

The Sermon Network

Live Broadcasting System

(revised 8/9/2010)

Introduction and Overview

If you are interested in taking your Ministry Live, allowing people from all over the world to participate as it happens, we are here to help. We provide a complete and user friendly Audio or Video Live Broadcasting solution. Basic equipment requirements/costs are minimal, depending on your expectations. Many who are interested already have what is needed to get started.

A decent Internet connection, a microphone, and your computer system will have you broadcasting your audio around the world in a matter of minutes, available for anyone to enjoy - as it happens! If you have a video camera, ranging from a personal handy-cam to a multi-camera system with video mixing board that you can connect to your computer, you will be broadcasting Live video in no time.

Once the broadcast is complete, with a single-click you can move a copy of the broadcast to your permanent Archive for on-demand re-broadcasting at a later time. It's that easy!

Video Demo: <http://www.sermonplayer.com/v-livemediencoder.php>

Applications for Live Broadcasting

- Convenient for shut-ins
- Great for members or associates that are out of town, or out of country
- Broadcast special events and ceremonies (i.e. graduations, weddings, theatrical productions, funerals, etc...)
- Impact on local community (advertise/promote your live broadcasting schedule, i.e. church billboard, get people talking and make new connections)
- Creates a powerful global outreach; gain listeners and online channel members from all over the world, through the Sermon Network.

Sermon Studio - system advantages

- Cost effective
- Inclusion in the Sermon Network iPhone App
- Personal support to help make this a reality for your ministry
- No advertising or distracting links on any of your media
- Simultaneous, multiple broadcasting
- Automatic archiving for on-demand playback by your audience after the broadcast ends
- Create and embed players on your web site, blog, myspace, facebook, etc...
- You control the quality settings (note: higher quality will consume more bandwidth) – we do not down-compress your stream, the audience will see the same signal that you are sending to our servers.

*Pricing

The Live Broadcasting feature is included with your Premium License. Bandwidth used to listen or watch live broadcasts is included in the 50 GB provided with your Premium License each month. If you exceed

the 50 GB limit for combined storage (archived files), on-demand bandwidth, and live bandwidth in a given month, the cost is \$.55 per GB used beyond the 50 GB included monthly.

You can monitor your Live Broadcast bandwidth usage, and also check the stats and locations of your audience, by going to the Stats page within your account. In the upper right corner of this page you will see a link for Live Stats – click this to view a summary, and more detailed reporting on your live broadcasts. Please note that these stats are tallied at midnight, so your live broadcast stats from Sunday will be available on Monday. You can also view a summary of your Live Bandwidth usage, along with your Archive storage used and On-Demand Bandwidth usage, on the Account page > Billing tab within your Sermon Studio.

Sermon Player Live Broadcasting System

Features list and Step-by-step 'how-to' Guide

1. If your internet connection can handle it, you can do multiple broadcasts at the same time (requires the free Adobe Flash Media Encoder 3 or higher, or for-purchase Wirecast software. We can help you set up a player for your website that allows the audience to choose between a high or low quality broadcast. Please contact us to help you with this.
2. You can select specifically what Channel you want to broadcast to. For example; broadcast to your Main Channel, or create a unique Channel specifically for your Live Broadcasts to place it on a separate page, website, or blog.
3. You can embed a Live "Record Specific" Mini Player that will only broadcast this one record (the code is available within the record on the Record Details page > Live tab). You can place your players (Live or Archived) anywhere on the web you would like. For example, on a FaceBook or MySpace page.
4. You can embed a custom player from the "Players" page within your account, and set it up to always pull in your current Live feed (you just have to embed the player once and each week it will pull in the current broadcast).
5. You can set up your Live Broadcast Records in advance and they will display "off-air" status in the Legacy Players until the broadcast begins. If you are using 3rd Party encoding software you do not need to have your Media Manager open to do the broadcast. Just enter the Record's broadcast information (URL and Stream Name) into the software and start the broadcast. Your players will detect the feed and display the broadcast.
6. After a broadcast is complete you can Publish the Media to your Archive. With the click of a button your Live Broadcast is converted and added to your permanent Archive. At this time you can have the audio separated from the video and added as a MP3 to your Archived record, in addition to the video.

How to Broadcast Live

Video Demo: <http://www.sermonplayer.com/v-livemediaencoder.php>

STEP 1: Create your Live Broadcast Record

1. Login to your Sermon Studio account.
2. Create/add a new Record, press Save.
3. On the new Record Details page, select the Live Broadcast check box in the Record Settings (top left)
 - a. You will now be asked to set the Time for this Broadcast – this information will be displayed in your player for your visitors to see. Make sure the time-zone is correct for your location as this allows your player(s) to interact with our servers more accurately – then press Save in the upper right.
 - b. Pressing Save will refresh the page and open a new “Live” tab (just above the Media Upload Center) containing the mini player embed code for this specific broadcast, you can embed this player anywhere. *Also provided here is the Records streaming information (URL and stream name) for use with 3rd party Media Encoders, which provide the highest quality live broadcast).
 - c. The above steps will add the new item/record to your Main Channel Sermon Player (or selected Channel Players) Archive. Until the broadcast takes place the record will say “Off Air” and it will display the Air Date and Time. Once you begin your broadcast this will automatically change to “On Air.”

STEP 2: Choosing your encoding option.

Note: Encoding is the process of taking the large amount of data that is coming from your camera and compressing it down to something that is more easily transferred over the internet.

A) The Integrated Media Publisher located at the bottom of the Record Details page to do the encoding of your broadcast. This is an available tool for our users, but is not recommended. It will not produce as high quality of broadcast and does not allow you to save a copy of the broadcast to your computer in the event of any internet connection problems or other problems during the broadcast. If at all possible please use the 3rd party Media Encoder options described further down in this document.

Video Demo: <http://www.sermonplayer.com/v-livepublisher.php>

B) The 3rd Party Media Encoding Software connection information is located in the Live tab on the Record Details page. Running your video signal through this software will produce a higher quality result. It will also allow you to save a copy of the broadcast to your computer, should you have any problems with the internet connection during the broadcast this is the only way to have a backup copy saved to your computer. This method recommended for video cameras and more “professional” camera configurations.

Video Demo: <http://www.sermonplayer.com/v-livemediaencoder.php>

OPTION A. USING THE INTEGRATED MEDIA PUBLISHER: (continued from Step 1)

4. From within this Record (in your Sermon Studio), scroll down to the Media Publisher (bottom of page) and click on its “Live Broadcasting” tab.
5. When broadcasting video, you can also have the audio extracted from the recorded video and added to the Record as an mp3 when you are ready to Publish the Media (this will permanently add this media to your Archive). To do this, check the “Create MP3” before you begin the broadcast – see #7).
6. Click on the “Go Live” button and the system will ask you to select your device (camera and/or microphone). The devices that are currently attached to your computer system should be displayed in the Device Settings dropdown menus. Once selected the video and audio should be working, and you will now be broadcasting through your main player and the mini player. Here is what your visitors will experience from within your Main Player when you are broadcasting; when looking at your player, a Record that is set to Live Broadcast will show as either “On Air” or “Off Air”. If they click on the icon to watch the broadcast, the player’s video window will slide up and begin to pull in your live broadcast feed. note: you may need to go into your system’s control panel (Sound and Audio settings) and make sure that your sound-card is set to record from the same device as the Media Publisher.
7. Once the broadcast is complete you can play-back/preview the Recording. If you click on the now highlighted “Publish Media” button in the lower right corner, this will add the video recording of your broadcast to your permanent Archive. If you selected the Create MP3 option this will also add the audio to your Record as well.

OPTION B USING THIRD PARTY ENCODING SOFTWARE: FOR BEST QUALITY (continued from Step 1)

Note: You will need to download and install your choice of Encoding software onto your computer system. An example of this software is [Adobe's Flash Media Encoder](http://www.adobe.com/products/flashmediaserver/flashmediaencoder/) – available here:
<http://www.adobe.com/products/flashmediaserver/flashmediaencoder/>

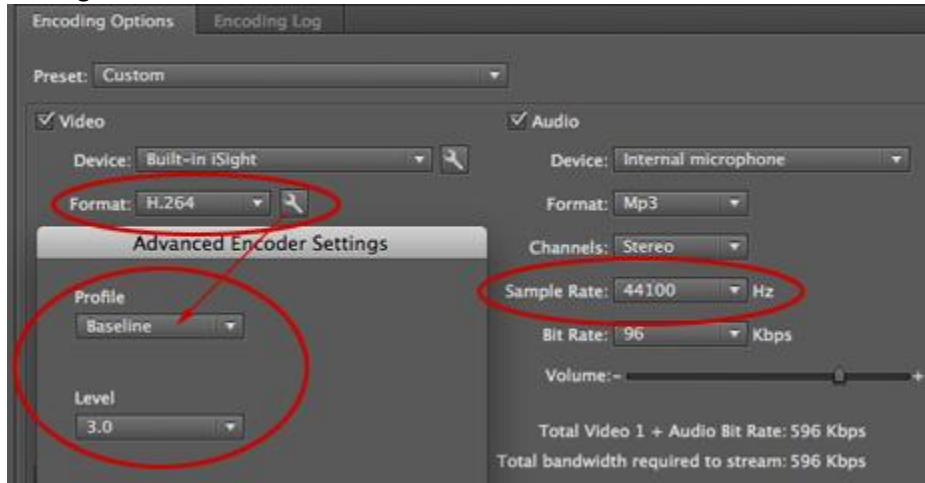
4. From within this Record (in your Sermon Studio), go to the Live Tab. There you will find the connection information that you will need to enter into your encoding software. Open your encoding software and enter the Record’s connection information (Stream/FMS URL and Name).
5. You will want to adjust you settings to find out what works best with your connection speed and equipment. We typically recommend 320x240 with a video bit rate of 300 kbps at 24 fps, and an audio bit rate of 32 kbps in mono format. You will want to run some tests and find what settings work best for you. Just keep in mind that higher quality requires more bandwidth to watch on the viewers end. If your audience does not have high speed internet you will want to send a lower quality signal so they don’t experience choppiness or dropped frames.

6. IMPORTANT FOR VIEWING ON THE SERMON NETWORK APP – Your stream must be in H.264. Both Adobe Flash Media Encoder and Wirecast make this possible. **Also, be sure you use BASELINE of 3.0** and not MAIN. **Use AAC for your audio format** if possible, however if you are using Adobe FME on a PC this will not be an option - you can only use MP3. In this case be sure you set your **Audio Sample Rate to 44,100 Hz**

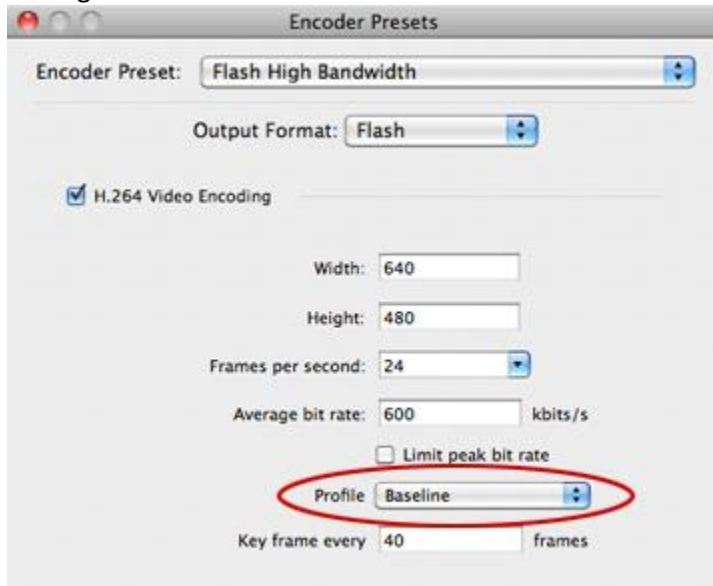
Here is a link to more details: <http://site.sermon.net/announcements/live-broadcast-to-iphone-and-mobile-devices/>

(screenshots below)

Settings in Adobe Flash Media Encoder:



Settings in Wirecast:



7. Connect to our servers and then Start the broadcast from your software to our servers. Here is what your visitors will experience from within your Sermon Player when you are broadcasting; when looking at your player, a Record that is set to Live Broadcast will show as either “On Air” or “Off Air”. If they click on the icon to watch the broadcast, the player’s video window will slide up and begin to pull in your live broadcast feed. note: you may need to go into Windows control panel (Sound and Audio settings) and make sure that your sound-card is set to record from the same device as the Media Encoding Software.

8. Once the broadcast is complete you now Publish this media (video and/or audio) to your permanent Archive by clicking on the Publish Media button located in the Live tab.

Please contact us if you have any questions or require any assistance – we are happy to help!
800.807.1014 x2 support@sermon.net <http://www.sermon.net>