CAMSTREAMER

CamStreamer App
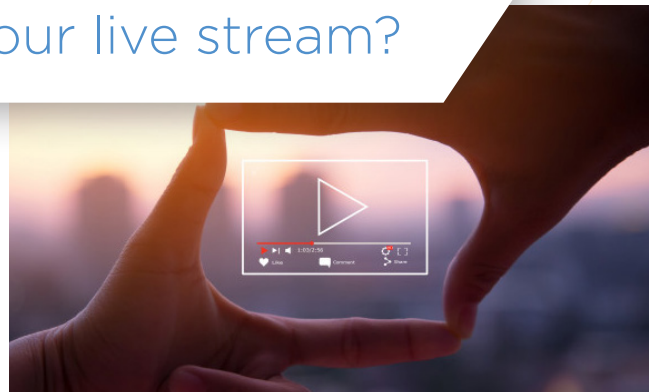# USE CASE - platforms

Which platform is best for your live stream?

The **CamStreamer App** allows you to **stream live** to YouTube, Facebook, Dacast, Vimeo, Wowza, IBM Video Streaming, Microsoft Stream and many other **platforms** that allow **live streaming**. Here are 4 the **most popular** platforms that works just **perfectly** with our **CamStreamer apps.**

YouTube

This increasingly **popular platform** is the most widely used for **24/7** live streaming (tourist and recreational centers, transport cameras, meteorological cameras, wild nature cameras, etc.). This is also a **platform** with a **huge number** of videos that also differ in their quality of content.

Channel Set Up

It's **free** and a person aged 13 and up can **set up** an account.

YouTube has to **approve streaming** (within 1 to 5 days from sending a request).

Setting up a stream and connecting it to the **CamStreamer App** is simple.

Thanks to deep connectivity with the platform via the application's interface, you'll be able to set up most of the functions.

Viewers don't have to **register** in order to watch the video.

Streaming

The possibility of **archiving streams** is practical.

Individual recordings can be divided into **playlists** and watched retrospectively.

If your stream is shorter than **12 hours**, YT automatically saves the video and it can be viewed in the **archive**.

The videos can be **private**, **public**, or shared only with certain people via a **link**.

Setting up a stream takes a **couple of minutes** and can be automated, via schedule or an external button.

Specifications

You have to be **careful** when adding videos with music, YouTube **guards** copyrights.

Video can be **embedded** directly onto a website via a link (note: embedding can be done with new accounts only in case that specific channel gains 1K subscribers and **4K** watch hours. For older YouTube accounts, embedding is allowed by default).

Video **resolution** is up to 4K / UHD, three modes of latency are available: **default** (30 seconds), **low** latency (15 seconds) and **ultra low** latency (3 seconds).

Marketing tools

If connection with **AdSense** is approved and the user gains **1K** subscribers and **4K** watch hours, ads can be **activated** before the video starts, in the actual video, and at the **end**.

You can also set up **overlay ads** that are shown only to users who are watching the video on their **computer.**
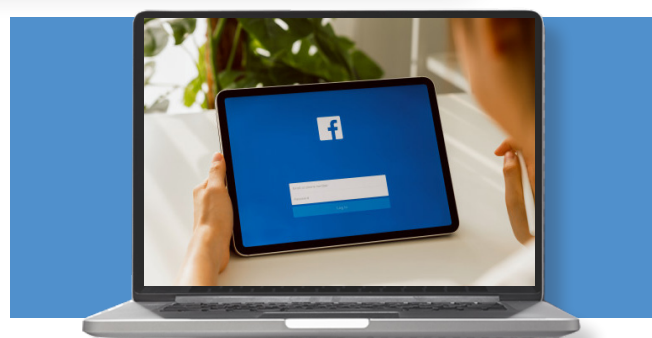
You can add **keywords** or a catchy title to your video that will make it easier to be found by a **search** after saving the video, live stream can be **modified**; you can add end cards or screens. You can add **preview pictures** of the video.

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USE CASE - platforms

Which platform is best for your live stream?

Facebook Live

The next platform that is also **free** and used by many people is **Facebook**. You can stream live to your **webpage** or directly within an event. You can also find **various streams** from religious services from churches, exhibitions, lectures, cultural events, animal watching, for enjoying the beauty of panoramas, etc. It's up to you what you choose to share with your **community** or a broad circle of people.
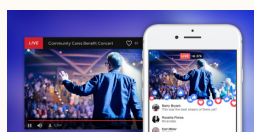
Account Set Up

It's **free** and a person aged 13 and up can set up an account.

Viewers don't have to **register** in order to watch the livestream.

It allows streaming for up to **8 hours**; the stream is free and the video is **archived** directly in the **page** where it was streamed from, allowing people to watch it **retrospectively**.

The livestream can be watched from **various devices**.

You can use **access limitations** for age or geographical area, or broadcast only to a closed **group** of people.

Streaming

Scheduled event can be displayed on your page up to **one week** in advance.

The circle of your users can turn on the "**Get notifications**" button so they don't miss the stream.

During the livestream, you can place a **recommendation link** to an external website in a highly visible place. After clicking on this link, viewers **won't leave** the Facebook application or the live stream.

Setting up a stream takes only a **couple of minutes** and can be automated, schedule and an external button.

The administrator can **download** the video to his or her computer as a video file.

Specifications

From Facebook, video can be embedded **directly** to a **website** or blog.

The platform is used by institutions such as churches or organizations that have **established** a **page** or **community**.

Viewers can use **various reactions** (emoticons), share videos, add comments, and use other interactive functions.

Maximum video **resolution** is **720p**.

You can't publish content that violates someone's **intellectual copyright** also relates to trademarks the stream will be **cancelled** when using music that you don't have a copyright for.

Monetization

To support a **specific cause**, e.g. a collection for a non-profit organization - you can add a "**Donate**" button.

The non-profit organization **receives 100%** of the sum that you collect.

Paid events can also be launched (with a onetime fee for access when people register to attend). The payment takes place directly via **FB's payment gateway**.

Visit **FB live stream** from **Church of St. Cyril and Metod** **www.facebook.com/watch/ farnostkarlin/**
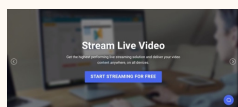
Which platform is best for your live stream?

Dacast

Contrary to **consumer-oriented** platforms, this one allows for live streaming primarily for **businesses**. It's used by various companies, enterprises, universities, radio stations, media companies, television stations, religious communities, sports leagues, and also governments and municipal organizations. It's also good for conferences and online meetings for **multiple people**.

Account Set Up

Paid service. You can purchase 30-day **trial** or choose **plan** rated betweeen $21 - $390 per month.

The **company's email** must be given when setting up an account; amount paid according to volume of data. Dacast offers non-stop **technical support**.

Streaming

Allows **24/7 streaming** without limitation.

No ads appear during the livestream.

You can live-stream directly from Dacast in high quality to **social media** and a **website** simultaneously embedding to websites without **limitations**.

Setting up a stream is easy and can be automated, e.g. by pressing an **external button**.

Specifications

Resolution up to **Full HD 1080p**.

Offers **password protection** of your content; limit access to the live stream in **specific countries**.

Thanks to the re-coding service, viewers are given the necessary quality for their **individual devices**.

Dacast doesn't interfere in videos due to **copyrights** and does not limit the number of viewers.

Monetization

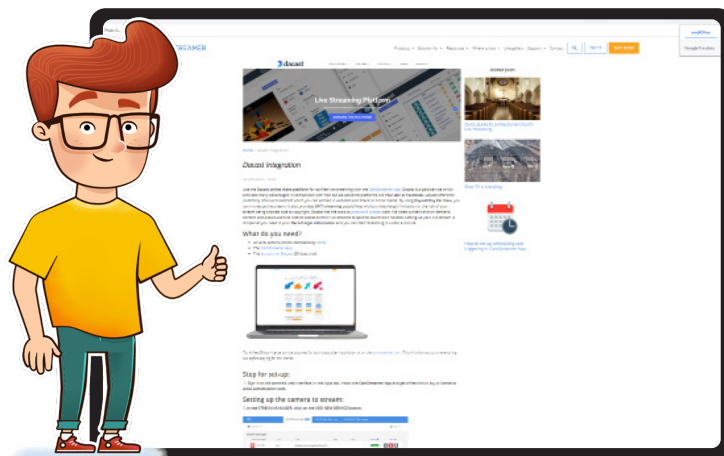Dacast offers opportunities to **monetize content**.

Three ways to monetize: prepaid, pay-per-view, and advertisements.

On this platform, you can find **easy-to-use analytical tools**, which will help you evaluate the success of your content.

USEFUL INFO

If **Dacast platform** fulfil your expectations for streaming, have a look at our **Use Case** about Dacast integration. This use case will help you with **settings of livestream** – from starting an account to complex settings. You will be able to stream in few minutes. You cand find this material in our Resources. In this section you are able to find also other **useful materials** about other platforms.

For more info visit www.camstreamer.com

Which platform is best for your live stream?

Vimeo Live

Vimeo is a platform primarily for **authorial** and **artistic** works. It's used by individuals and organizations that want a **complex streaming platform**. Conferences, negotiations, lectures, performances, sporting events, concerts and more can be streamed live... Vimeo is a **guarded community**, so you know what audience you're working with, but it is more **targeted**.
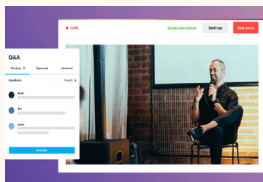
Account Set Up

Paid service. You can purchase 30-day **trial** or choose **plan** rated $75 per month.

Streaming is possible only with a **Premium plan**.

Vimeo offers **online support**, various educational programs, and email series to learn how to live-stream.
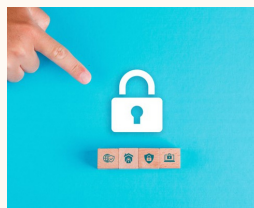
Streaming

The maximum length of one stream is **12 hours** setting up a livestream is easy and you can stream **without ads**.

You can live-stream directly from the platform in high quality to **social media** and a website **simultaneously** without leaving Vimeo allows for a live stream to up to three platforms simultaneously via **RTMP stream**.

The video remains saved in the **library** after the stream ends and can be shared live streams can be **planned** in advance.

Specifications

Allows for **password protection** and only certain websites can be allowed to **embed** the stream on their pages.

Maximum output resolution is **1920x1080 FullHD** quality.

Vimeo offers high-capacity **storage** (7 TB).

Monetization

You can also turn on live **chat** for your live stream event directly in the **broadcast** in Vimeo Live and communicate with your viewers.

Offers the opportunity to share **another screen** in your live broadcast or engage viewers via chat or live **Q&A**.

Vimeo can be integrated with **other tools** like Dropbox, Adobe, MailChimp and Google Analytics.

You can **sell** or **loan** out content to **audience**.

Do not miss our YouTube channel to discover more about various streaming platforms.

STREAMING APPS
for IP cameras

Check our
new series

CamStreamer
TALKS

with **PAVEL**

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 devices (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

USE CASE - platforms

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Need help?
Contact us at
support@camstreamer.com