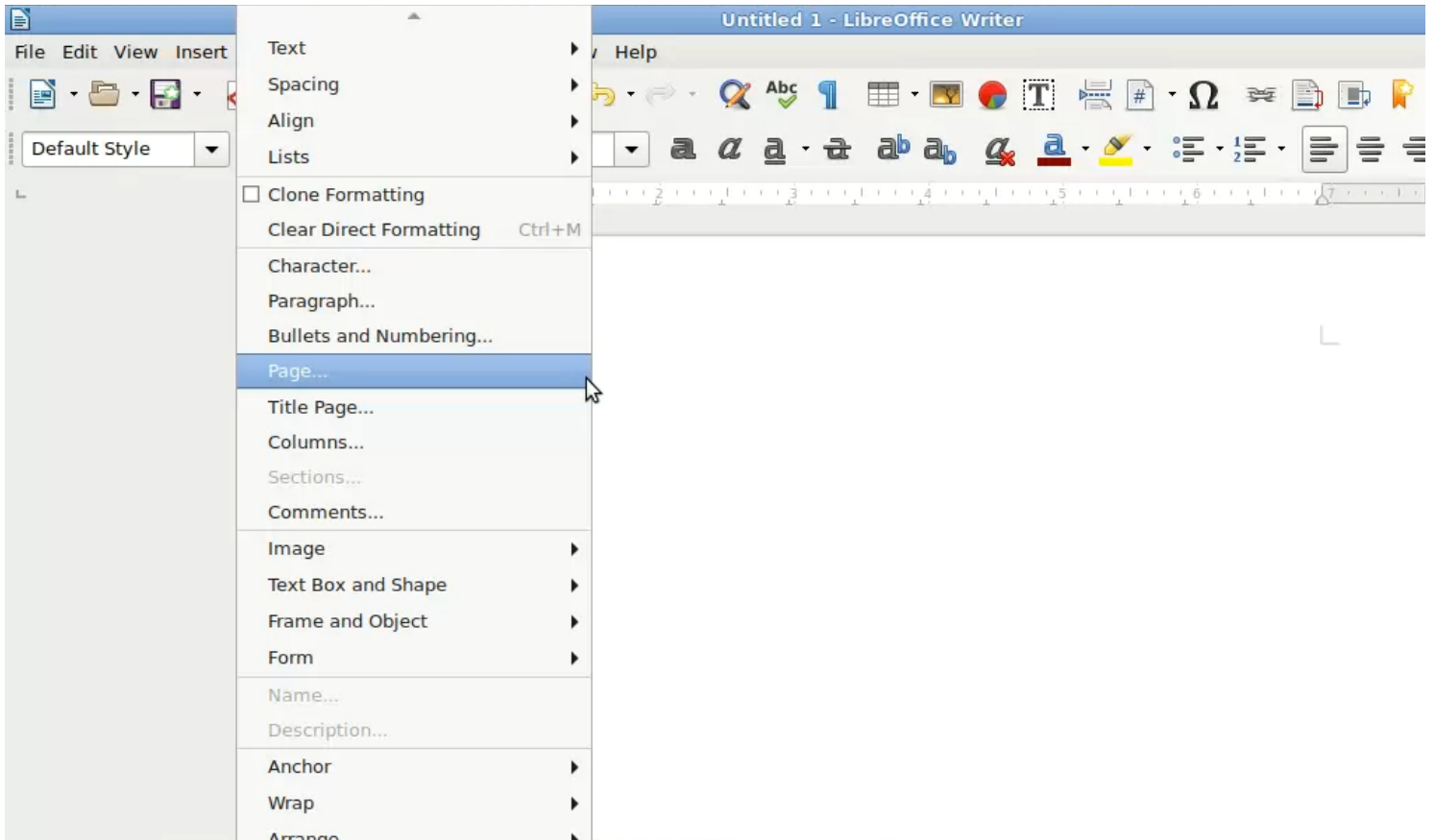


Adding A Background Image To The LibreOffice Document

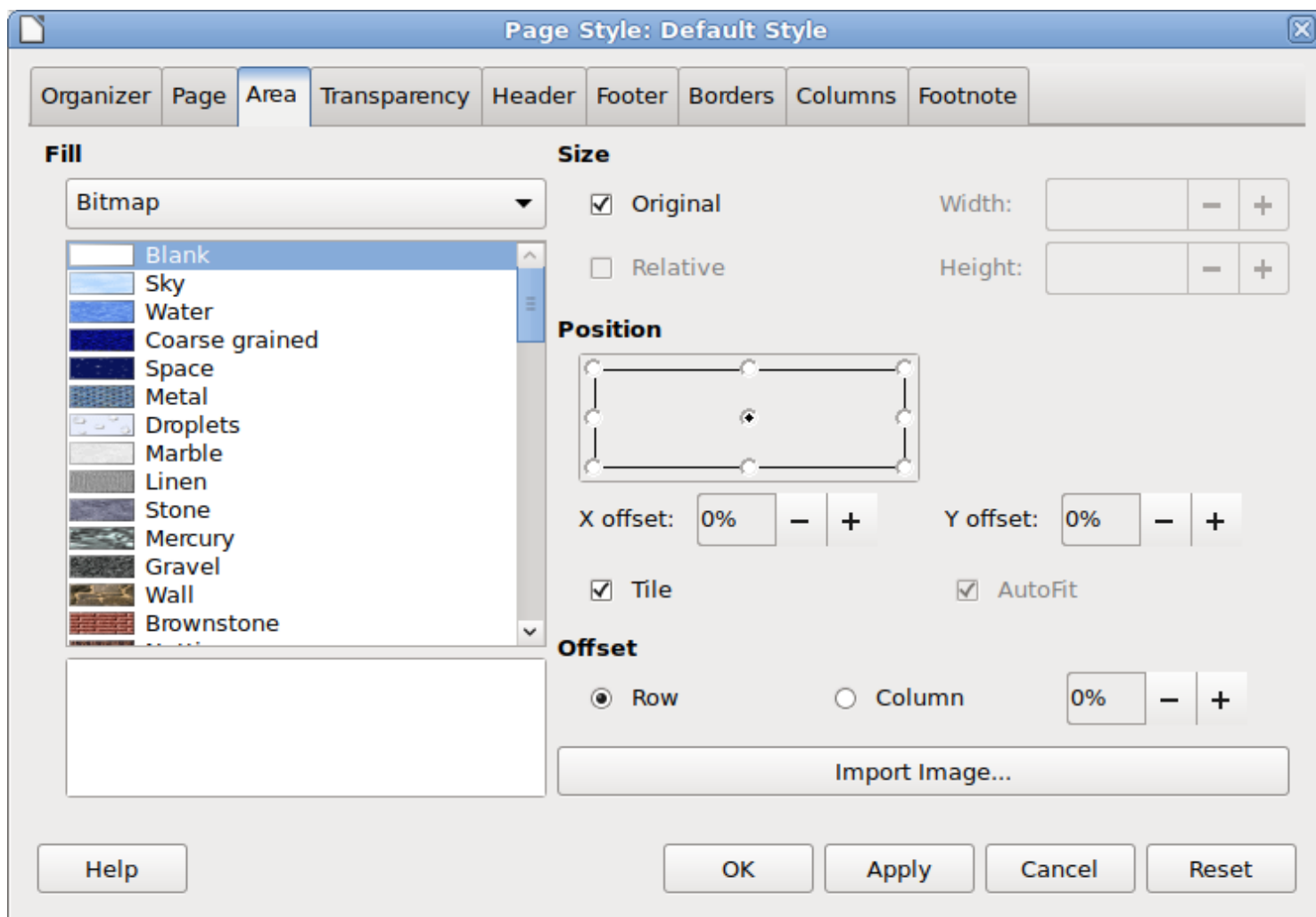
- Click on the "Format" tab in the top menu.



- Click on the "Page" tab in the drop down menu.



- Click on the "Area" tab in the top menu - of the Page Style control box.



- Set "Fill" to "Bitmap"

- Click on the "Import Graphic" button.

- Select a bitmap graphic image.

- Click on the "Apply" button.

- Click on the "OK" button.

Creating The Promotion Graphic Image

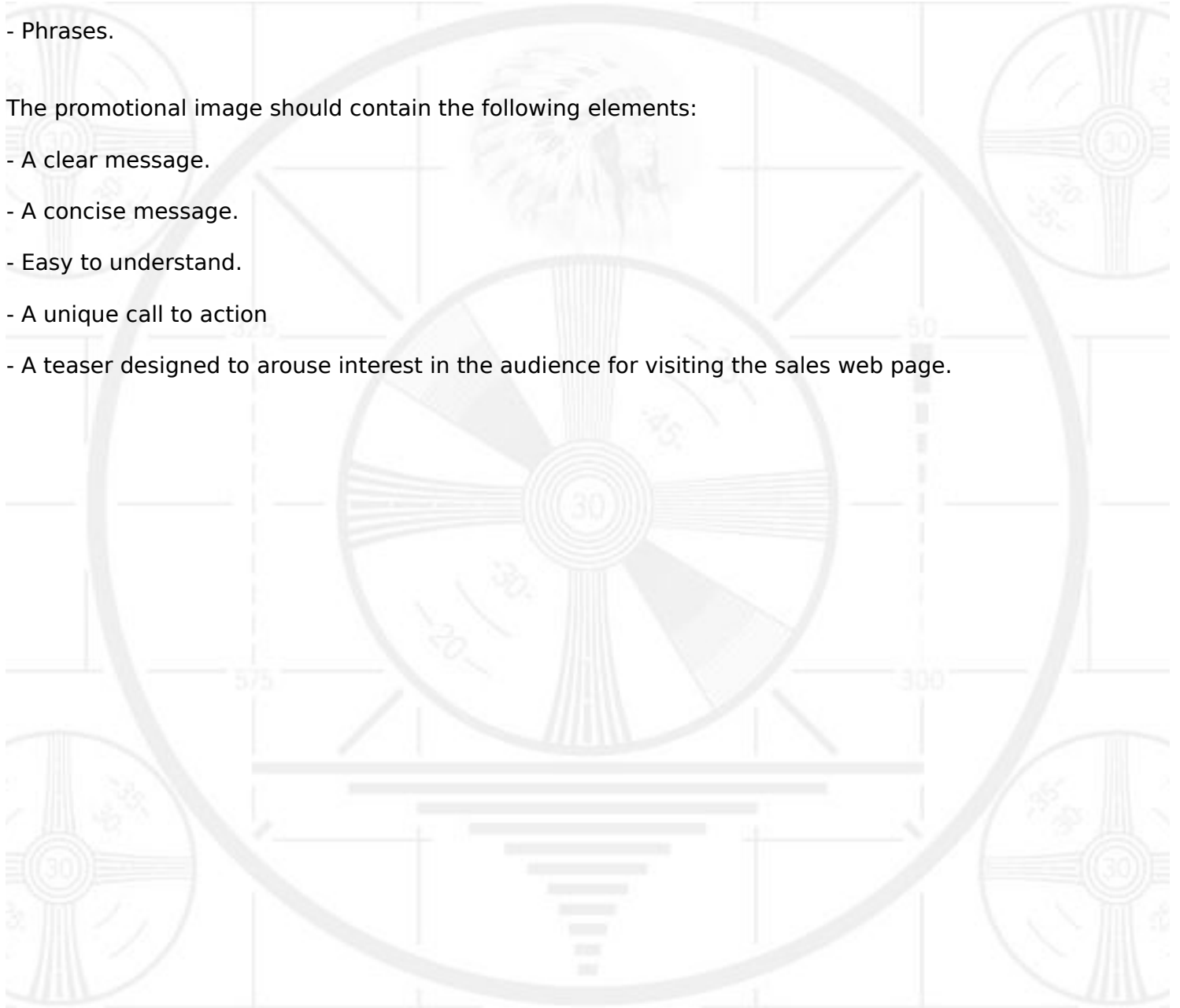
Ensure that all content used for the creation of the promotional image is free from copyright restrictions.

This includes the following content:

- Wording.
- Images.
- Phrases.

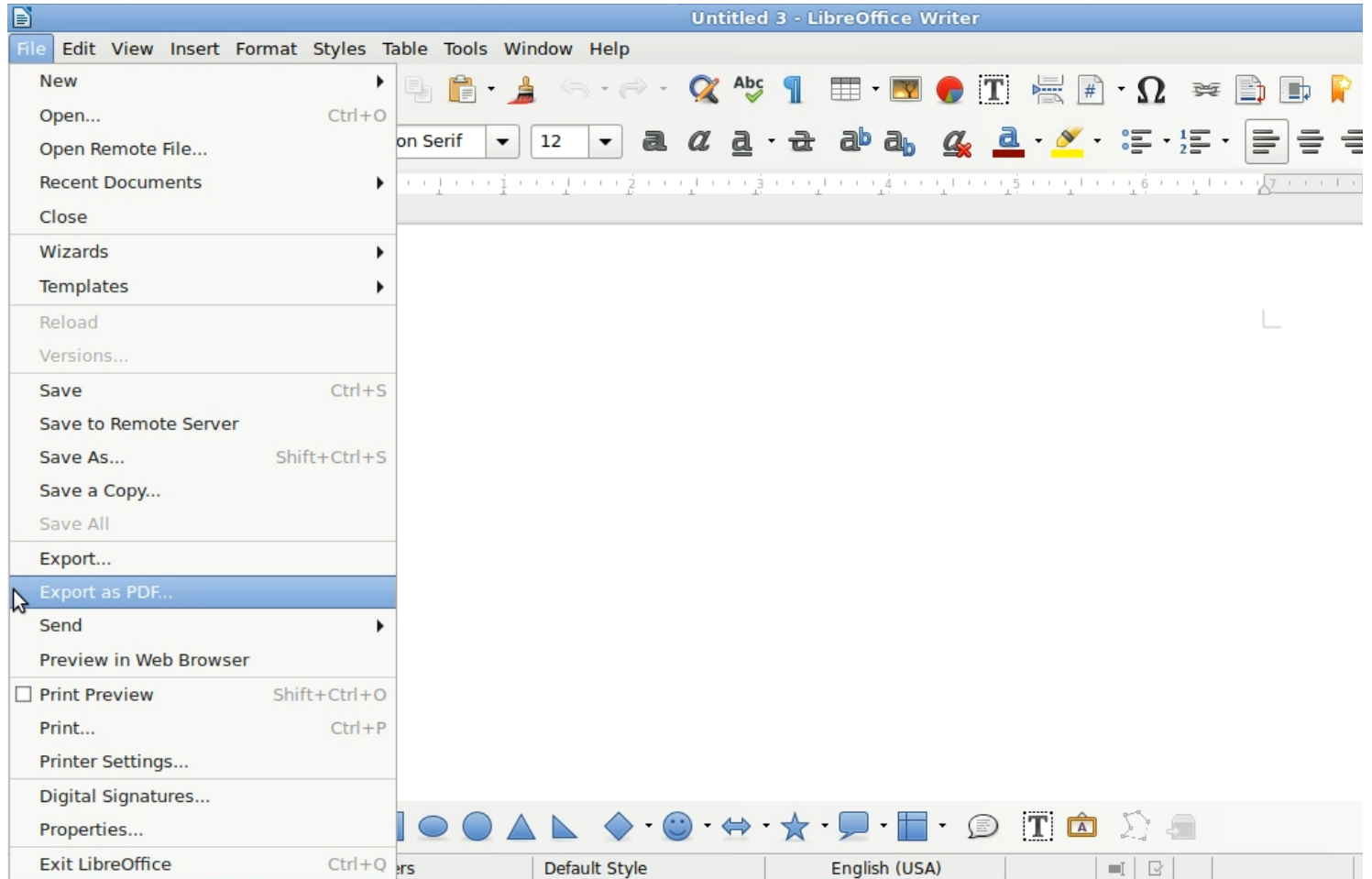
The promotional image should contain the following elements:

- A clear message.
- A concise message.
- Easy to understand.
- A unique call to action
- A teaser designed to arouse interest in the audience for visiting the sales web page.



Save The Finalized Promotion Graphic Image Document

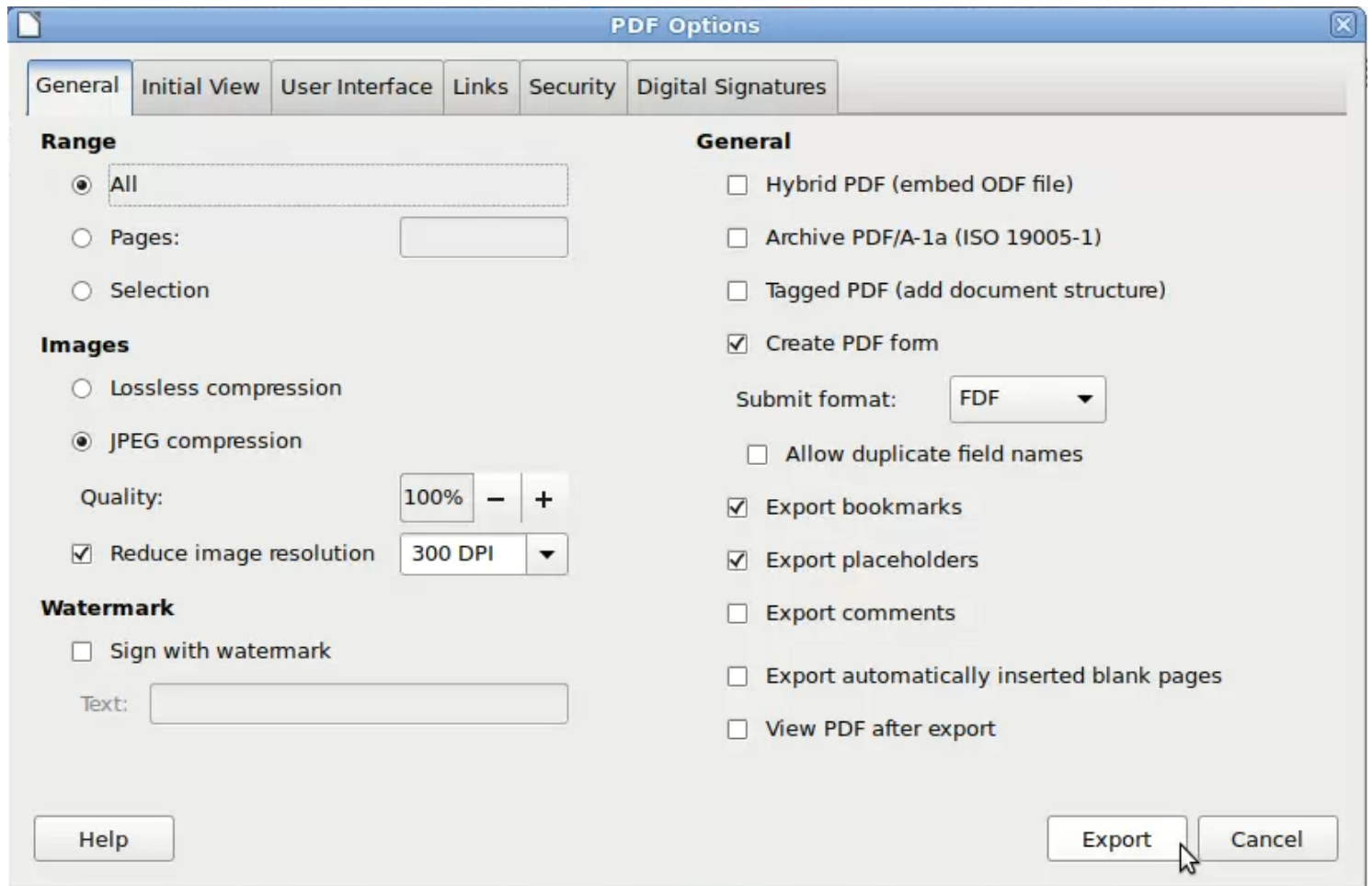
- Once the graphic image file has been completed, save the document as a PDF file.
- Click on the "File" tab in the top menu.



- Click on the "Export as PDF" tab in the drop down menu.

- A PDF Options Dialogue box will open.

- Click on the "Export" button.

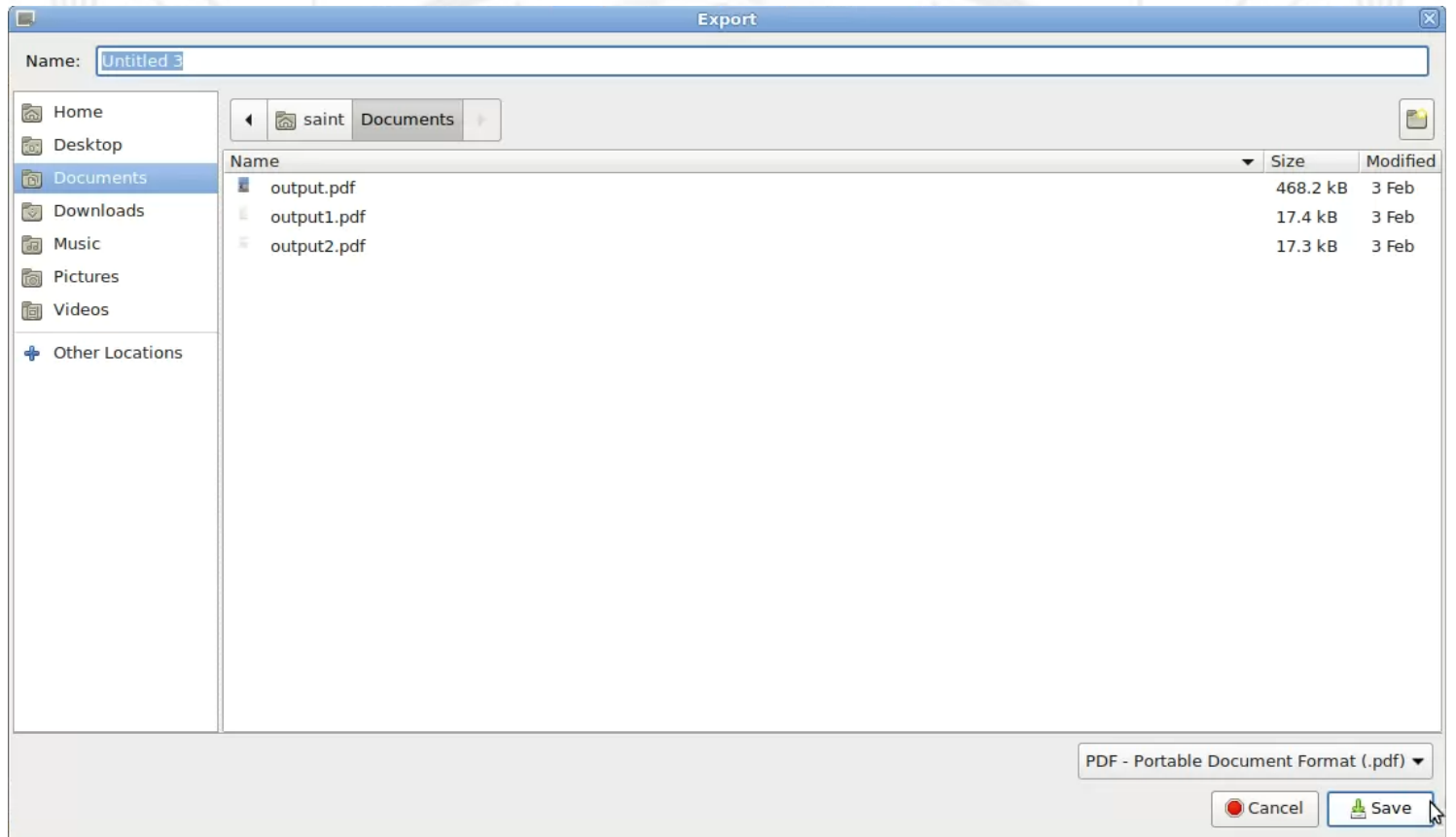


- An Export dialogue box will open.

- Click on the applicable folder that you want to save the PDF file in - on the Left had side of the dialogue box.

- Type the name that you wish to save the PDF file as at the top of the dialogue box.

- Click on the “Save” button at the bottom right of the dialogue box.

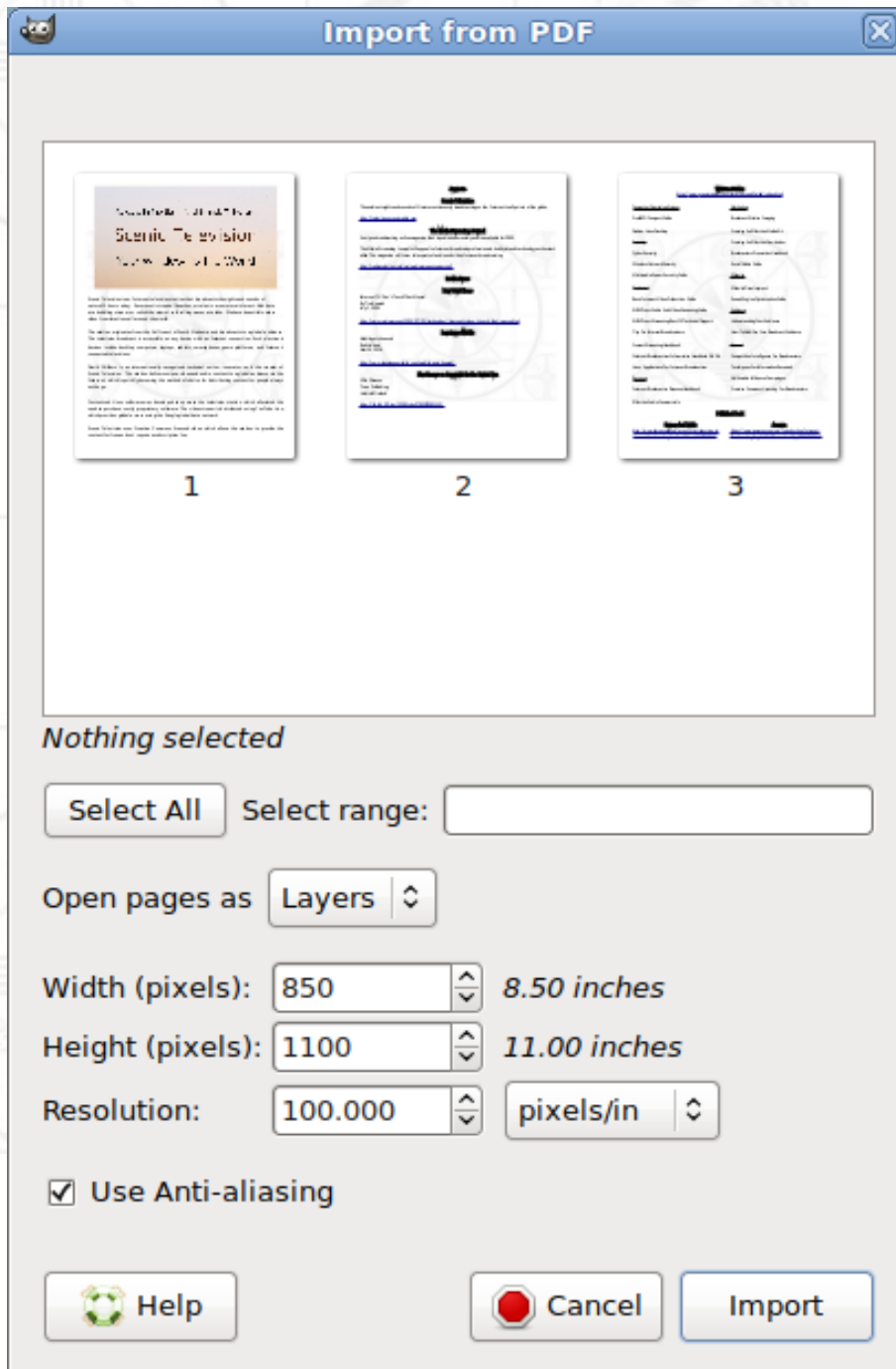


Convert A PDF File To An Image File Format

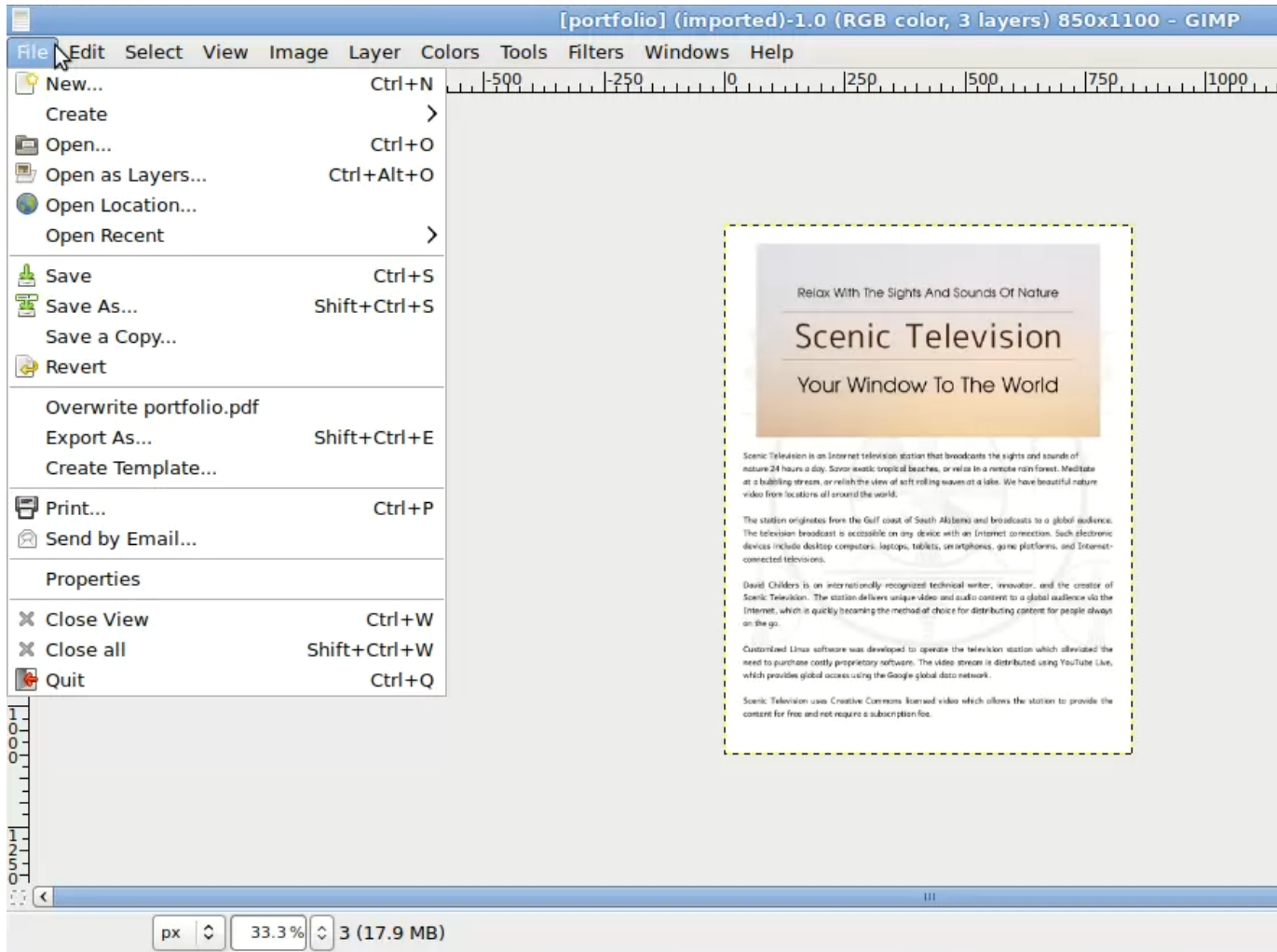
Use the image editing application GIMP to convert the PDF into a easily modified image format.

<http://www.gimp.org>

- Click on the saved PDF file and open the file with Gimp.
- Click the “Import” button to allow the importation of the PDF file.

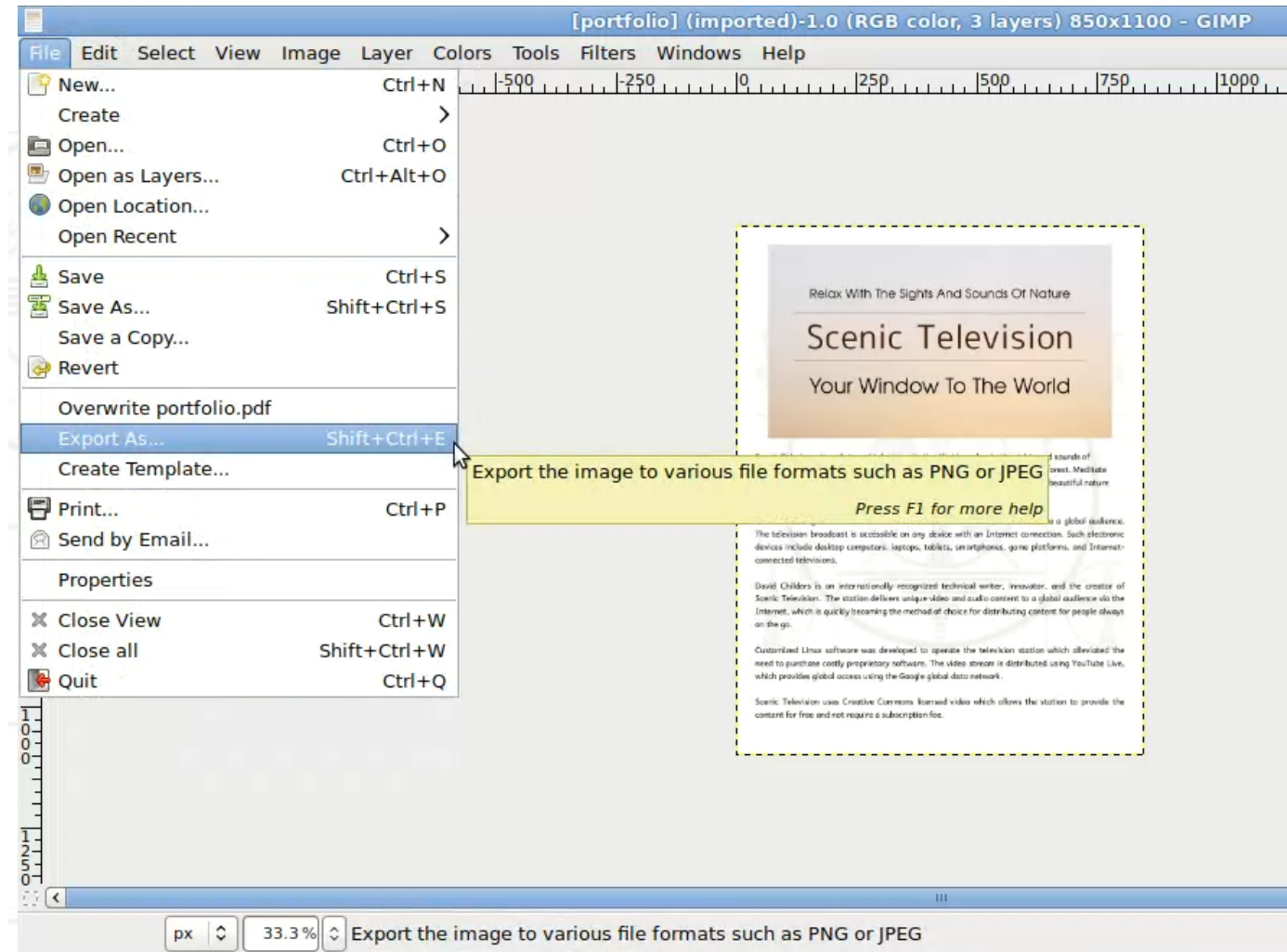


- Click on the "File" tab in the top menu.



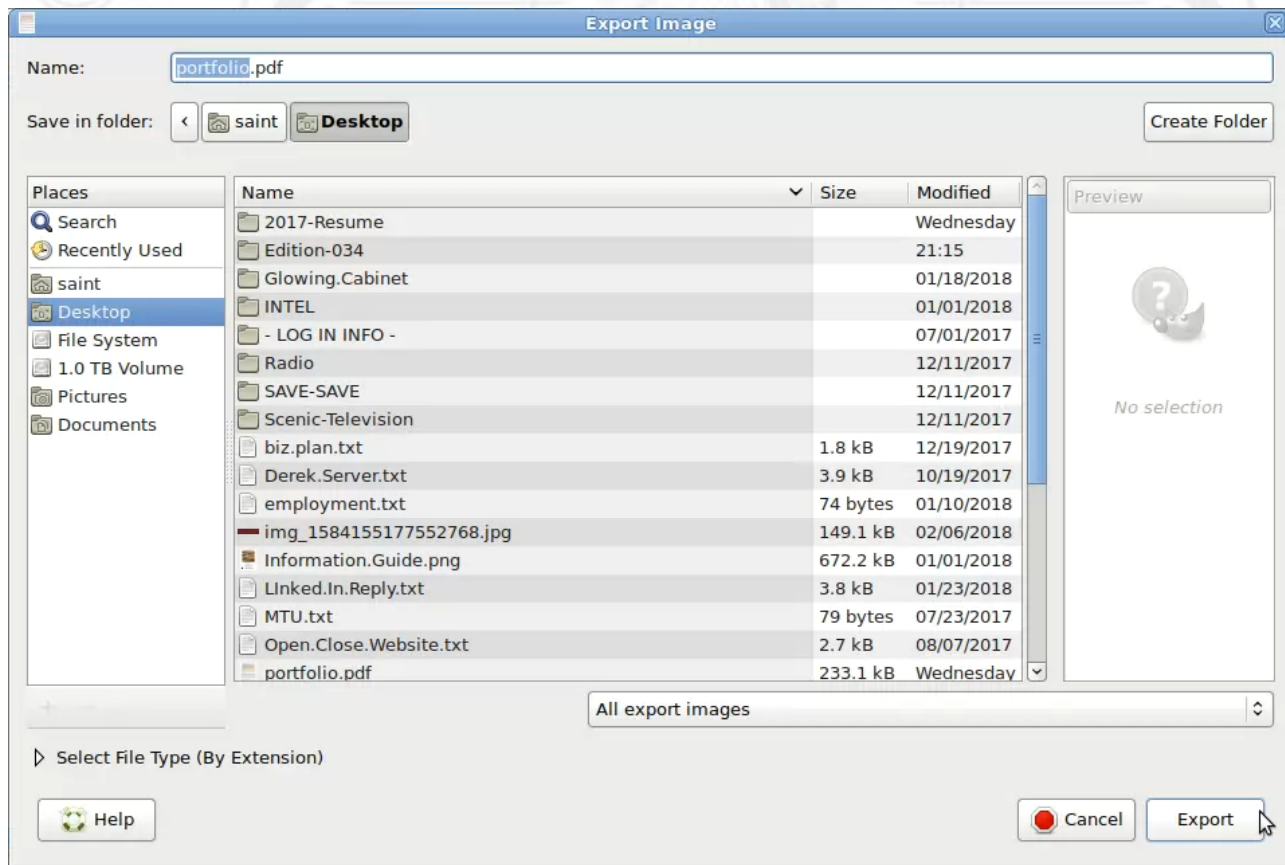
Export / Convert The PDF File

- Click on the "Export As" tab in the drop down menu.



Save The Converted Graphic Image

- An Export dialogue box will open.
- Click on the applicable folder that you want to save the image file in - on the Left had side of the dialogue box.
- Type the **NAME AND FILE FORMAT** that you wish to save the image file as - at the top of the dialogue box. (Save the image file as a JPG or PNG image file format.)
- Click on the “Save” button at the bottom right of the dialogue box.



- Click on the “Export” button at the bottom right of the dialogue box.

Formating The Graphic Image To Have The Proper Pixel Size

Ensure that the size of the of the station card graphical image matches the encoding pixel size of the broadcast stream.

240p: 426 x 240

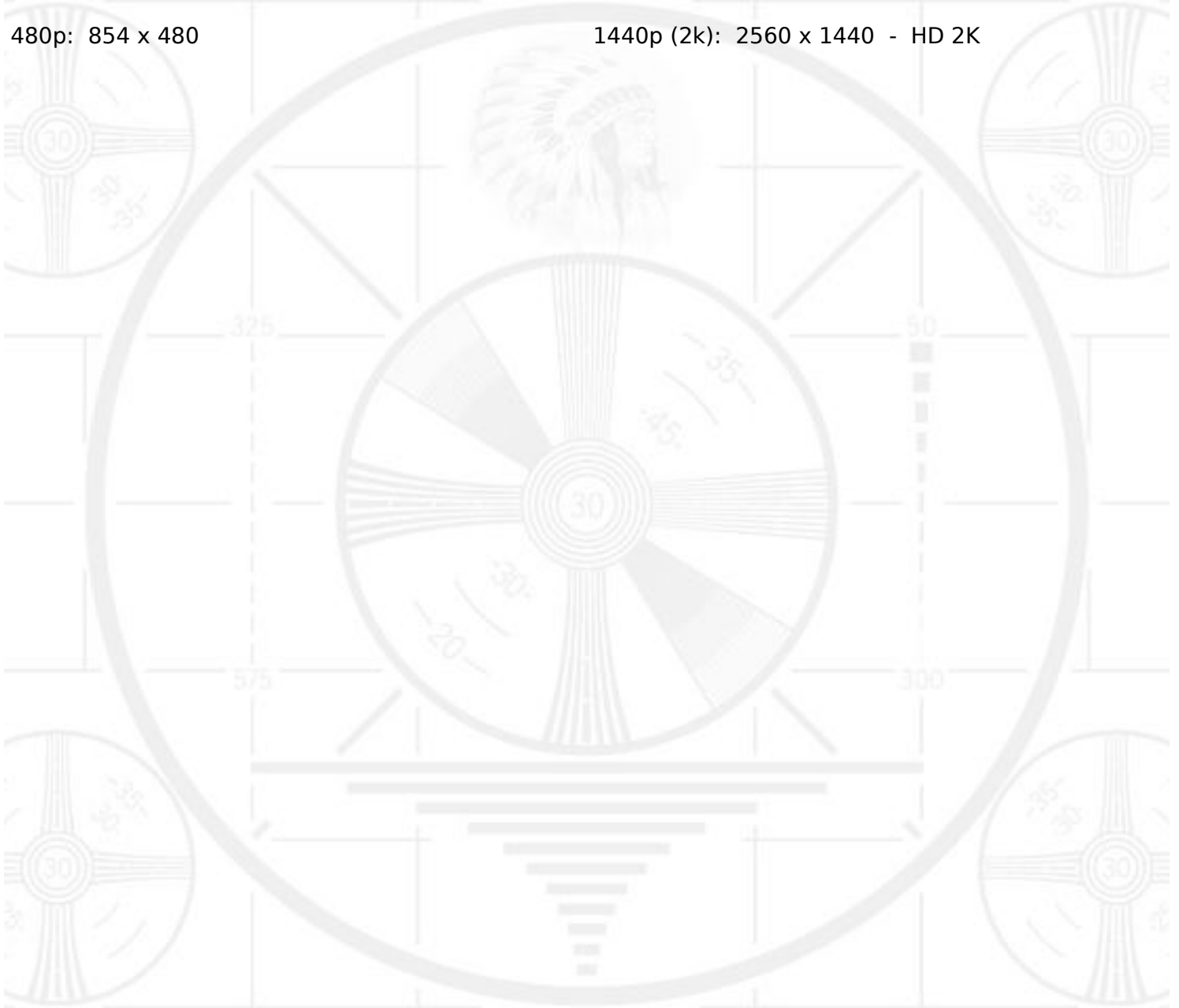
720p: 1280 x 720 - HD

360p: 640 x 360

1080p: 1920 x 1080 - HD 1K

480p: 854 x 480

1440p (2k): 2560 x 1440 - HD 2K



Ensure The Graphic Image Has The Proper Pixel Size

You can use the GIMP graphic editing software to enlarge or shrink the promotion image size. If the graphic is too large or too small.

- Open GIMP.

- Click on the file and open it with Gimp.

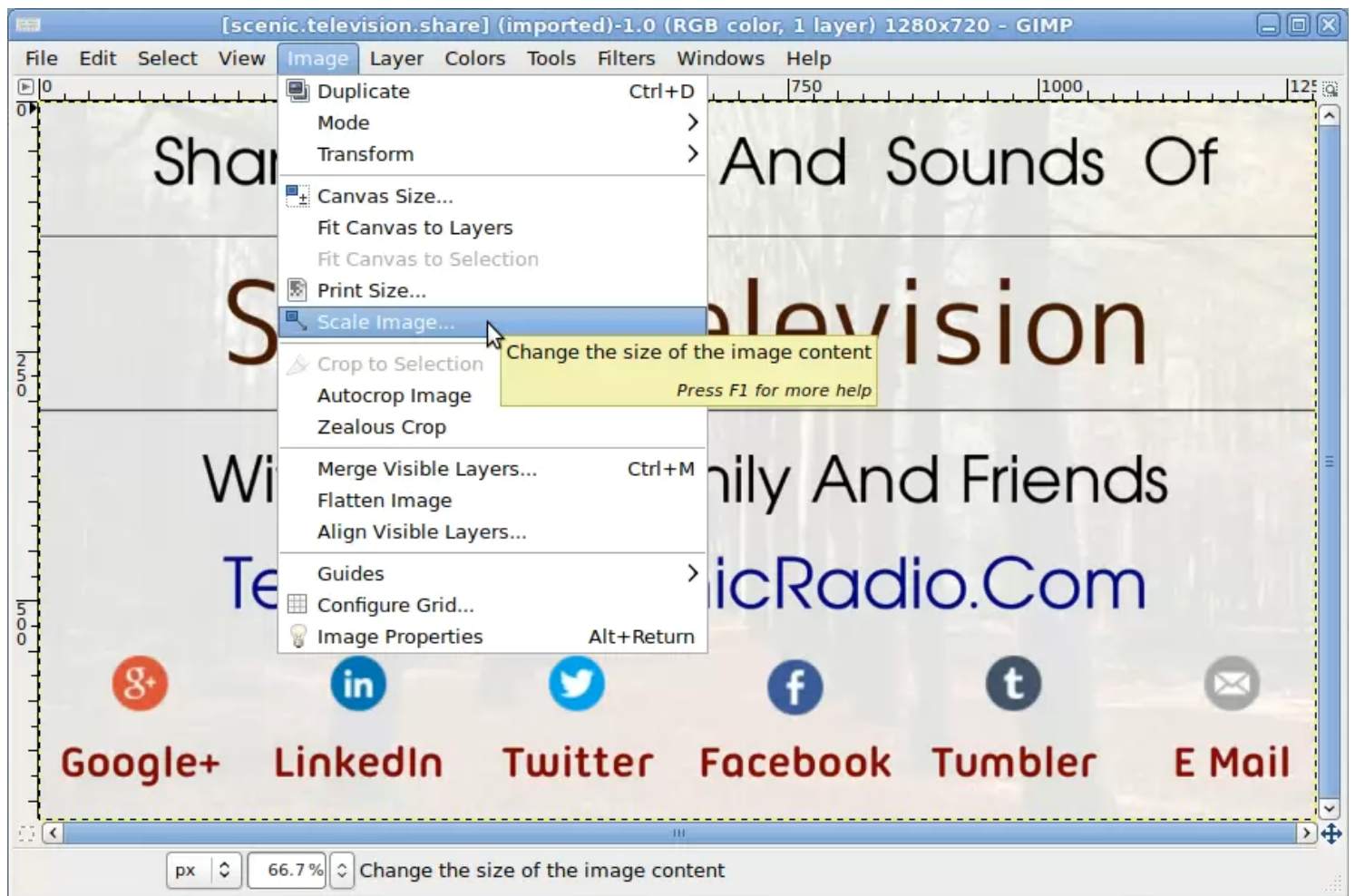
- Click on the "Image" tab in the top menu.



You can check the current graphic image pixel size noted on the top right portion of the software bar.

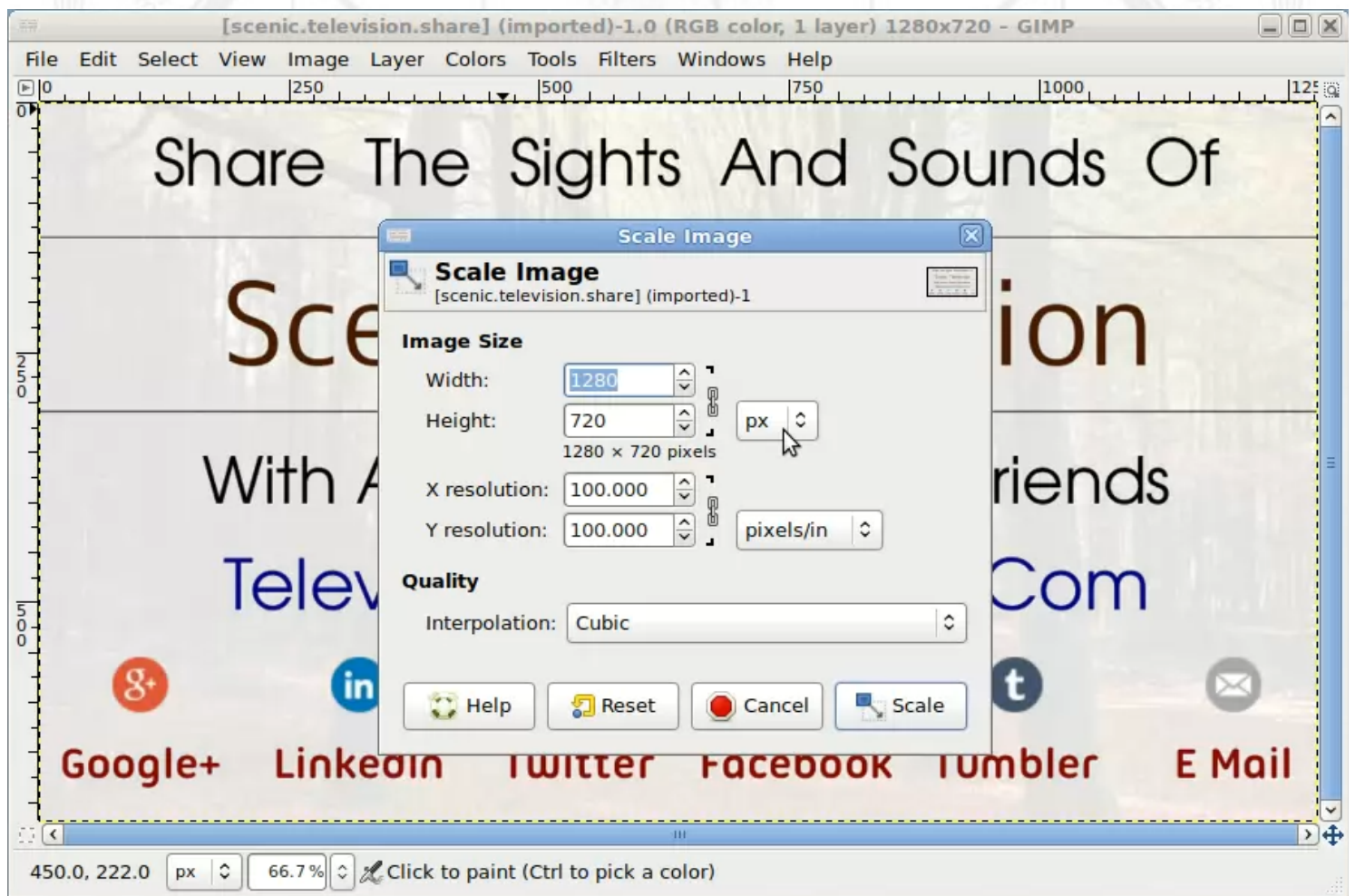
1280x720 - GIMP

- Click on the "Scale Image" tab in the drop down menu.



Scale The Graphic Image

- Click on the dialogue box next to the image size width and height numbers.
- Ensure that the dialogue box is set to px. (For pixel size.)
- Check the pixel size of the image by reading the numbers in the top left **ABOVE THE MENU**.
- Adjust the width to match the correct pixel size of the video stream.
(The height will automatically adjust to the width to maintain image aspect ratio.)
- When adjusting image size - maintain image clarity.



Save The Finalized Graphic Image

- Save the final graphical image after all editing has been completed.
- Click on the "File" tab in the top menu.
- Click on the "Export As" tab in the drop down menu.

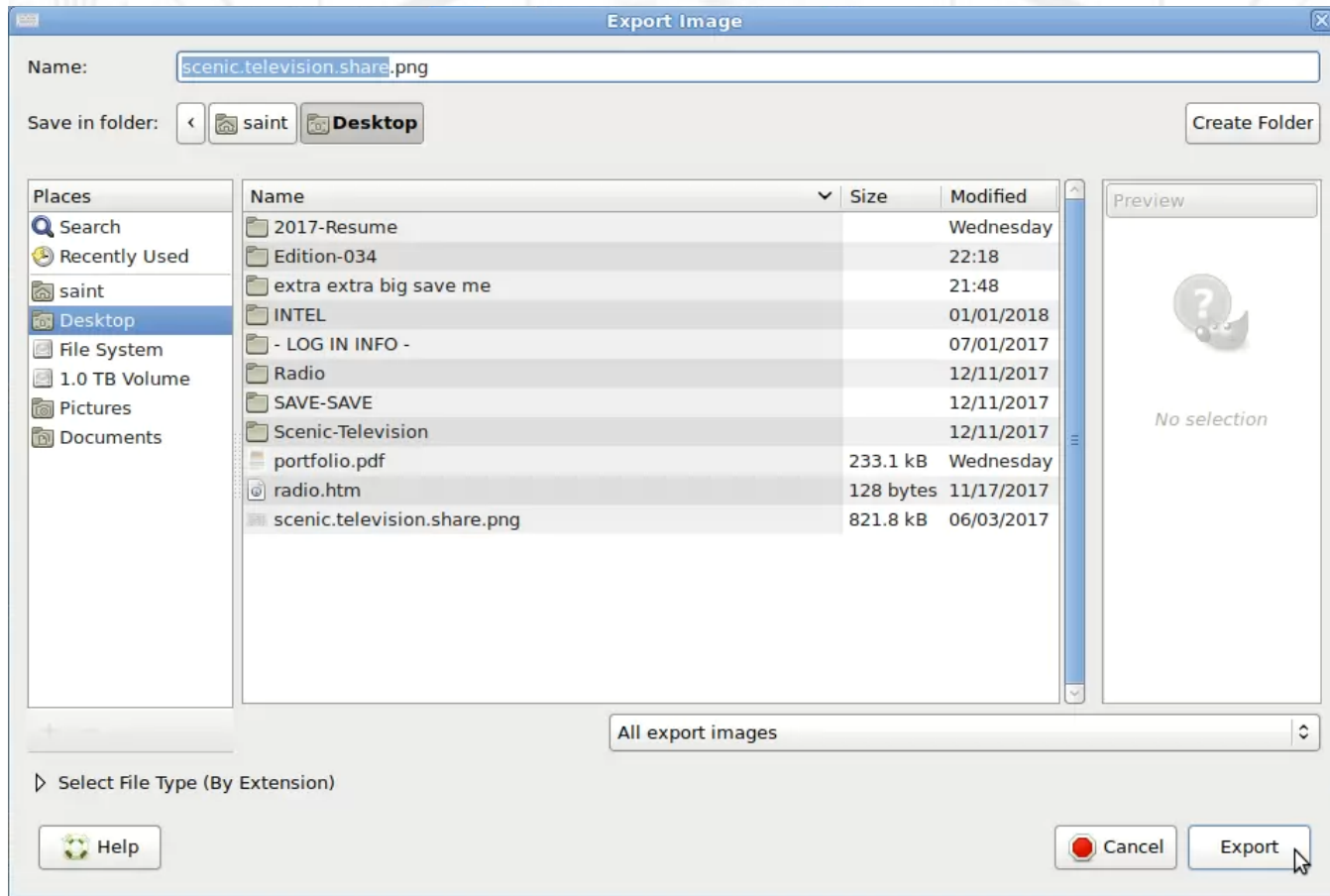


- An Export dialogue box will open.

- Click on the applicable folder that you want to save the PDF file in - on the Left hand side of the dialogue box.

- Type the name that you wish to save the PDF file as at the top of the dialogue box.

- Click on the “Save” button at the bottom right of the dialogue box.



- Click on the “Export” button at the bottom right of the dialogue box.

Graphic Image Examples

These are some examples of station promotion images that created using LibreOffice.

MELT AWAY

THE STRESS OF THE DAY

SCENICRADIO.COM

YOUR GLOBAL DESTINATION
FOR RELAXATION

Share The Sights And Sounds Of

Scenic Television

With All Your Family And Friends

Television.ScenicRadio.Com



Google+



LinkedIn



Twitter



Facebook



Tumblr



E Mail

Create An Audio Sound File

A sound track should be used to reinforce the message that the graphic image presents.

Ensure that all content used for the creation of the promotional audio is free from copyright restrictions.

This includes the following content:

- Wording.
- Phrases.
- **BACKGROUND MUSIC.**

The promotional audio should contain the following elements:

- A clear message.
- A concise message.
- Easy to understand message.
- Precise vocal annunciation.
- A unique call to action
- A teaser designed to arouse interest in the audience for visiting the sales web page.

The audio recording should be approximately 30 to 45 seconds in length.

The sound file should be encoded with the following parameters:

- MP3 Audio Codec
- Two Channel Stereo Encoding.
- Variable Bitrate Encoding.
- 48 Khz Sample Rate.
- 256 Kbs Audio Bitrate Encoding.

Combine The Graphic Image With The Audio File (Create A Complete Video)

FFmpeg can be used to combine image files with a sound file and create a complete audio/video movie.

Linux static binary build packages:

<http://www.johnvansickle.com/ffmpeg/>

Windows static binary build packages:

<http://ffmpeg.zeranoe.com/builds/>

- The image files can be PNG or JPG formatted image files.
- The audio file MUST BE encoded using either the MP3 or AAC codec.

ffmpeg -loop 1 -i **image-file.jpg** -i **audio-file.mp3** -shortest -acodec copy -f **mp4 video-file.mp4**

Script configuration:

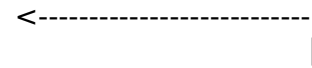
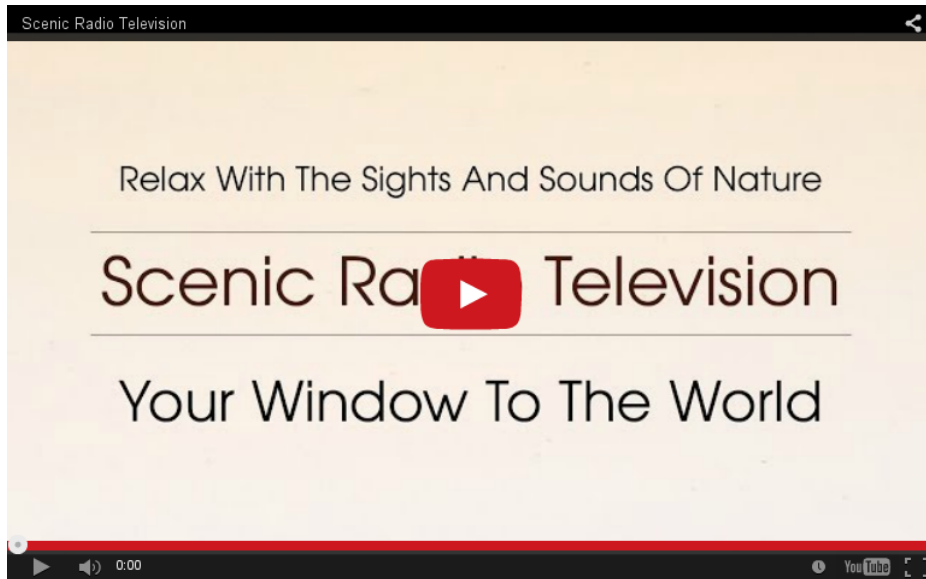
Name Of File

Type Of Image File Format - (JPG or PNG)

Type Of Audio File Format - MP3

Type Of Video File Format - MP4

Create A Youtube Click Through Button For The Sales Webpage



A click through visual station card can be embedded into the upper left corner of a broadcast stream.

This visual "station" card will contain:

- A small graphic image.
- An approved website link.
- Textual information.

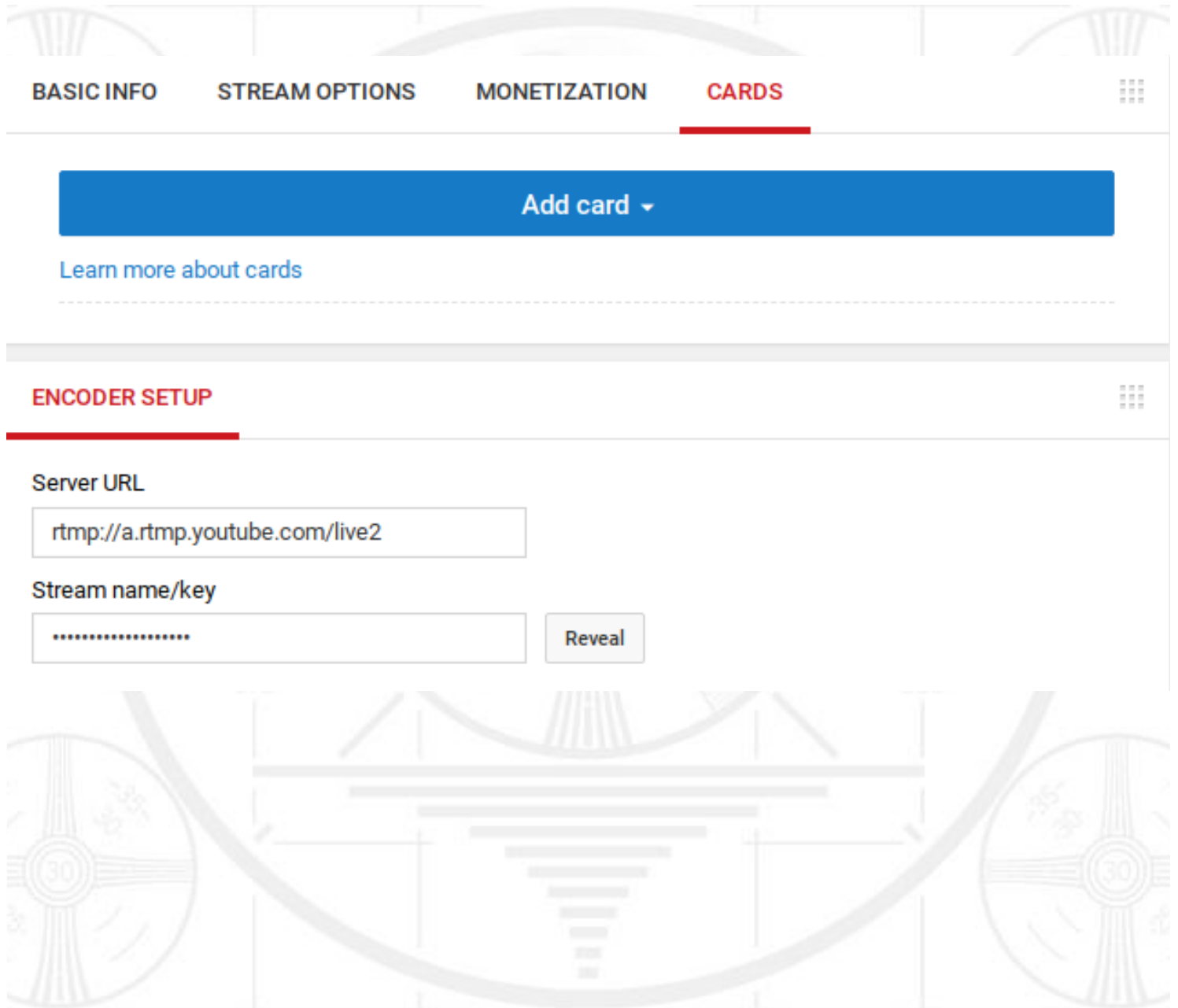


Setup

- Go to the Live Stream Dashboard

http://www.youtube.com/live_dashboard

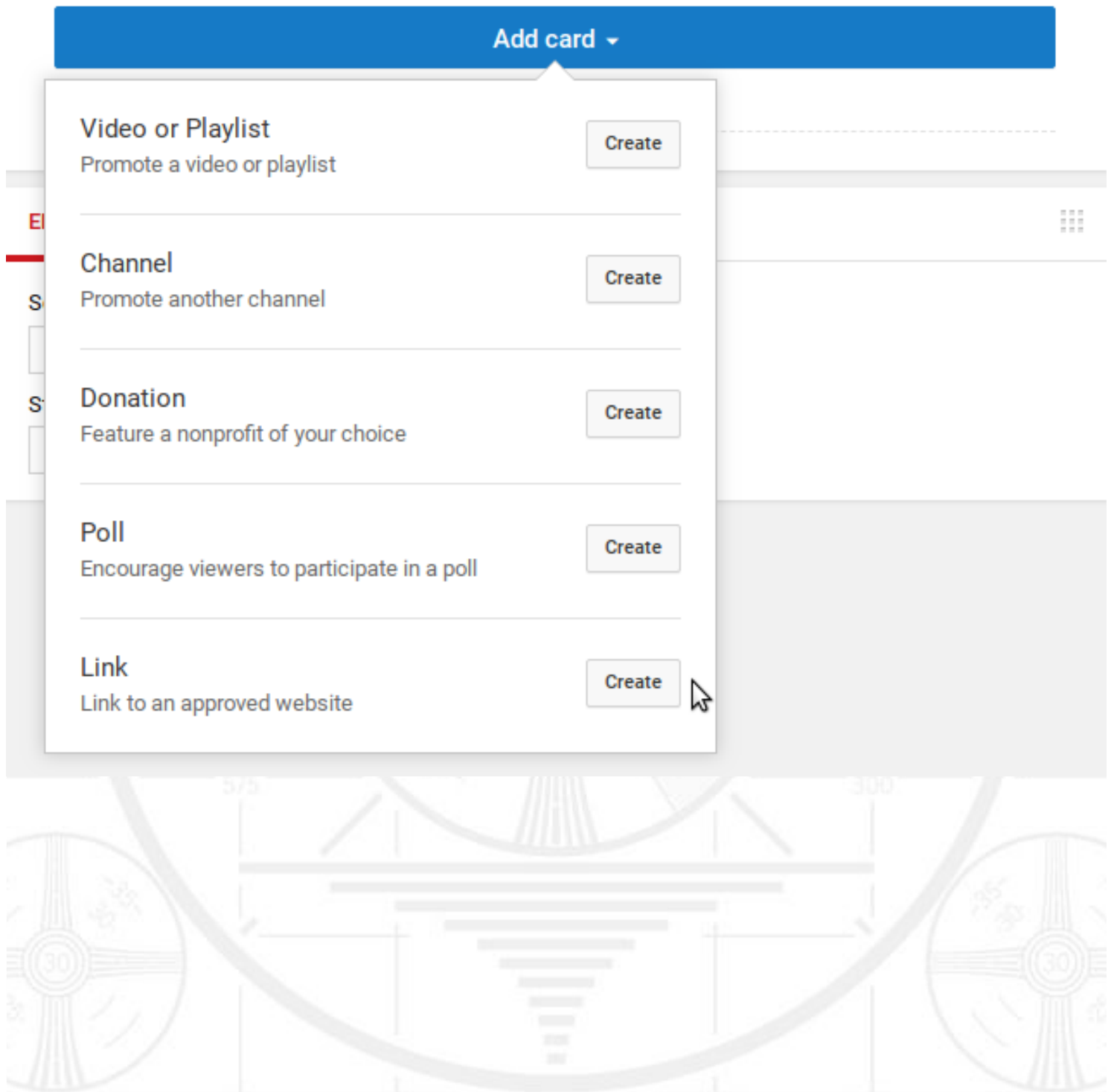
- Click on the Cards tab.



The screenshot displays the YouTube Live Stream Dashboard interface. At the top, there is a navigation bar with four tabs: "BASIC INFO", "STREAM OPTIONS", "MONETIZATION", and "CARDS". The "CARDS" tab is currently selected, indicated by a red underline. Below the navigation bar, there is a prominent blue button labeled "Add card" with a downward-pointing arrow. Underneath this button is a link that says "Learn more about cards".

Below the "Cards" section, there is a section titled "ENCODER SETUP" with a red underline. This section contains two input fields. The first is labeled "Server URL" and contains the text "rtmp://a.rtmp.youtube.com/live2". The second is labeled "Stream name/key" and contains a series of dots, representing a masked stream key. To the right of this input field is a button labeled "Reveal".

- Click on the Create button next to the Link to an approved website tab.



- Enter a properly formatted URL web address that points to the sales webpage.

Link URL

e.g. <http://www.example.com>

You can link to:

Your associated website

Link directly to your associated website. [Settings](#)

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

Merchandise sites

Link to your storefront or an individual product on one of the [approved retailer sites](#).

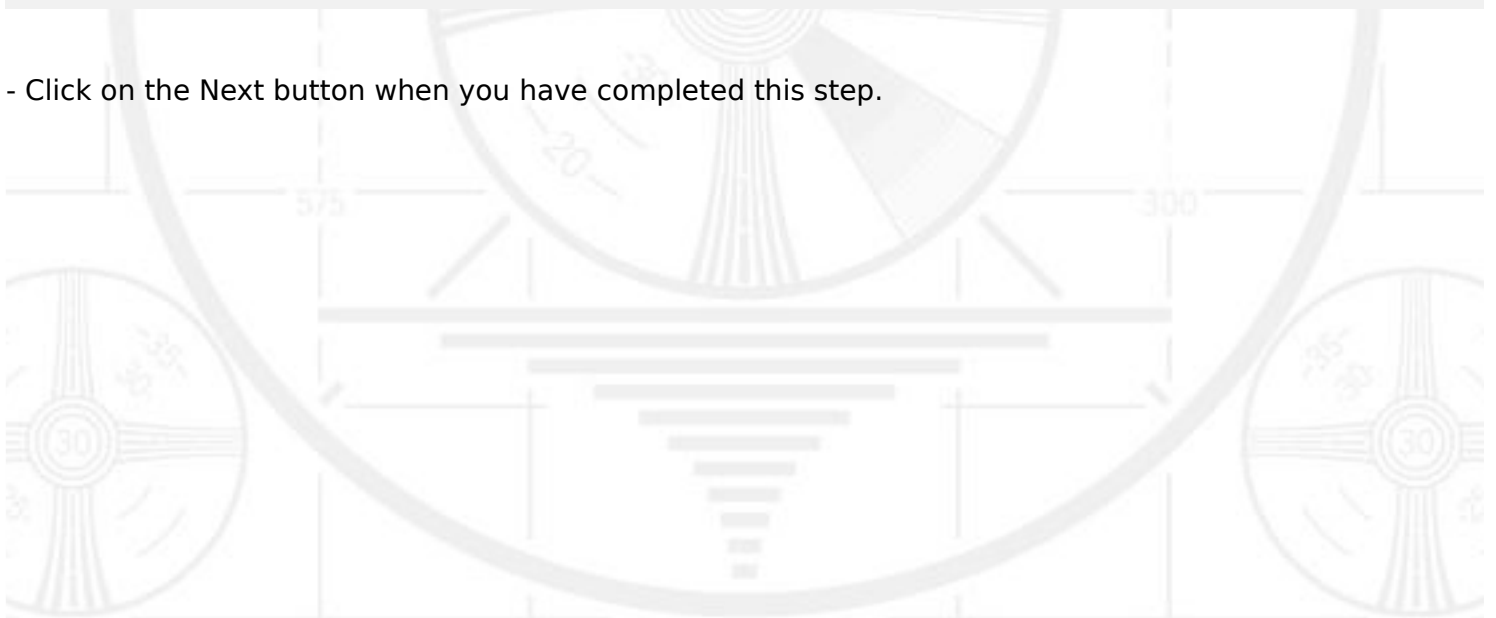
Crowdfunding sites

Drive awareness and support for your creative campaigns on one of the [supported crowdfunding sites](#).

Cancel

Next

- Click on the Next button when you have completed this step.



- The associated website dialogue box will open up.

You must input information necessary for your call to action button will work properly.

Link URL

http://www.scenicradio.com/

Associated website

Card title

Old Time Radio, Nature Audio, Audio Books, M

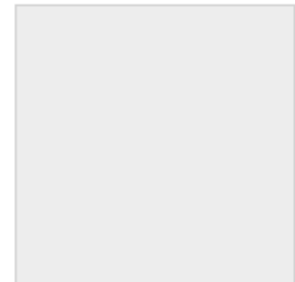
89 characters over limit

Call to action

e.g. "Visit website"

Teaser text

e.g. "Visit our website"



Change image

Cancel

Create card

- The following information is required for input:

- Card title.
- Call to action information.
- Teaser text.
- Select an image to upload - using the "Change Image" button.
- Click on the "Create card" button to enter and save the inputted information.

Additional Information

Call to action

A statement designed to prompt an immediate action by a member of the audience.

- Example

“ Support our station so that we can continue bringing you quality content ”

- The text should be short, concise, and very easy to understand.

Teaser text

A statement designed to arouse interest in the audience for visiting the sales web page.

- Example

“ We offer great benefits to audience members that support our station ”

- The text should be short, concise, and very easy to understand.

Image

The image should represent the content of your broadcast in a graphical format.

“ An image of a piano for classical music. “

“ An image of a Microphone for a talk show. “

“ An image of a cat or dog for a show about pets “

- The image should be easy to understand and visually appealing.

- The image should also be of the highest graphical quality - clear and sharp.

Closing

You can make the transition from depending on the financial quirks of Youtube advertising to creating your very own economic opportunities. The essential requirement is a well organized and planned approach to financial stability.

It is essential to ensure that all content used in the final form is free and clear of any intellectual property claims by others during the planning, research, and creation process. This will prevent legal complications from arising in the future.

It is essential to document and save all the information required by the associate, sponsorship or donation financial service. It is also highly recommended that source data is kept on the created the graphic images, audio, and video.

It is vital to track the success rate of encouraging audience participants to visit the sales web page or donation page. Try running three month test intervals to gauge the response rate for updated multimedia.

It is vital to present a clear, concise and easy to understand message that will easily persuade people that financially supporting the station or broadcast is important.

