



Live Streaming with Wirecast: Worship Edition
Beyond the Service –
Broadcast Your Special Events



Presenter



Stephen Heywood

Wirecast Support Services

- Stephen has been broadcasting for more than 8 years, using some of today's most widely used gear.
- He is also an Assistant Pastor and Media Director for his church
- Has been using Wirecast for nearly 7 years.

What you'll learn in this webinar

- In this webinar, you will learn how to take your broadcasts beyond your Sunday services, and expand to streaming special events such as baptisms, weddings, confirmations and more.

What you will learn:

- Why consider streaming your events
- What events to stream
- How to stream to an overflow seating location
- What to consider when setting up to stream a special event

Why use streaming for other events

- Increase your return on investment for equipment you already own
- Expand your audience beyond your weekly service
- Additional revenue opportunity
- Increase engagement with your congregation

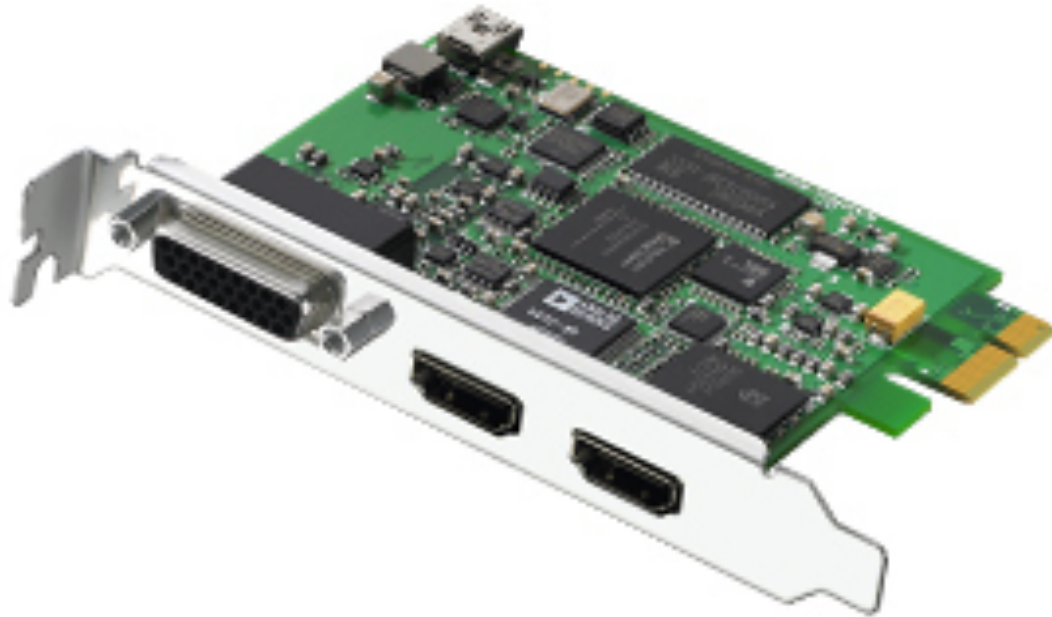
Ideas for streaming beyond the service

- Weddings
- Baby dedication, baptisms and christenings, Bah mitzvahs
- Concerts, choir solos
- Children's pageants, holiday plays
- Guest speakers, recognition presentations
- Using video in other ministries
 - Women's bible study leaders testimonies
- Also can be used for overflow seating for regular weekly broadcast

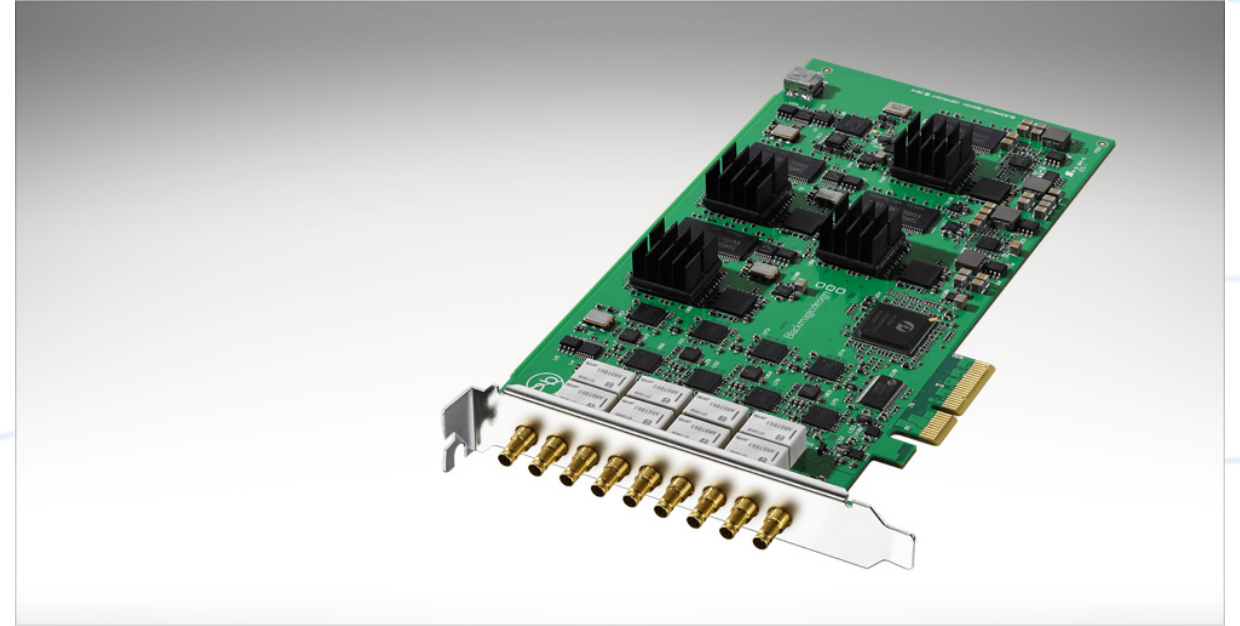
Overflow seating broadcasting

- Sending the Wirecast signal to a an overflow room
 - Wirecast Studio – GPU output
 - Wirecast Pro – Blackmagic Design output
 - Network output (CDNs, LAN streaming)
- Sending audio + video to more than one location on premises
- Using virtual camera with social media (Google +, Skype, FB)

Overflow seating broadcasting



Blackmagic Design Intensity Pro



Blackmagic Design Decklink Quad

Considerations for special events

- Camera placement for up close shots
 - Don't let camera position interrupt the event
 - Batteries vs. plugs
 - Cable lengths
- Indoors vs. outdoor events
- Audio, audio, audio
- Lighting, sun position, wind, auto-focus settings
- Bandwidth, Internet connection

How to Choose the Right Delivery Method for Your Church

- Internal streaming server (Wowza, etc.) vs. external (CDN, streaming platform, niche platform)
- Cost
 - Free vs. Paid vs. subscription
 - Free trials
- Ease of set-up, ease of use
- Features
 - Multiple streams, Adaptive Bit Rate (ABR), multidevice
 - Social, chat, embedding etc.
 - Archiving for on-demand viewing

CHURCHSTREAMING TV



WOWZA[™]
media systems

Wirecast Streaming Partners

We make it easy to deliver your stream!

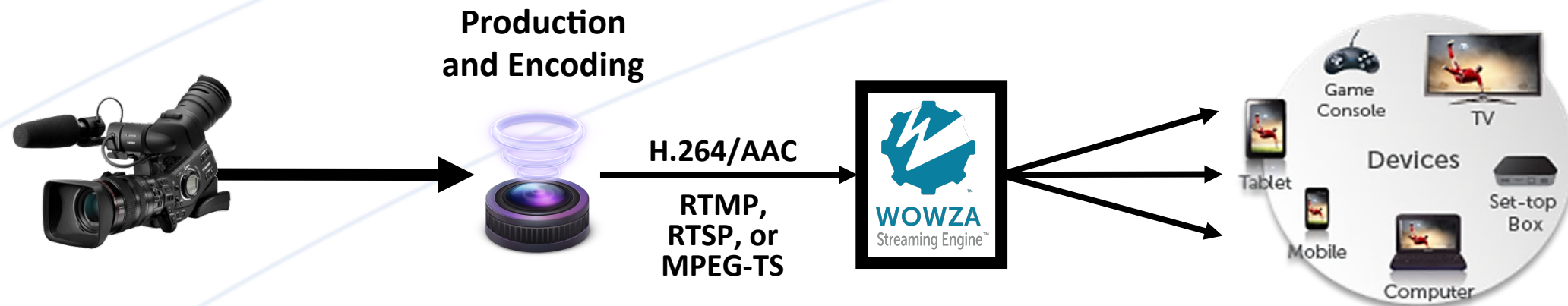


Workflow:



What can you do with Wowza Streaming Engine?

- Run it on Win/Mac/Linux, on-premises or in the cloud
- Receive a live stream from an encoder like Wirecast
- Convert the stream into multiple streaming formats
- Protect and deliver the stream, inside the firewall and around the world



Case Study: Wayfarers Chapel

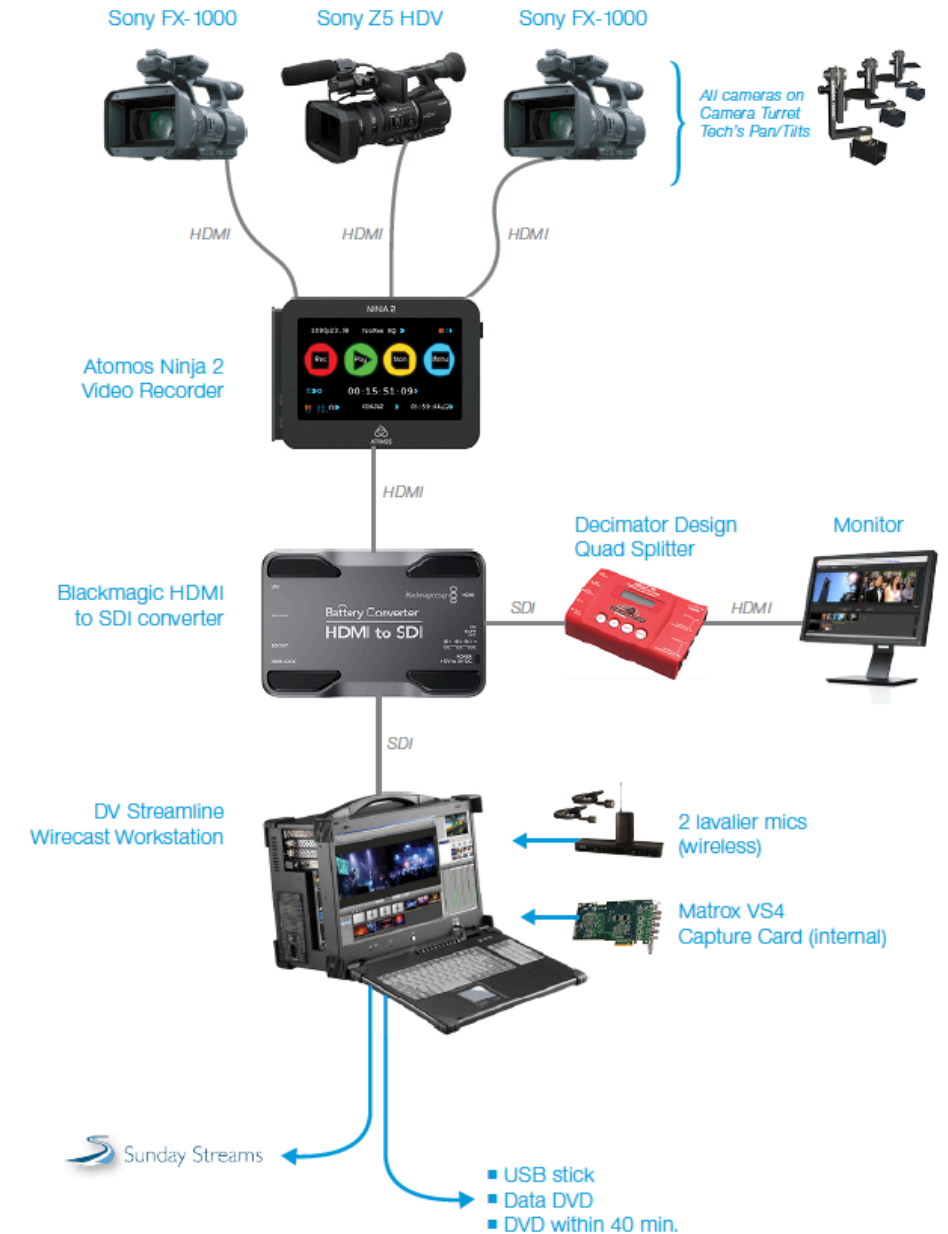


Case Study: Wayfarers Chapel

- **Challenge:** Provide live streaming and recorded video for several hundreds of weddings a year.
- **Solution:** Streamlined workflow including Wirecast live streaming with local recording
- **Results:** With a team of 2, they live stream multi-camera events, record the live stream, and present a quality wedding video on DVD by the time the couple arrive at the reception

“The current system, with Wirecast at the heart, allows us to provide couples many options that include a quality finished product upon departure from the grounds.”

– Steve Smith, Chapel Video Director



What is Wirecast?

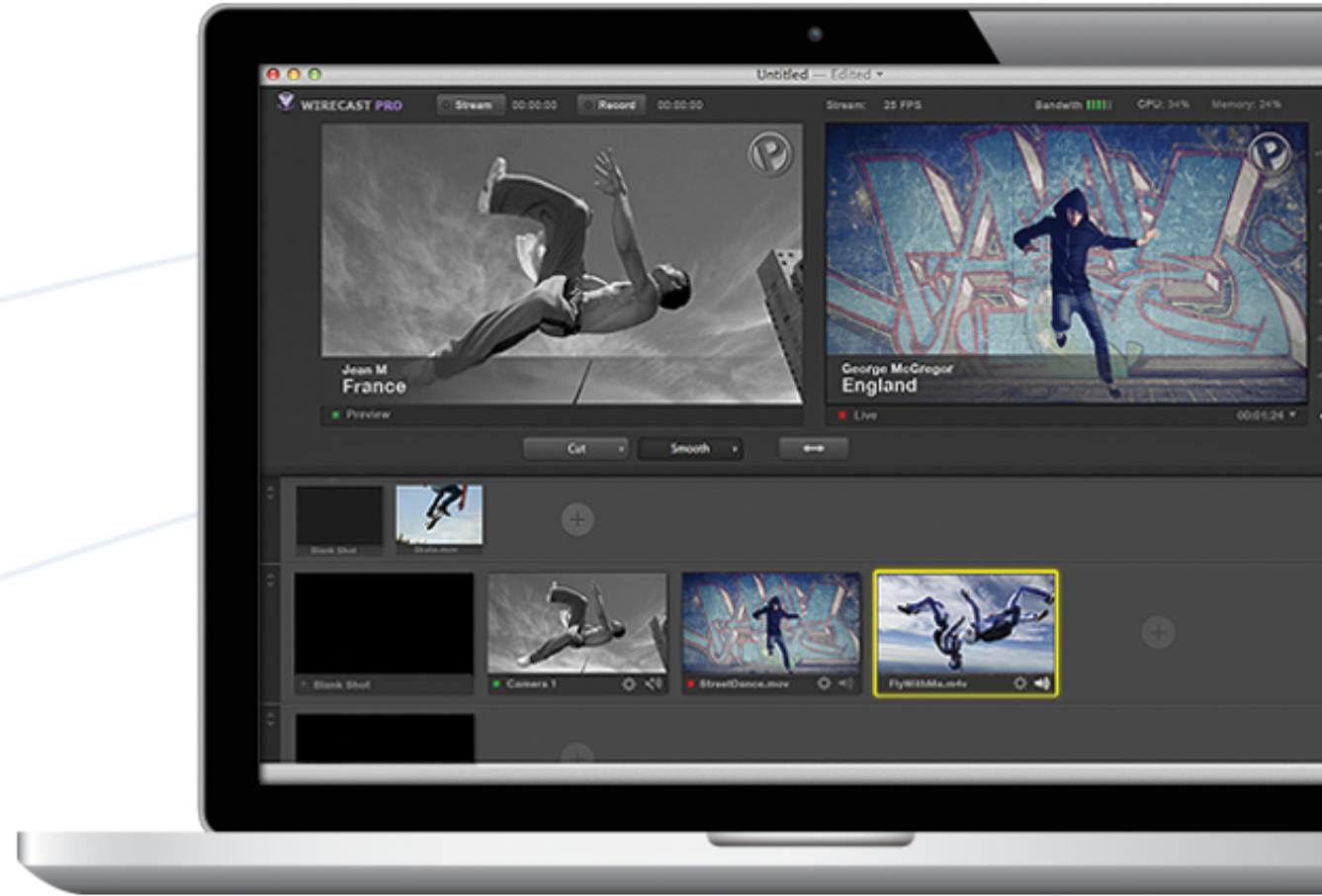
- All-in-one live streaming production software
 - Lower thirds, Chroma Key, transitions...
 - Hymns, Psalms, worship slides...
- Works with existing worship software (EasyWorship, Pro Presenter, etc.)
- Mac and PC
- Extensive camera support
- Stream your computer desktop
- Stream to multiple destinations & record



About Wirecast



- Launched in 2004
- **The market leading streaming software**
 - Product of choice for popular CDN's. World's largest CDN's rely on Wirecast for their live streaming production
- **Award Winning:** *Streaming Media* Readers' Choice award winner for 3 years running
- **Easy to use:** Church volunteers can be trained to operate in just a few minutes.
- **Flexible:** Doesn't restrict you to stream to one proprietary CDN.
 - Over 200+ presets for major streaming servers, CDN's and streaming services.
 - Stream and record at the same time



Resources to Support Houses of Worship



- **E-book:**
 - Church Broadcasting on a Budget



- **Case studies**
 - Wayfarer Chapel
 - Shiloh Ministries
 - Phillips Street Church of Christ
 - Van Buren First Assembly of God



- **Webinars**
 - Church Broadcasting Setups for any Budget
 - Streaming Solutions to Reach your Online Congregation
 - Train Your Volunteers to Stream Your Services Live
 - Beyond the Basics – Produce High Quality Broadcasts of your Services



Go to: <http://www.telestream.net/wirecast/resources.htm>

Summary

- Why use streaming for special events besides your weekly service
- What events to stream
- How to broadcast to an overflow crowd
- Considerations for streaming special events
- Content Delivery Networks
- The Wayfarer Chapel case
- About Wirecast

More Information

- Get started with Wirecast! Download a free trial: www.telestream.net/wirecast
 - 10% non-profit discount: www.telestream.net/non-profit.htm

