

USE CASE - platforms

Comparison of platforms

Platform	Youtube	Facebook Live	Dacast	Vimeo Live
Account	Free	Free	30-day trial \$21-\$390 / Month	30-day trial \$75 / Month
Length of stream	Unlimited	8 hours	Unlimited	12 hours
Embedding to website	Yes, when turning on AdSense (ads will be in the video)	Yes (without ads)	Yes (without ads)	Yes (without ads)
Max. resolution	2160p - 4K	720p - HD	1080p - FullHD	1080p - FullHD
Copyrights	Violation of copyrights might cause deleting of the video	Remove videos with music or footage that you don't have the rights to	Doesn't interfere in videos in terms of copyrights; the platform carries the responsibility	Doesn't remove videos due to copyrights; the platform carries the responsibility
Main advantages	Non-stop streaming, easy access for viewers around the world and free from multiple device (PC, phone, laptop, tablet or TV)	Opportunity for the audience to share, comment and react to the stream	Content can be sold directly via the platform; videos are securely archived and cannot be misused for advertising purposes	Unlimited amount of data for streaming
Disadvantages	Increasingly limiting the embedding of videos to webpages and wants to redirect users directly to the platform	Shortest limit for stream length, embedding live video on a website thus loses meaning and quite low resolution (720p)	Primarily for companies. Higher price (according to amount of data)	Smaller user base. You have to target your content better