



The B-Cast uses on Wirecast to broadcast live daily interactive video news show

Wirecast allows The B-Cast to easily be on-air with worldwide audiences

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Scott Baker, COO/co-founder
The B-Cast

Background

[The B-Cast](#) is a live, daily interactive video news show featured on Breitbart.tv, an *all news video, all the time* news website. This unscripted 2-hour program airs daily from 4:00 to 6:00 pm US eastern time, focusing on politics, media, culture and current news topics.

When COO/co-founder Scott Baker and partner/co-founder Liz Stephans set out to develop The B-Cast they wanted to create something different. Baker is a 20-year TV news veteran – having worked with big television corporations and as a news anchor. With advancements in web technology, Baker saw the opportunity to give news the feel of a live video talk show. Viewers tune into the show on computers and mobile phones – and they actively participate using Skype, webcasting and instant messaging.

The Challenge

Baker needed a live web broadcasting tool that was light and portable. While Baker's main broadcast studio is located in Pittsburgh, he also wanted a portable studio that could be taken on the road.

The Solution

Baker chose Telestream's Wirecast live webcasting software, which he loaded onto a laptop for portability.

"Wirecast is an enormously empowering solution," reports Baker. "The beauty of this system is that you don't need all the traditional broadcast crew and gear, such as camera operators, technical and production crew, video switcher and teleprompter. The webcaster wears all those hats and controls all those functions."



In addition to Wirecast and the laptop, Baker uses three studio cameras and sometimes utilizes webcams as additional sources. In the studio Baker uses a Mac Pro tower with two additional video cards installed to run the three main cameras.

Baker uses the Desktop Presenter function in Wirecast to pull in video from other computers. "This is extremely valuable as we create shows on the fly," reports Baker. "Also, when we do phone or webcam interviews we actually switch our IFBs (audio input) to the second computer, so that we are listening to the person without latency. Desktop Presenter can feed a Skype webcam into the main computer for switching in Wirecast."

Wirecast works just like a video switcher, controlling real-time switching between multiple live video cameras, while dynamically mixing in other source media, such as QuickTime movies, music, audio and slides. Features such as chroma key, 3D graphics, and built-in titles combine to create professional broadcasts for the web.

The Results

According to Baker, Wirecast is affordable, powerful, and easy to set up and use – making it ideal for his two-person operation.

"With Wirecast, I don't need a TV tower or contract with a cable company. It allows me to easily be on-air with worldwide audiences," adds Baker, who predicts a surge in independent broadcasters.

The B-Cast has been live for over a year. More than 500 hours of live broadcast have been completed for live and on-demand viewing using Wirecast. The show has a strong Twitter following of 2,000 and growing, and a mix of more than one million live and on-demand viewers have tuned in over the past year.

System Configuration

In the studio, Wirecast runs on a Mac Pro tower running the Mac 10.5.7 OS. In addition to broadcasting live, The B-Cast show loops 24 hours a day on breitbart.tv. Shows are streamed directly to RayV and Livestream simultaneously. RayV is a high quality live player that requires a browser plug-in. The B-Cast uses the RTSP broadcast protocol to feed RayV. Livestream (formerly known as Mogulus) is a live web hosting service with a popular player that features viewer chat that Baker says B-Cast viewers really enjoy. (Note: In the six weeks since Telestream began offering direct streaming to Livestream from within the Wirecast user interface, the show has logged has more than 600,000 viewer minutes on Livestream.) Shows are also uploaded to Blip.TV, a high-quality, on-demand website. Files are currently uploaded as QuickTime H.264 .mov files, however, Baker plans to experiment with Wirecast's new Flash options.

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