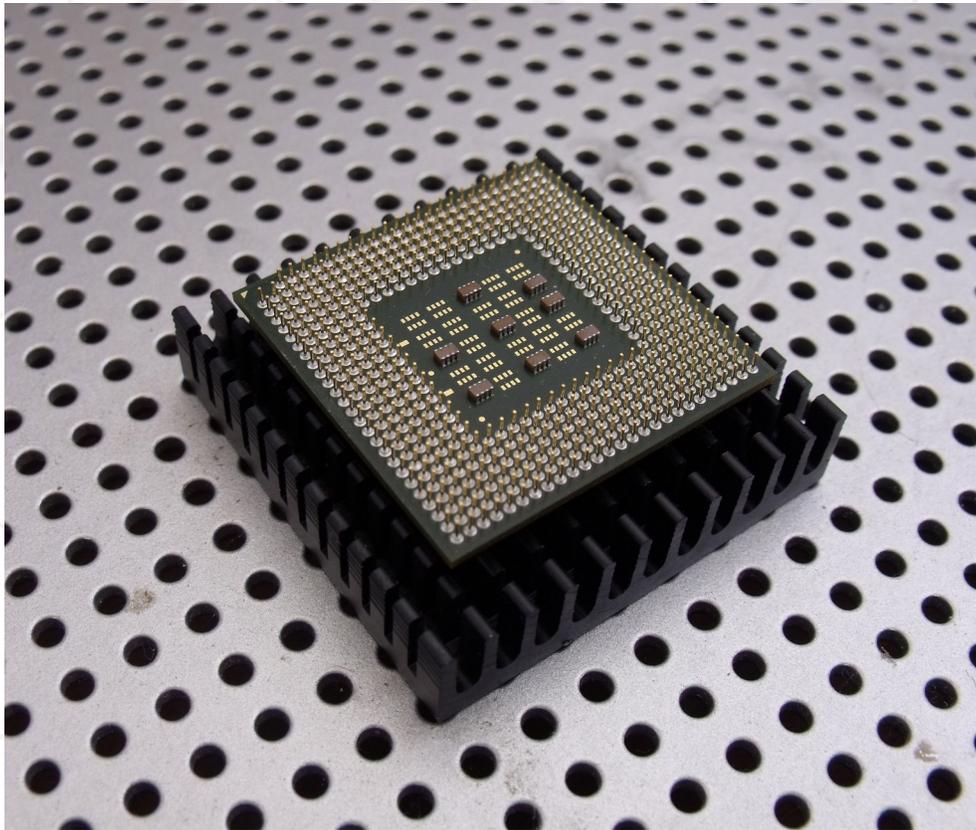


# The Media Streaming Journal

February 2016



Covering Audio and Video Internet  
Broadcasting

Brought To You By

**RADIO**SOLUTION

[www.radiosolution.info](http://www.radiosolution.info)



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### Welcome to The Media Streaming Journal

Greetings,

Internet broadcasters suffer from a severe lack of unity. There is no formal organization or association that can provide business or legal support which allows outside forces to extend their control upon Internet broadcasters.

It would be in the best interest of Internet broadcasters to have such a formal association that collects a nominal membership fee. The nominal individual membership fee combined with other membership fees would allow the association to retain persons of technical expertise to assist the members. Such an association can also formally counter prohibitive rules such as the recent refusal of the Copyright Royalty Board to make special allowances for small webcasters in the current streaming royalty rates.

The great patriot Patrick Henry immortalized the quote "United we stand, Divided we fall". Either Internet broadcasters stand united under a common cause, or allow others to control our destiny.

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](http://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

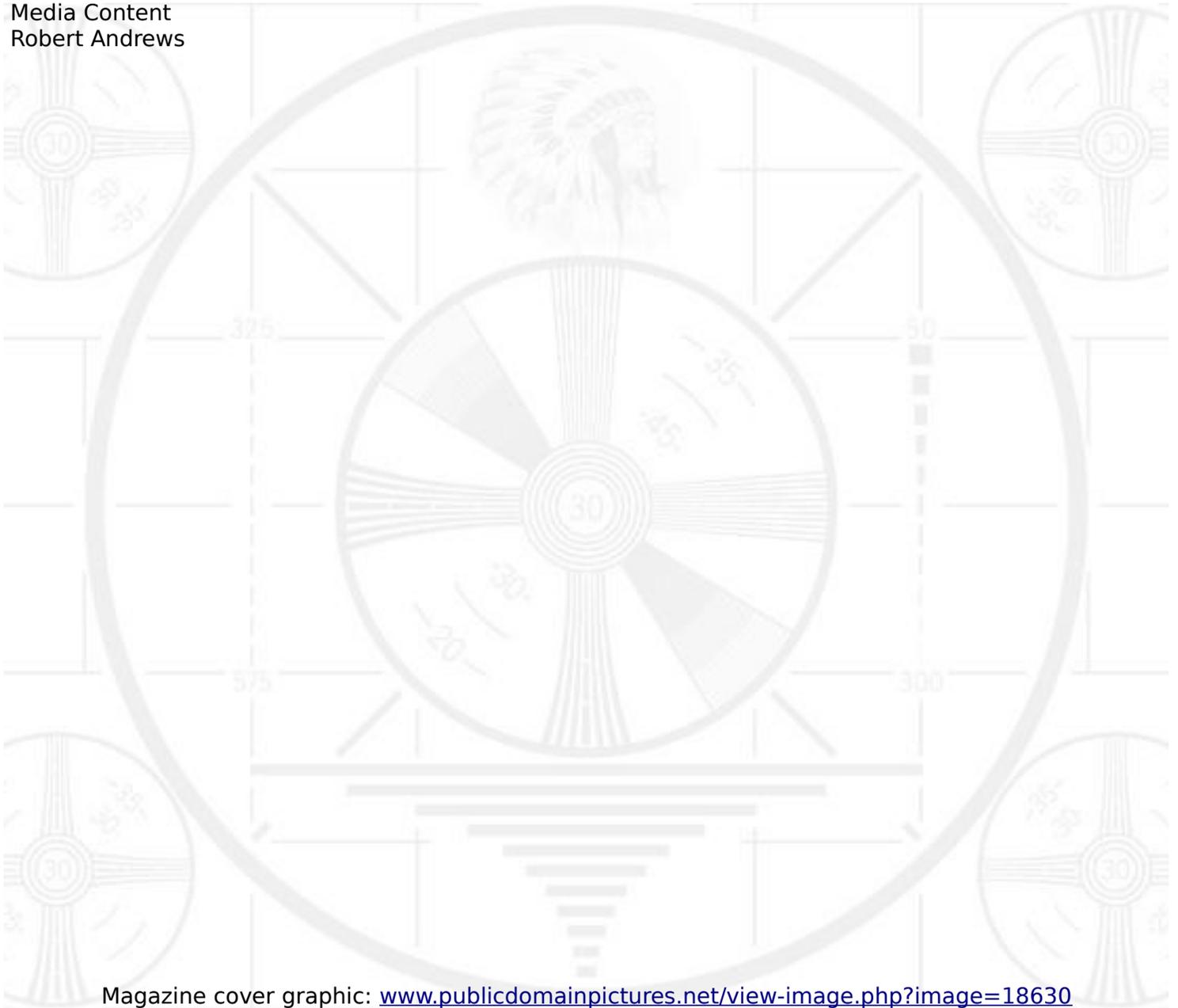
Capture Your Audience  
Derek Bullard

Station Documentation  
Agustin Cesarsky

Network Diagnostics  
David Childers

Video Techniques  
David Childers

Media Content  
Robert Andrews



Magazine cover graphic: [www.publicdomainpictures.net/view-image.php?image=18630](http://www.publicdomainpictures.net/view-image.php?image=18630)

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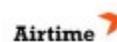
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Starting your own Internet radio has never been easier. Get in touch with us anytime to start your Internet radio station.

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.



## **Capture Your Audience**

### **Derek Bullard**

It is important for a broadcast station to engage the audience using multiple approaches. This allows a broadcast station to attract and retain their audience base effectively. It is important to engage the audience using both quality programming content and encouraging the audience to connect with the station.

There are several methods that can be used to connect the audience with a station which include:

- \* Internal audience connections.

- \* External audience connections.

#### Internal Audience Connection

A station has complete content and advertising control when using internal audience connections. This allows the station to use these resources as they deem necessary. It is important for a station to focus their efforts on attracting audience connections internally.

- \* Internal audience connections include:

- Forums.
- Blogs.
- Newsletters.
- Magazines.

#### External Audience Connection

A station does not have complete content and advertising controls when using external audience connections. They are governed by external guidelines and terms. External audience connections, however, can be used to attract additional audience members. This can be used to direct or funnel audience members toward Internal Audience Connections or Internet assets that the broadcast station has. External audience connections can also spread content virally or socially.

- \* External audience connections include:

- Facebook.
- Twitter.
- Tumblr.
- Pinterest.

Both internal and external audience connections can be used together to increase the overall effectiveness of audience connections.

Both internal and external audience connections can utilize audience submitted material to create unique content.

Both internal and external audience connections can be utilized to direct audiences to multiple content targets.



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### **Network Diagnostics David Childers**

Internet broadcasters have the ability to source content from remote locations and to send the content to a central multimedia server. Unfortunately, remote locations or central media server locations can be subject to network delays or network routing problems. Assessing network data transit conditions can assist you in diagnosing and fixing any problems that are found.

There are several open source software packages that can be used to determine if any network problems exist along a data path.

These tools offer various features including:

- \* Determining the route for Internet data traveling from the remote content source location to the multimedia server.
- \* Determining the time for Internet data to travel from the remote content source location to the multimedia server.

You can download the software here:

[Open Visual Trace](#)  
(Unix, Windows, Macintosh)

[www.sourceforge.net/projects/openvisualtrace/](http://www.sourceforge.net/projects/openvisualtrace/)

[Zenmap](#)  
(Unix, Windows)

[www.nmap.org/zenmap/](http://www.nmap.org/zenmap/)

[What Route](#)  
(Macintosh)

[www.whatroute.net](http://www.whatroute.net)

#### **NOTE:**

Ping time averages of less than 100 milliseconds are typically desired for connecting to a multimedia server that is used for streaming. It is also very important to have and maintain a zero packet loss for connecting to a multimedia server used for streaming.

## **Media Content Robert Andrews**

The purpose of a broadcast station is to provide entertainment or information to an audience. It is important to ensure that the station programming is what your audience desires. Researching and providing focused program content that is tailored to your target audience ensures that it will be well received. It also greatly enhances the audience potential and entices the audience to return.

### **Think Niche, Niche, Niche and Niche again for genre or broadcast content selection.**

The station can request feedback from the audience for improving or altering the station programming to increase the audience potential. Feedback can also be requested and used for improving the station website or additional multimedia downloads. The station staff can randomly select people that participate in providing feedback and give them a small prize or some type of recognition. Recognizing people that provide feedback could greatly increase the number of people that do provide feedback.

- \* The broadcast station should properly license all broadcast content and multimedia download content.
- \* KISS (Keep It Simple Stupid)

Create additional multimedia content for audience participants to download. This is extra content that can keep audience participants loyal to the broadcast station. This additional content should focus on and compliment the primary multimedia content and the broadcast station.

Examples of the additional multimedia content include:

- \* Audio podcasts.
- \* Recorded video shows.

You can do record and produce additional multimedia content shows at select locations outside the studios. You can invite the audience to attend the shows to generate more interest in them.

All content should be:

- \* Unique.
- \* Entertaining.
- \* Informative.
- \* Focused.

Periodic announcements should be included within the broadcast and multimedia download content to invite the audience participants to visit the station website. This is free advertising that can draw casual audience participants to the station website.



[www.wherestheculture.fm](http://www.wherestheculture.fm)

### **Station Documentation Agustin Cesarsky**

It is important to thoroughly document all aspects of the Internet broadcast station. This documentation should also be kept as current as possible.

This information can be used for promotional, marketing or advertising planning. This information could also be used to help repair or reconstruct parts of the Internet broadcast station due to data damage, loss or cyber attack. A printed and electronic copy should be retained. Both copies should be kept in a secure location with limited access. A copy of the printed version can be left for reference if daily access to information is required.

Documentation that should be kept includes:

- \* Login information for web hosting.
- \* Billing information for web hosting
- \* Login information for stream hosting.
- \* Billing information for stream hosting.
- \* Login information for additional service providers.
- \* Billing information for additional service providers.
- \* Login information for advertising providers.
- \* Tax information for advertising providers.
- \* Media Royalty payment information.
- \* Electronic backup copy of the website.
- \* Printed copy of the website
- \* Special instructions or notes regarding equipment or services used in conjunction with the website.
- \* Special instructions or notes regarding equipment or services used in conjunction with web hosting.
- \* Special instructions or notes regarding equipment or services used in conjunction with stream hosting.
- \* Special instructions or notes regarding equipment or services used in conjunction with additional service providers.
- \* Keep copies of all correspondence / E-Mail with business providers and clients.

## Video Techniques David Childers

The proper use of the camera is important to provide a quality viewing experience for video broadcasting.

- \* Pan camera angles properly.

Follow the action as it happens on the set.

- \* Camera angles.

Use different angles to break up the overall presentation.

- \* Try to avoid transitioning to or from extreme lighting environments.

This can cause very poor video rendering.

- \* Use smooth scene transition.

Smooth image transitions will provide a quality video experience. Jerky or abrupt transitions detract from the overall viewing quality.

### Foreground

The viewed area in the video should consist of what is being presented. Wide angle shots should only be used if the presenter is using displays or set props.

### Background

Do not use a background that will overshadow what is being presented. This will cause the audience to concentrate on that instead of the content being presented. Use soft and pleasing colors for the background.

### Graphics

- \* Use background images to enhance the content being presented. This includes pictures or displays.

- \* Use embedded captions during the video when discussing key points or emphasizing important concepts.

### Surrounding Environment

It is important to limit ambient influences that can detract from the overall quality of the video content.

These influences include:

- \* Excessive light.

- \* Excessive sound.

- \* Excessive vibration.

Use care in selecting the filming location if the video is being produced in an outside environment.

- \* Avoid areas where shadows can affect the lighting.

- \* Avoid areas where echo or reverberation can affect the audio.

\* Record video facing away from the sun or high-intensity light sources.

### Set Area

\* Do not clutter the set area with excessive props.

\* Try to limit general movement around the central area being used in the video.

\* Try to limit the number of people around the central area being used in the video.



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