














> CAMSTREAMER

# 10+1 TIPS

on How to Become a Great Streamer



# ≡ 10+1 TIPS

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# About CamStreamer

## Hello, livestreaming fans!

The e-book you've just opened is brought to you by us, CamStreamer, a developer of user-friendly streaming apps for AXIS IP cameras. After fifteen years in the business—and ten of that partnered with Axis Communications, a leader in the video surveillance industry—we can confidently say we know what we talk about when it comes to livestreaming. And we want to share.

Below you'll find 10+1 Tips on How to Become a Great Streamer. Enjoy.

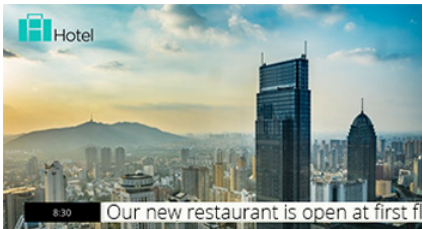
## Happy (Cam)Streaming!



David Capousek, CEO  
& Your CamStreamer Team

## Tip #1 Choose your topic.

Let's start with the basics: what do you want to stream? With its incredible information power and great versatility, livestreaming is a powerful marketing tool no matter the industry. Just take inspiration from the popular segments below or start your own trend.



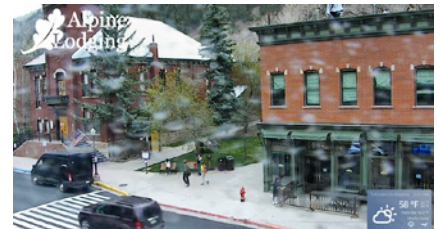
### [Travel & Business](#)

Promote your business or destination by showing its best features in real-time.



### [Sporting Events](#)

Stream sports matches, competitions, or exercise lessons with their fans.



### [Traffic & Transport](#)

Monitor highways, crossroads, or airports and share vital traffic and travel information.



### [Wildlife & Nature](#)

Stream animals in their natural habitat or zoos and raise awareness or funds.



### [Culture & Religion](#)

Share school lessons, concerts, holiday markets, or religious services.



### [Slow TV](#)

Stream anything and everything, and get Internet brownie points.

## Tip #2 Get the right camera.

You won't get a good stream without good hardware, that's just the truth. But we don't want 'good,' we want **excellent**. Our partner, Swedish company [Axis Communications](#), manufactures only excellent cameras. Equipped with a **high-performance processor** and built for **demanding environments**, AXIS cameras can take on whatever you're planning.

Below is our pick of the six **most popular** livestreaming cameras.



[AXIS P1375](#)

\$649

INDOOR

High-performance camera with Full HD resolution (1080p / 60 fps) for indoor usage. It comes equipped with Lightfinder 2.0, Forensic WDR, **electronic image stabilization**, and an integrated microphone. Great for hotels, online lectures, distance study, etc.



[AXIS P1378](#)

\$849

INDOOR

4K camera with **119° field of view for indoor usage**. It comes equipped with Lightfinder, Forensic WDR, **electronic image stabilization**, and an integrated microphone. Great for sports streams using [Sport Tracker](#) thanks to its wide-angle.



[AXIS V5925 PTZ](#)

\$1,999

INDOOR

Versatile indoor camera with pan, tilt, and up to **30× zoom** with Full HD resolution and view angle control during streaming. **Studio-grade audio with XLR inputs**. Great for auditoriums, classrooms, indoor sports events, and places of worship.



[AXIS M3115-LVE](#)

\$319

OUTDOOR

**Affordable Full HD camera** for outdoor usage. It comes equipped with Lightfinder, Forensic WDR, and IR illumination. Great for tourist centers, zoos, restaurants, hotels, retail stores, or offices.



[AXIS P1448-LE](#)

\$949

OUTDOOR

**Sturdy camera with a 4K resolution** (25/30 fps) for outdoor usage. It comes equipped with Lightfinder, Forensic WDR, and OptimizedIR. Great for sporting grounds and zoos.



[AXIS Q3536-LVE](#)

\$1099

OUTDOOR

Advanced dome camera with a **4MP resolution** for outdoor usage. It comes equipped with Lightfinder 2.0, Forensic WDR, IR illumination, and electronic image stabilization. Great for challenging environments.

Browse all AXIS IP cameras on [axis.com](#).

## Tip #3 Install a powerful streaming software.

You know what to stream. You know which AXIS camera to use. Now you need **streaming software**. Enter [CamStreamer App](#), our **smart in-camera solution** for all your streaming needs. CamStreamer App is [easy to set up](#), customize, and – most importantly – **use**.

- ✓ Livestream directly to **YouTube, Facebook**, and many more streaming platforms.
- ✓ Stream **24/7** from an IP camera **without any additional hardware**.
- ✓ **Add audio** from the camera, external microphone, Internet radio, or other sources.
- ✓ **Schedule your streams** or add stream triggers.



CAMSTREAMER App



 YouTube

 LIVE

 dacast

 vimeo

 WOWZA

and others

## Tip #4 Add a dynamic overlay graphic.

Your stream is up and running, but something is missing. Maybe weather information? Or an **info ticker**? Perhaps even **scoreboard**. You can do all these and so much more with our [CamOverlay App](#). Choose from **preset overlays** or add custom ones, it's up to you.

- ✓ Add **dynamic graphic elements** directly to your stream.
- ✓ Choose from **preset overlays** or add your custom designs.
- ✓ **Manage overlays** in real-time through Control Room or via API.
- ✓ **Schedule** when the overlays appear and disappear.



### Weather Widget

Add current weather information, weather forecast, wind direction, speed, and/or sunrise and sunset times. Choose from 11 widget styles, 4 color schemes, and 7 languages.



### Info Ticker

Add current information manually, read it from a URL or change it via API. Info Ticker supports custom fonts in TTF format including Japanese, Korean and Chinese.



### Image

Add logos, timetables, advertisements, event invitations, tourist captions, and more. Image overlay supports JPEG, PNG, and animated GIFs.



### Picture in Picture

Insert a picture from another camera into the stream. Add scoreboards, reaction cams, information about the subjects of your stream, and more. You can also share your screen



### QR Code

Add QR code generated through PayPal to request financial contribution or to redirect viewers to a different camera.

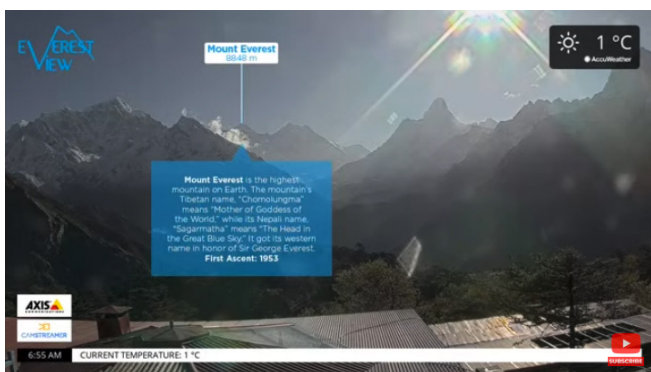


### Custom Overlay

Add [live score](#), [PTZ compass](#), a countdown to an event, and more. Get inspired in our [Solutions Gallery](#).



## Examples of CamOverlay App



For more examples visit our [Solutions Gallery](#).

## Tip #5 Automate your streams.

Now you have a smoothly running and well-accessorized livestream. But what if you wanted to turn it into a proper **broadcast**? [CamSwitcher App](#) allows you to do just that. This **simple in-camera mixing studio** can switch views from up to 5 cameras, insert video clips, add audio and **create playlists**.

- ✓ Switch between **live feeds** and **prerecorded videos**.
- ✓ **Add your own audio** or choose an in-camera audio feed to play regardless of what is streaming.
- ✓ Create a playlist for **a fully automated streaming experience**.
- ✓ Utilize **motion tracking** for switching up sports streams.



Mix feeds from **up to 5 IP cameras**, switch up viewpoints and angles, and make your stream more dynamic. Perfect for live events.



Add **audio of your choice** from the camera feed or external source. Audio will play consistently through the whole stream.



Add SD card with video clips and **switch between live feed and prerecorded videos**. Perfect for halftime breaks.

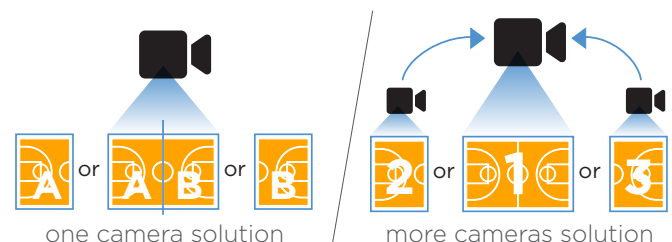


Combine camera feeds and videos into playlists for **a fully automated streaming experience**. Switch them or play them in a loop.

### Sport Tracker

This handy CamSwitcher feature uses **motion detection** to create one video output to switch between different view areas, be it on one camera or more.

That makes it a **fantastic tool for streaming sports matches**, namely basketball. Just install [CamSwitcher App](#), specify the view and motion tracking areas and let Sport Tracker tell CamSwitcher which view area/camera to switch to according to how the game unfolds. [You can inspire here](#).

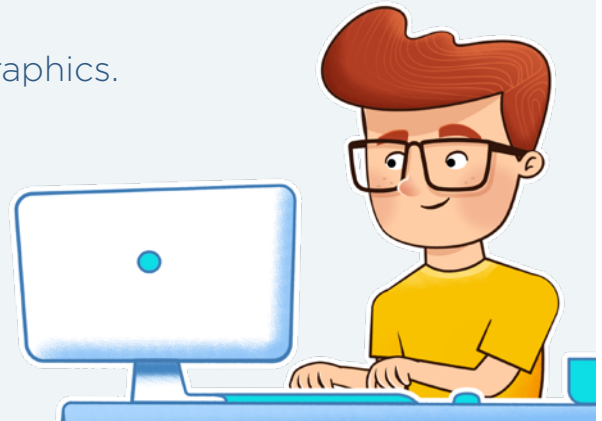




## Tip #6 Create in-camera apps.

There's something you would like to implement, but you can't seem to find the right application. Why not just **build your own**? [CamScripter App](#) is a unique application that allows you to **run micro apps directly in your AXIS camera**. You can choose from preset solutions and **tailor-made micro-apps**.

- ✓ **Visualize any external data** via infographics.
- ✓ Build your **own apps including UIs**.
- ✓ **Add functions** to your IP camera.
- ✓ Get a **tailor-made app** to fit your needs.



### Add Any Data

Embed and visualize data from heating systems, access points, counter machines, or temperature sensors.



### Public/Private

Set your output to RTMP, MPEG-15, HLS, or SRI format, stream publicly, or into a closed video circuit.








### Universal Usage

Choose from preset applications or write your own in a simple JavaScript-based programming language.

See specific solutions for our clients in the [Solutions Gallery](#).

## Tip #7 Choose a streaming platform.

You have your streaming solution all figured out, but now there's the question of a **suitable streaming platform**. [CamStreamer App](#) allows streaming on **YouTube, Facebook Live, Dacast, Vimeo, Wowza**, Twitch, and many other streaming platforms, but which one will suit your needs the best? Below you'll find an overview of the **five most popular streaming platforms** to help you choose. [For more detailed information please check our blog.](#)

	 YouTube	 LIVE	 dacast	 vimeo	 WOWZA
Sign up	Free	Free	Free 14-day trial, subscription plans ranging from \$39-\$188/month, custom plans	Free 30-day trial, subscription plans from \$75/month	Free 30-day trial, subscription plans from \$25/month
24/7 livestreaming	Yes	No (max 8 hours/stream)	Yes	No (max 12 hours/stream)	Yes (with the "Enterprise" plan)
Stream Quality	4K	Full HD	Full HD	Full HD	No limits
Ad-free	No	No	Yes	Yes	Yes
24/7 customer support	No	No	Yes	Yes	No
Privacy	Invitation-only private video	Password protection	Password protection	Password protection, embed permissions, SSO	Location restriction
Archive	Yes (for videos shorter than 12 hours)	Yes	Yes	Yes	Yes (only 8 hours of a livestream)
Embedding	Yes	Yes	Yes	Yes	Yes
Suitable for	Tourism, recreation, transport, meteorological cameras, wildlife	Cultural events, religious services, or educational lectures	Paywalled livestreams, business, and big organization needs	Original content, cultural events, educational lectures, or fitness workouts	Business-critical needs of large corporations, broadcast
CamStreamer Integration	<a href="#">Yes</a>	<a href="#">Yes</a>	<a href="#">Yes</a>	<a href="#">Yes</a>	<a href="#">Contact us</a>

**When using other people's content such as music and photos, be mindful of copyright.**

## Tip #8 Utilize a cloud.

Now it's time to think about **video management**. If you're going to need **remote access** or a **mobile app**, you should get [CamStreamer Cloud](#). Apart from the ability to access your cameras and in-camera apps remotely, the cloud provides **system watchdog alerts** and **exclusive features** otherwise not available.



### Remote access

Control your cameras and in-camera apps remotely anywhere in the world.



### System watchdog

Set up a system of health alerts and keep an eye on your tech.



### Mobile app

Get our handy mobile app for iOS and Android.



### Recording

Record your livestreams in Full HD directly to CamStreamer Cloud. The footage is accessible for 30 days.



### TimeLapse

Create breath-taking time-lapse videos through CamStreamer Cloud with just one click.



### Apps Subscription

Enjoy our in-camera apps in a subscription-based format and with cost-saving bundles via CamStreamer Cloud.

Learn more about CamStreamer Cloud at [camstreamer.com/cloud-solutions](https://camstreamer.com/cloud-solutions).



## Tip #9 Accessorize your camera.

We've talked about the various ways to create amazing live streams through our software, now let's go **back to hardware** as we have a couple of additional tips to share with you.



### Flip the Switch

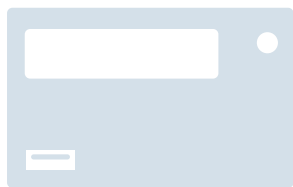
Starting a livestream can be as easy as pressing a single button. This user-friendly solution requires an external button with indicator light. Connect the button to your AXIS camera, enable I/O output as a trigger in the [CamStreamer App](#) streaming settings, and you're ready to go live.

[Check our in-depth manual for more information.](#)

### Call the Shots

Another way to broaden the functionality of your camera is by connecting it to Raspberry Pi. By using our free app, CamScripter RPi, you can pull data from devices with a USB / serial interface and display them within an AXIS camera image. This way you can easily acquire data from devices such as thermometers, flowmeters, scales, or hygrometers and display them in your stream using [CamOverlay App](#).

[Learn how to set it up in our tutorial.](#)



**Device of your choice**  
Thermometer,  
Hygrometer,  
Flowmeter, Scale, etc.

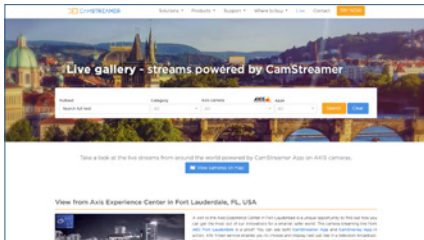


Raspberry Pi 4 +  
**CAMSCRIPTER RPi**



## Tip #10 Always search for new inspiration.

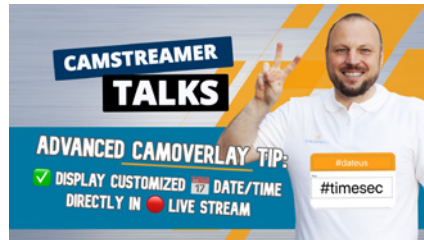
The best thing about technology is **the speed at which it advances**, but it can be hard to keep up. Below you'll find two easily accessible tools to keep yourself **well informed** and **thoroughly inspired**.



### [CamStreamer Live Gallery](#)

Whether you're researching the possibilities of livestreaming, **looking to see our apps in action**, or searching for inspiration for your next project, [CamStreamer Live Gallery](#) is the place to be.

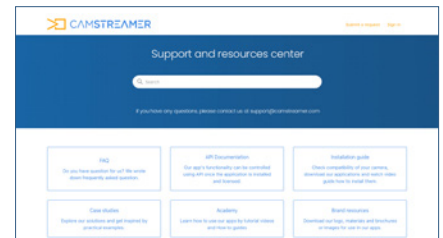
Our still expanding collection of 24/7 livestreams from all around the world showcases real-life situations brought to you by our solutions.



### [CamStreamer Talks](#)

We've just given you ten tips on how to create great livestreams, but if you're after **clever tricks and expert advice**, the [CamStreamer Talks series](#) is the tool for you.

In it, our Business **Development Manager Pavel Kotyza** shows you how to use our apps to their full potential and shares know-how acquired by years of experience.



### [CamStreamer Resources Center](#)

And last but not least, you can find the answer to any question you can possibly have in our Resources Center. Apart from the [FAQ](#), [installation guides](#), and [brand resources](#), the resources center also contains [case studies](#), [CamStreamer Academy](#), and comprehensive [API Documentation](#). Should you still need answers, you can contact us at [support@camstreamer.com](mailto:support@camstreamer.com).

