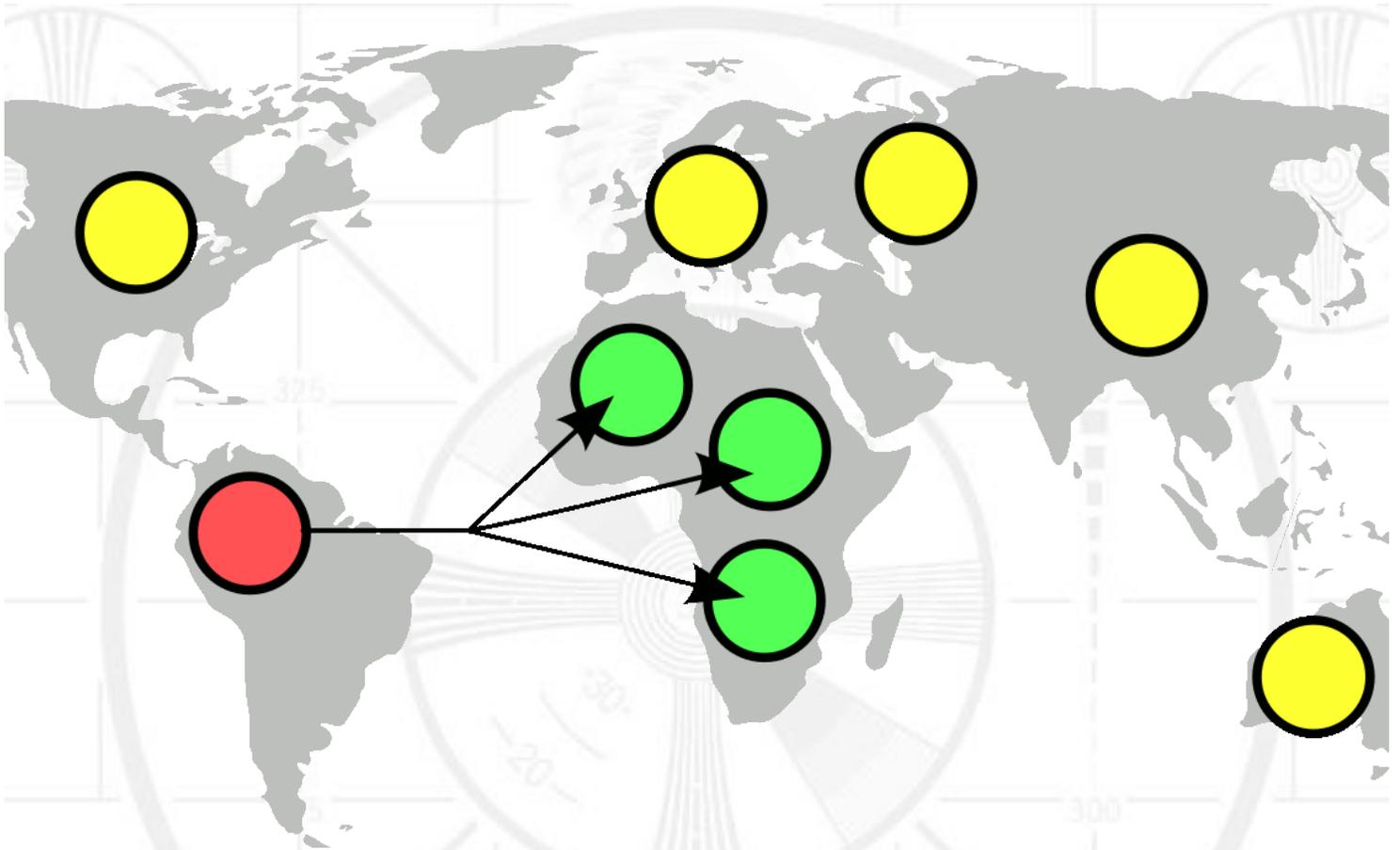


The Media Streaming Journal

November 2016



Covering Audio and Video Internet Broadcasting

Brought To You By

RADIOSOLUTION

www.radiosolution.info



The Media Streaming Journal Staff

Derek Bullard
Publication Director
info@radiosolution.info

David Childers
Editor In Chief
editor@radiosolution.info

Advertising
advertising@radiosolution.info

www.radiosolution.info

publicdomainvectors.org/en/free-clipart/Vintage-microphone-vector-graphics/6111.html

Welcome to The Media Streaming Journal

Greetings,

As we prepare for the holiday season and upcoming new year, let us take a moment and reflect back on the past year.

Many things have changed in our industry, but many opportunities have appeared. We all have the potential and opportunity to open those doors of new opportunity and let our light shine brightly.

The staff has scoured around and found an excellent collection of services and applications to help you with your station and station website. We hope that you can make extensive use of them and help your station to grow.

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

Namaste

David Childers

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

The Grand Master of Digital Disaster
(Editor In Chief)

The Media Streaming Journal

What is in this edition of the Media Streaming Journal

How To Gain More Listeners For Your Radio Station
Derek Bullard

Updated Youtube Live Video Streaming With
FFMPEG
David Childers

Sleep Radio
David Childers

Free Services and Software
Robert Andrews

Understanding Social Media Metrics
Edited By Robert Andrews



Magazine cover graphic:

<https://commons.wikimedia.org/wiki/File:Geocast.svg>

**The Media Streaming Journal is licensed under the
Attribution-ShareAlike 4.0 International
(CC BY-SA 4.0)
Creative Commons License.**

www.creativecommons.org/licenses/by-sa/4.0/



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.



How To Gain More Listeners For Your Radio Station

Derek Bullard

The latest internet radio trends are showing that passionate radio station listeners are devoting time to listening to their favorite music. For a majority, it is presumably while they are traveling in their car or maybe busy at the workplace. For others, it could be during some relaxing down time or while doing their usual house chores. In other words, it doesn't matter what your listeners are doing, your focus as a radio station owner will be on how to gain more listeners to your radio station.

A lot of hard work, as well as time, will go into shaping a meticulous radio station as you develop massive amounts of dependable listeners. You certainly will require ability, proficiency, hard work and above all, self-confidence to achieve your goal of gaining more listeners to your radio station.

Let's consider some smart tips and tricks which will surely help you build a huge, loyal audience globally.

1 - Simplicity is the Key:

The primary rule is to keep the name of your radio station uncomplicated, unique and easy to remember. The name should be precise, straightforward and exclusive so that your audience can effortlessly recognize and remember it.

2 - Have a Budget:

If you do not want to run a regular little small hobby radio station, you will need to invest at least a little bit of money. You will need a good reliable SHOUTcast or Icecast hosting company such as Radiosolution. Avoid free low-end services at all cost. The low quality, ad packed radio hosting companies will not show the seriousness of your radio station. You must spend a little money in Social Media, Google, local and music magazine ads.

You will need a decent logo and website design. Some engaging content in the form of posts and articles will be imperative as well. If you do not have the skills or time to do it yourself, then you will need to invest a little bit. There are many affordable resources on the internet to get this done quickly and efficiently.

It may be possible to start a radio station with nearly no investment, but if you are serious about your professional image then it is easy to drop about \$500US

3 - Recognize Your Genre:

Before creating a radio station, it is indispensable to discover a target audience or a particular style of music. For instance, building a rock radio station would be an in demand selection, however, you may want to reconsider it because you assuredly will come up against a lot of competition. It would surely be more imperative to think creatively and create a station particularly focused on a more specific genre. This does not mean though if you dream of making a rock station that you should give up on that dream. However, you may, for example, find it easier to run an indie rock station and discover possibly a less saturated niche. Not to mention, many indie artists will be very enthusiastic about sending you free music to play. The choice is yours, let creativity flourish when it comes to selecting your radio station genre.

4 - Make Your Lineup Popular:

Making your schedule known to your audience and fan base is critical. Let your audience know about your plans, the niche of music you are planning to broadcast and the DJs they can catch live. Look for good DJs and get in touch with them. Many talented DJs are looking to syndicate their show to radio stations and are willing to send you a podcast each week. One example is Dibblebee, he will send you a link, and you can download his weekly show. <http://dibblebee.com/the-top-10-dance-songs-weekly-countdown-with-dibblebee/> Check out that link for more details. Don't forget to advertise your schedule in the most imaginative of ways to attract and engage your listeners.

5 - Effective Promotion:

When it comes to online promotion, social media is said to be the treasure trove of today's digital world. From Facebook to Snapchat and from Instagram to Twitter, you can take advantage of all these podiums to promote your station. Make sure to share interesting content, images, and videos that will aid people to associate with your radio station. You can also promote your radio station by developing an attractive website, over which you can share blog posts, enticing music news, audience's feedback and info graphics to engage and persuade listeners.

Do not forget real life promotion as well. There is nothing better than to have real life interaction with your potential station audience. Check for every possible way to promote your radio station in real life. Parties, events, sponsorships, flyers, word of mouth, stickers, and business cards are important ways to promote your radio station.

6 - Be Creative:

The possibilities and opportunities are endless when you take the time to think about the best ideas you can dream up. You know what they say; clean out a corner of your mind and creativity will instantly fill it. There is nothing better than coming up with your creative ideas for your radio station. Be open to feedback and criticism from your team or your listeners. It might get those creative juices flowing, and that can only help improve your station.

Once you have built your radio station, the process doesn't end there. You will be required to keep your listeners captivated with your station. This way, your listeners will single out your station from a long list of competitors and will stick to it afterward. Do not forget that only the existing audience can be a permanent fan of your channel. Take a cue from this post and enjoy lifelong success and fame with your very own internet radio station.

Sleep Radio David Childers

This soothing station broadcasts from Te Aroha in New Zealand. It offers a delightful ambient soundscape that can relax the mind and help it drift away into exotic places. There is no DJ, or obnoxious advertising to break the spell that the music presents.

This station is a lovely addition to your lunchtime siesta or nighttime wind down. Drop by and tell John Watson how much you appreciate his efforts for creating this unique station.

<http://www.sleepradio.co.nz/>

Understanding Social Media Metrics

Edited By Robert Andrews

Knowing the metric data that drives and is a result of Social Media is important. This information allows you to both understand your social media audience in addition to how well your social media efforts are doing.

Social Media Measurement

This typically involves actively monitoring of social media channels for information. This entails tracking of various social media content such as blogs, wikis, news sites, micro-blogs such as Twitter, social networking sites, video/photo sharing websites, forums, message boards and user-generated content in general as a way to determine the volume and sentiment of online conversation about a brand or topic.

Social media monitoring for brands

Social media monitoring allows users to find insights into a brand's overall visibility on social media, measure the impact of campaigns, identify opportunities for engagement, assess competitor activity and share of voice, and be alerted to impending crises. It can also provide valuable information about emerging trends and what consumers and clients think about specific topics, brands or products. This information is the result of work from a cross-section of groups that include market researchers, PR staff, marketing teams, social engagement and community staff, agencies and sales teams. Several different providers have created tools to facilitate the monitoring of a variety of social media channels from blogging to internet video to internet forums. This information allows companies to track what consumers are saying about their brands and actions. Companies can then react to these conversations and interact with consumers through social media platforms.

Quantifying social media

Social media management software is an application that allows an organization to successfully engage in social media across different communication channels or platforms. Social media management software is used to monitor inbound and outbound conversations, support customer interaction, audit or document social marketing initiatives and evaluate the usefulness of a social media presence.

Measuring all social media conversations can be a challenging task, due to privacy settings and other issues, not all social media conversation can be found and reported by monitoring tools. However, while social media monitoring cannot give absolute figures, it can be extremely useful for identifying trends and for benchmarking, in addition to the uses mentioned above. These findings can, in turn, influence and shape future business decisions.

To access social media data (posts, Tweets, and meta-data) and to analyze and monitor social media, many companies use software technologies built for business.

Location-based social media monitoring

Most social media networks allow users to add a location to their posts (reference all of our feeds). The location can be classified as either 'at-the-location' or 'about-the-location.' "'At-the-location' services can be defined as services where location-based content is created at the geographic location. 'About-the-location' services can be defined as services which are referring to particular location, but the content is not necessarily set up in this particular physical place." The added information available from geotagged posts means that they can be displayed on a map. A location can be used as the start of a social media search rather than a keyword or hashtag. This information has significant implications for disaster relief, event monitoring, safety and security professionals since a large portion of their job is related to tracking and monitoring specific locations.

Technologies used

Monitoring platforms use different techniques for social media monitoring and measurement. These technology providers may connect to the API provided by social platforms that are created for third-

party developers to develop their own unique applications and services that access data. Facebook's Graph API is one such API that social media monitoring solution products connect to and pull data from the service. Technology companies may also get social data from a data reseller, such as DataSift or Gnip, which was acquired by Twitter. Some social media monitoring and analytics companies use calls to data providers each time an end-user develops a query. A small number of businesses, including Crimson Hexagon, archive and index social media posts, which provides end users with on-demand access to historical data and enables methodologies and technologies leveraging network and relational data.

Additional monitoring companies use crawlers and spidering technology to find keyword references. Basic implementation involves curating data from social media on a large scale and analyzing the results to make sense out of it.

Social Media Analytics

This system of analytics is the process of gathering data from stakeholder conversations on digital media and processing into structured insights leading to more information-driven business decisions and increased customer centrality for brands and businesses.

Social media analytics can also be referred to as social media listening, social media monitoring or social media intelligence.

Digital media sources for social media analytics include social media channels, blogs, forums, image sharing sites, video sharing sites, aggregators, classifieds, complaints, Q&A, reviews, Wikipedia, and others.

Social media analytics is an agnostic industry practice and commonly used in different approaches to business decisions, marketing, customer service, reputation management, sales, and others. There is an array of tools that offers the social media analysis, varying from the level of business requirement. The logic behind designing these unique algorithms for these tools is the type of information a person is seeking. This information includes: selection, data preprocessing, transformation, mining, and hidden pattern evaluation.

To make the complete process of social media analysis a success it is important that key performance indicators for objectively evaluating the data are defined.

Social media analytics is important when one needs to understand that hidden patterns can be found in enormous amounts of social data related to particular brands.

Homophily is a method of identification used as a part of the analytics process. It is a known tendency that a contact between similar people occurs at a higher rate than among different people. According to research, two users who follow reciprocally share topical interests by mining their thousands of links. This information can be of benefit for making a major business decision in social media sectors.

The success of social media monitoring tools may vary from one company to another. According to Soleman and Cohard, beyond technical factors related to social media monitoring (quality of sources, functionalities, quality of the tool), organizations must also take into account the need for new capabilities, human, managerial and organizational skills to make use of their social media monitoring tools.

The Media Engagement Framework

This is a strategic construct used by marketing professionals to understand the behavior of Social Media marketing-based audiences.

The media engagement framework consists of the definitions of personas (Individuals, Consumers, and Influencers), referenced by the competitive set or constraint that applies to that persona and the measurement framework that might be applied to those personas. It is referenced first at the center of the marketing process diagram, surrounded by the marketing functions of strategy, tactics, metrics and

ROI. The marketing process diagram describes how the media engagement framework can apply to any strategic marketing activity but was developed to establish a completely integrated framework describing how both traditional and social media marketing activities can be planned, executed, measured and improved.

Application

The media engagement framework provides a strategic planning construct in which measurements and metrics play a crucial role in the development and improvement of those strategies and tactics. Applying the media engagement framework aids in the development and management of an effective online marketing presence leveraging social media to engage a market or audience.[4] By first personifying the audience, the marketer can identify the limiting aspect of the engagements possible with that audience segment and then, understand the type of engagement metrics to apply. Each persona makes decisions differently about how he/she acts in the social media universe. With this in mind, a particular framework metric can be incorporated for each of these personas:

- Endorsement funnels for influencers.
- Community engagement funnels for individuals.
- Purchase funnel for consumers.

Within each persona, a marketer must realize that individuals, influencers, and consumers make decisions based on alternatives available to them and constraints put on them. To engage with individual brands must understand they are competing against the time that people spend online. If they find something else more engaging, they will engage in that activity. Brands compete against other brands for the purchases of consumers acting in the category. Lastly, influencers have only so many endorsements they can make, and therefore brands compete with other endorsers for the support of an influencer.

Use of listening tools (Google Alerts, Twitter Search, SocialMention.com, Veooz.com, Alterian SM2, Radian6, Sysomos, Buzzient, etc.) can be employed within the model to help identify the members of the audience segment and to support the formation of other social engagement planning and management tools.

Origin

The construct was introduced in the book, ROI of Social Media. Guy R. Powell's extensive background in marketing return on investment and Groves' experience, in addition to his understanding of the emerging applications of social media in business, led to collaboration. Dimos joined as a brand strategist for Litmus Group, a global management consulting firm. The three authors created the media engagement framework over several months of definition, refinement, client applications and then finally creating its initial form for publication in the return of investment of Social Media.

https://en.wikipedia.org/wiki/Social_media_measurement

https://en.wikipedia.org/wiki/Social_media_analytics

https://en.wikipedia.org/wiki/Media_engagement_framework

Relax With The Sights And Sounds Of Nature

Scenic Television

Your Window To The World

Scenic Television is an Internet television station that presents the sights and sounds of nature 24 hours a day. Let us soothe and relax you wherever you are. Savor the tropical beaches of Puerto Rico or relax at a rain forest in Costa Rica. Meditate at the Danube River in Germany, or relish the view of Lake Zurich in Switzerland. We have scenic videos from locations all over the world.

Scenic Television originates from the Gulf coast of South Alabama and broadcasts to a global audience. The television broadcast is accessible on any device with an Internet connection. Such electronic devices include desktop computers, laptops, tablets, smartphones, game platforms, and Internet-connected televisions.

<http://television.scenicradio.com>



all-free-download.com/free-vector/download/magnifying_glass_clip_art_23181.html

We Are Your Information Resource

Are you looking for specialized data?

Are you swamped with information overload?

Do you need help finding the right information?

**We Can Help You
Find The Information
That You Need**

Our experienced data research analysts can wade through the vast information wasteland and find the information that you need.

We can save you both time and money.

We can streamline data requirement planning.

We can provide business critical information acquisition.

Contact us today

info@radiosolution.info

Updated Youtube Live Video Streaming With FFMPEG David Childers

The following is an update of information previously published for Youtube Live Video Streaming.

Live Streaming Embedded Player

```
<iframe width="854" height="480" src="http://www.youtube.com/embed/live_stream?  
channel=Channel ID"></iframe>
```

DO NOT ADD ANY ADDITIONS TO THE ABOVE HTML CODE

Channel ID

To find your Channel ID, log into Account Information:

https://www.youtube.com/account_advanced

(Example Display)

Account Information

You're the owner of this channel and the connected Brand Account.

Signed in as xxxx@xxxx.xxx

YouTube User ID: xxxxxxxx

YouTube Channel ID: xxxxxxxx

FFmpeg Script Technical Specification

Pixel Screen Size Encoding

480 Pixel size 854 (wide) x 480 (tall) Requires a minimum video encoding bitrate of **1400** kbs.

720 Pixel size (HD) 1280 (wide) x 720 (tall) Requires a minimum video encoding bitrate of **3500** kbs.

SELECT

\$(ls | shuf)

Prints the content of a directory, pipes (connects) the commands together then shuffles (randomizes) the output and selects a file.

START

- nohup ./Bash_File.sh &

Specifies the executed Bash Shell command script to output data to the noup file and allow the Bash Shell command to continue after logging out from server.

INPUT

- re

Specifies the input is read at native frame rate.

- i
Specifies where FFmpeg acquires the input from.

-flags +global_header
Forces headers to be placed universally in lieu of using individual headers placed in each data packet.

AUDIO

- codec
Specifies which codec is used for audio encoding.

-ar
Specifies the sample rate of the encoded audio.

-b:a
Specifies the bite rate of the encoded audio.

VIDEO

- s
Specifies pixel size of encoded video.

- vcode
Specifies which codec is used for video encoding.

-pix_fmt yuv420p
Specifies that the video will be formatted using YUV Planar to allow viewing by all multimedia players.

-g
Specifies the Keyframe interval used for the video encoding.

-vb
Specifies that the video encoding will use variable bit rate and sets the video encoding bit rate.

- Profile
Options that provide encoding characteristics for specific end use devices.

- Preset
Options that provide specific encoding speed to compression ratio.

- r
Specifies the frame rate of the encoded video.

- threads 1
Specifies the number of cores used by Ffmpeg.

- f
Sets format of encoded file or stream.

CLEAN

truncate -s 0 nohup.out
Removes all data from the designated nohup.out file.

FFmpeg Stream Encoding Batch File

Launch Bash Script

```
$ nohup ./stream.sh &
```

```
----- Script -----
```

```
##### START #####
```

First Video

```
cd /home/saint/multimedia/001
```

Must Use Absolute File Path

```
ffmpeg -re -i $(ls | shuf -n 1) -flags +global_header -acodec libmp3lame -ac 1 -ar 44100 -ab 196k -s 854x480 -vcodec libx264 -pix_fmt yuv420p -g 60 -vb 1400k -profile:v baseline -preset:v faster -r 30 -threads 1 -f flv "rtmp://a.rtmp.youtube.com/live2/mymusicalmix-LIVE_STREAM_ID"
```

Second Video

```
cd /home/saint/multimedia/002
```

Must Use Absolute File Path

```
ffmpeg -re -i $(ls | shuf -n 1) -flags +global_header -acodec libmp3lame -ac 1 -ar 44100 -ab 196k -s 854x480 -vcodec libx264 -pix_fmt yuv420p -g 60 -vb 1400k -profile:v baseline -preset:v faster -r 30 -threads 1 -f flv "rtmp://a.rtmp.youtube.com/live2/mymusicalmix-3641.LIVE_STREAM_ID"
```

```
##### CLEAN AND RESTART #####
```

```
cd /home/saint/multimedia
```

Must Use Absolute File Path

Delete contents of nohup.out file.

```
truncate -s 0 nohup.out
```

Restart Stream

```
./stream.sh
```

It is suggested that the videos are kept in groups / genres in a specific folder.

(Examples)

- Folder 001 / Movies

- Folder 002 / Advertising

- Folder 003 / Public Service Announcements

More Folders can be added to the script as required.

Third Video # Fourth Video # Fifth Video # Sixth Video

Free Services and Software Robert Andrews

Block Adblock

An easy-to-use system for recapturing lost revenue from your website or blog. This is a free, easy to use anti-adblock defense - with a code-generator which takes the programming 'pain' out of configuring ad-blocking countermeasures for your website.

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

Detect Adblock

Most effective way to detect ad blockers, completely free and easy to implement.

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

Common Crawl

This is an open repository of web crawl data that can be accessed and analyzed by anyone, for personal or commercial use. The Common Crawl corpus contains petabytes of data collected over the last 7 years, and contains raw web page data, extracted metadata and text extractions.

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

80 Legs

Collect, monitor and track content from websites. Limited free and paid plans available.

<http://www.80legs.com/>

Let's Encrypt

This is a free, automated, and open certificate authority (CA). They provide the digital certificates they need in order to enable HTTPS (SSL/TLS) for websites.

<http://www.letsencrypt.org>

SEO Panel

An Open Source SEO control panel for managing search engine optimization of your websites.

<http://www.seopanel.in>

Get Simple

An Open Source Content Management System (CMS) that installs in less than five minutes, has many feature rich add-ons and a large variety of website themes to choose from. Get Simple uses a flat file system which makes it very lite on system resources, nicely scales with increased web traffic and prevents the potential of data base hacks common in Word Press.

<http://www.get-simple.info>

Bot Libre

An open platform for artificial intelligence, chat bots, virtual agents, social media automation, and live chat automation. You have the option of building the source yourself, requesting a free account or purchasing a commercial support account for a very small fee.

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

Mautic

This is an Open Source marketing automation software that provides Social Media Marketing, Contact Management and E-Mail marketing abilities. It can be downloaded and installed on your server.

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

Cloud Flare

This company provides both free and paid accounts for websites. The free account option provides limited DDoS protection, placement of your website on their global Content Delivery Network, access to shared SSL certificates, and limited page rules.

<https://www.cloudflare.com/>

Software Content Delivery Networks

These providers host popular third party libraries and applications for any website to use. Using these remotely hosted libraries requires only a specially configured HTML `<script>` tag.

<http://developers.google.com/speed/libraries/>

<https://www.asp.net/ajax/cdn>

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

Google Font

Use “non standard” text fonts on web pages courtesy of Google. Google provides hundreds of Open Source Free fonts for personal or commercial use. These fonts can be easily incorporated in any web page using CSS Style Sheets. (http://developers.google.com/fonts/docs/getting_started)

<https://fonts.google.com/>

Grammar

This is a free online program that detects poor grammar, highlights the errors, and suggests improvements. (Similar to the commercial Grammarly online service.)

<http://www.grammar.org>