



*Live Streaming with Wirecast: Worship Edition*  
Streaming Solutions to Reach  
Your Online Congregation



## Presenter



### **Stephen Heywood**

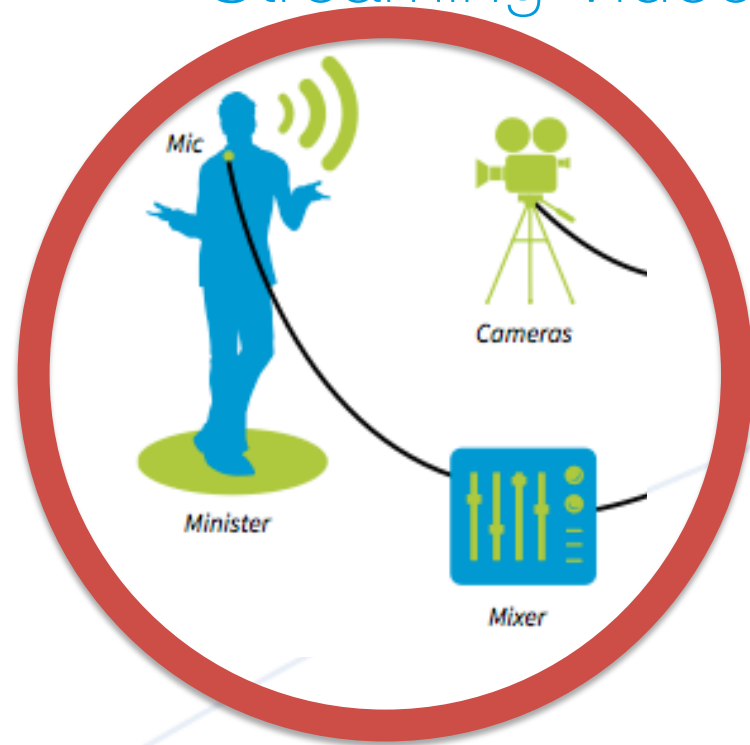
Wirecast Support Services

- 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

- Terminology and tools used for developing an online ministry
- Streaming video workflow basics
- Video production techniques and tips
- About Wirecast® and how it supports your streaming strategy

## Streaming Video Workflow Basics: Plug in your live sources



- Keep it Simple!
- Use existing equipment when possible
  - **Cameras** – Built-in cameras and USB cameras
  - **Microphones** – Use your existing audio setup
  - **Mixers** – Use your existing in house mixer to feed Wirecast

## Camera Options



**Webcams:** Cheapest, lightest and easiest to use, but may lack fine-tuning controls.

**HDMI cameras:** More control and friendlier user interface. Tend to be consumer-grade.



**SDI, professional & PTZ cameras:** Full featured, very high quality. Most costly option.

## Microphone Options

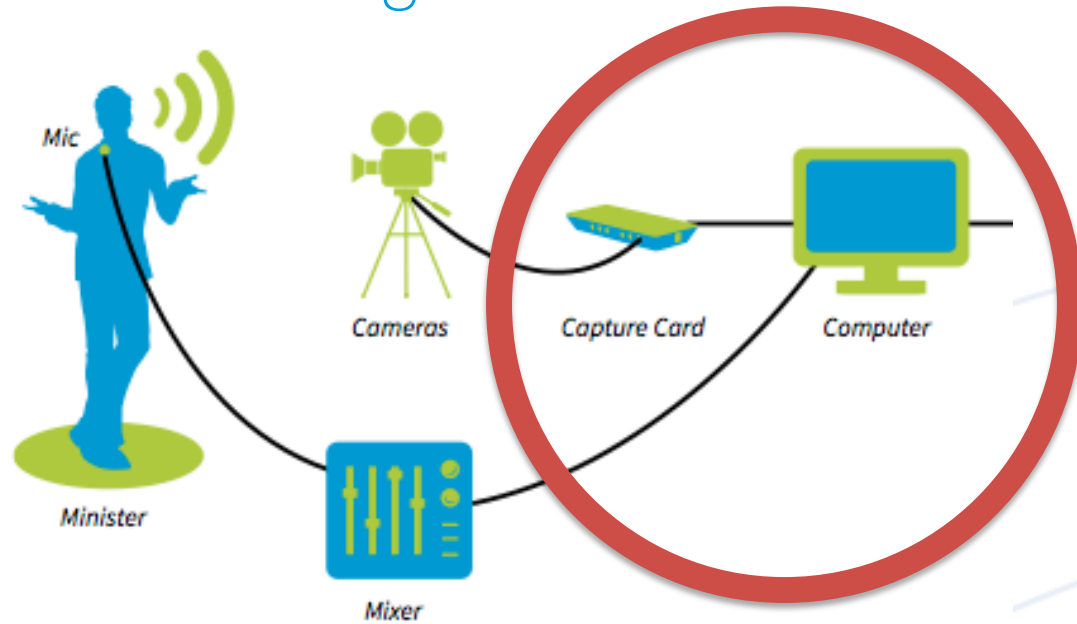
**Wireless Lapel Mic:** Great for pastors on the move!



**USB & XLR:** Run these through your existing sound system or through your computer



## Streaming Video Workflow Basics: Bring sources into your computer



- **Capture devices** – Learn more in-depth in our “Beyond the Basics” webinar (Aug 20)
  - **USB Cameras** (your choice of manufacturer)
  - **OS compatibility** – See manufacturer’s website
  - **Support** – USB cameras are great as they are supported by Wirecast



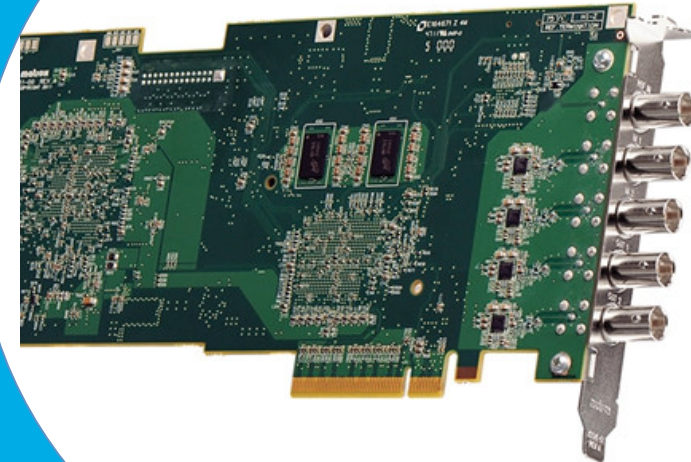
## Capture Device Options

Lets you bring in feeds from multiple cameras. SDI, HDMI, S-video, etc.



**External:** Flexible option, can be used with laptops. Connects via HDMI, Thunderbolt, USB 3.0...

**Internal:** Inserted into PCI slot on your computer





## Hardware Options

Mac or PC? Laptops or Desktop?

◀ Mac



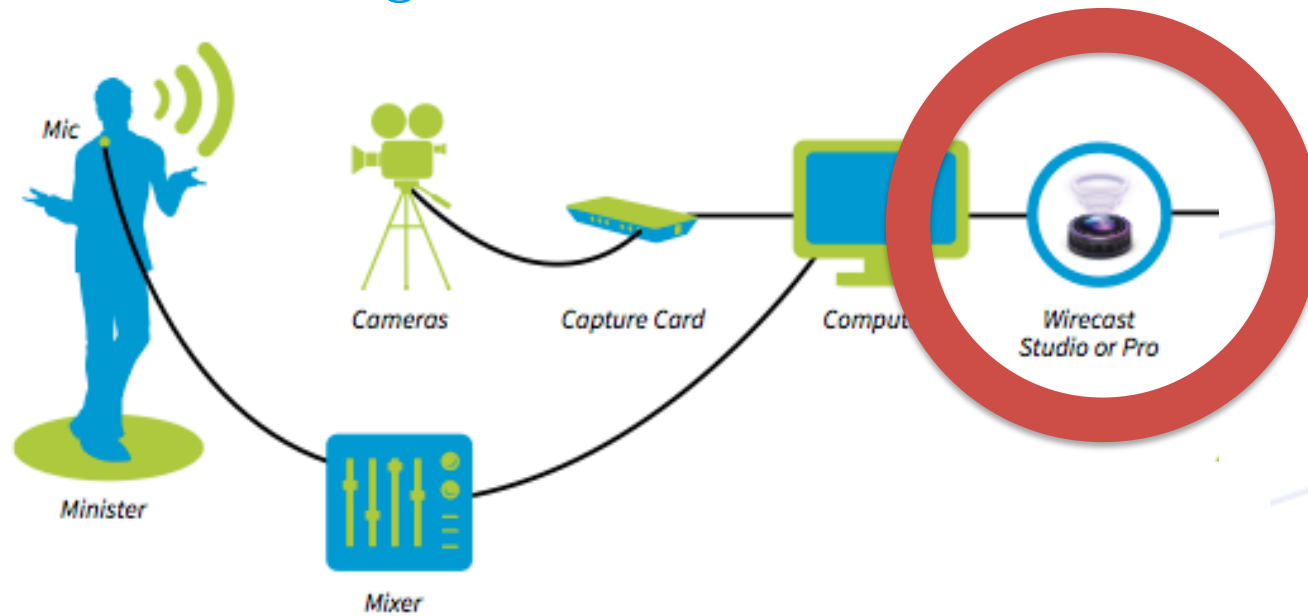
◀ Laptops



PC ▶



## Streaming Video Workflow Basics: Prepare your shots



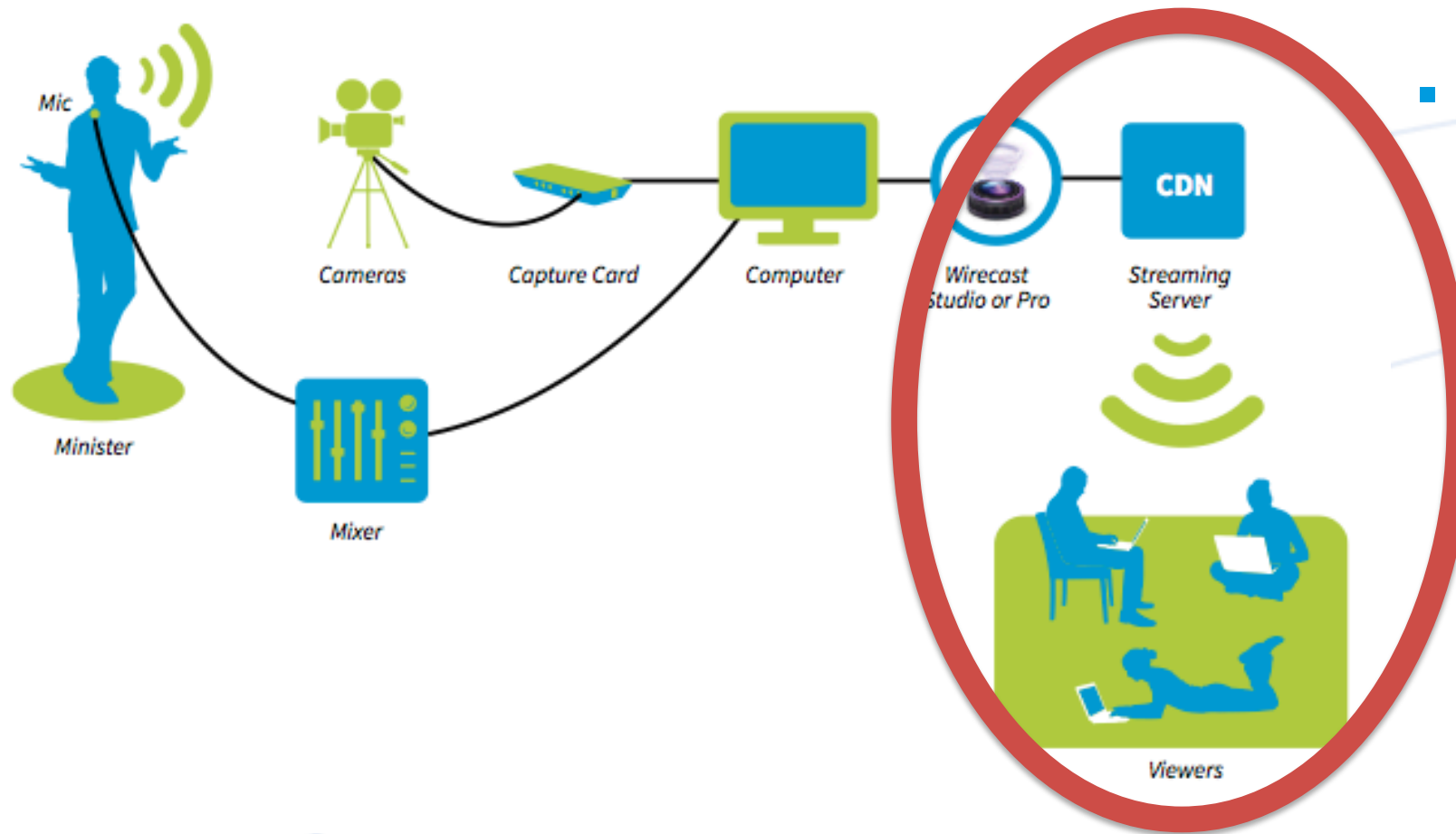
- Add production value
  - Live switching
  - Lower thirds
  - Presentation slides
- Encoding
  - Determine your quality
  - SD 480p
  - HD 720p

## Add Live Production with 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



## Streaming Video Workflow Basics: Share with the world



- **Encode and deliver your stream**
  - Content Delivery Networks (CDNs)
  - General streaming platforms
    - Niche streaming platforms
  - Setting up your own streaming server

## 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**<sup>TM</sup>  
media systems

## Wirecast Streaming Partners

We make it easy to deliver your stream!

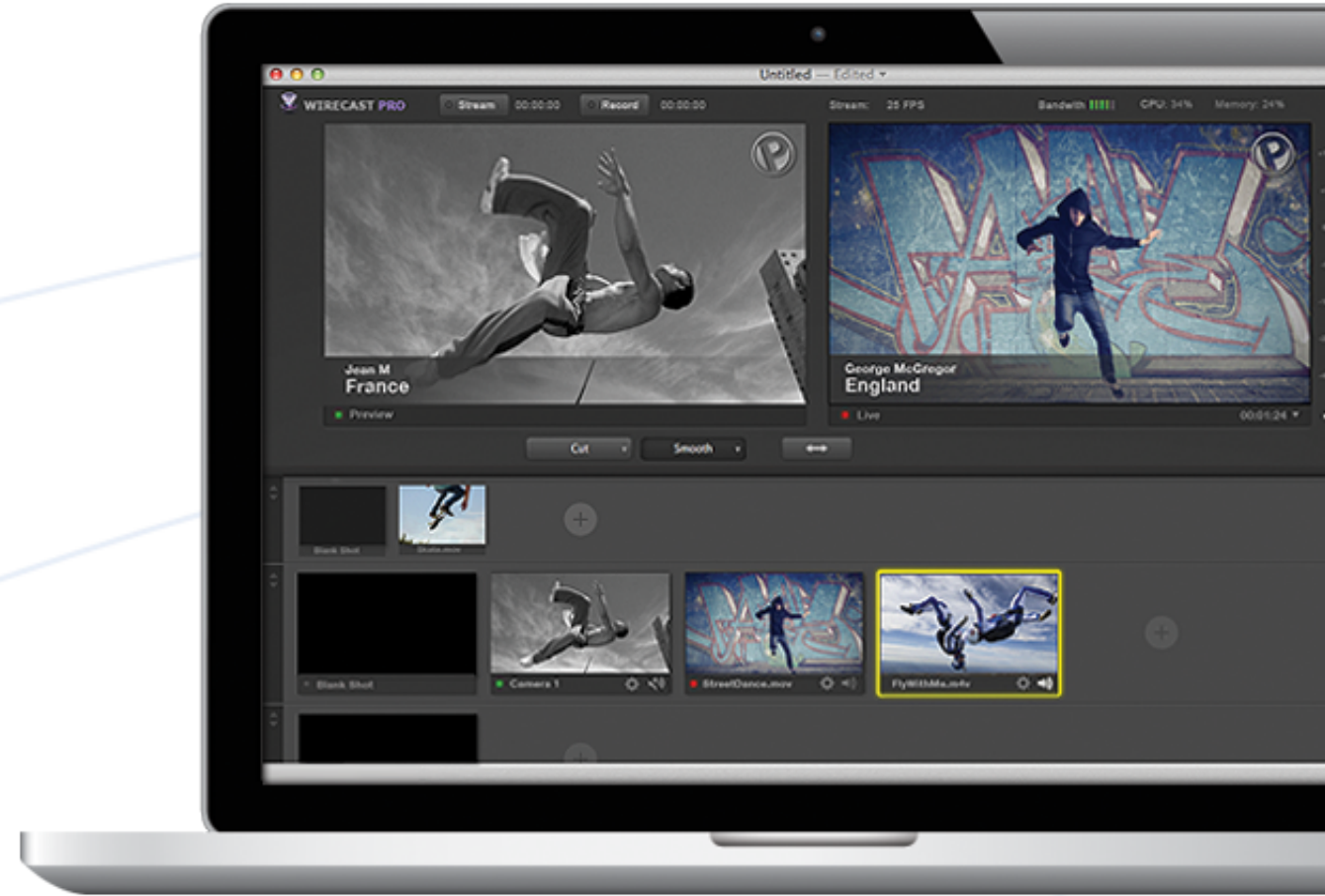




## About Wirecast



- 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



## Streaming Techniques & Tips

- Consider bandwidth and internet connection speed:
  - Rule of thumb is half of whatever your maximum upload is, should be your maximum streaming speed.
- Recommendation: Encode to x264 (one of the new features in Wirecast 5) for best results.



## Streaming Techniques & Tips (Cont'd)

- Be mindful of your audience. They may not be able to pull down a high 1080p or 720p stream even though you can send it.
  - CDNs and ABR can help with this
- It may be wise to send two feeds, one SD, one HD for those people.



## Video Production Techniques & Tips



Having the right equipment to do the job, saves time and headaches



and other resellers can help you purchase and bundle A/V equipment, computers, capture cards, and Wirecast software

## Resources to Support Houses of Worship



- ***E-book:***

- Church Broadcasting on a Budget

- **Case studies**

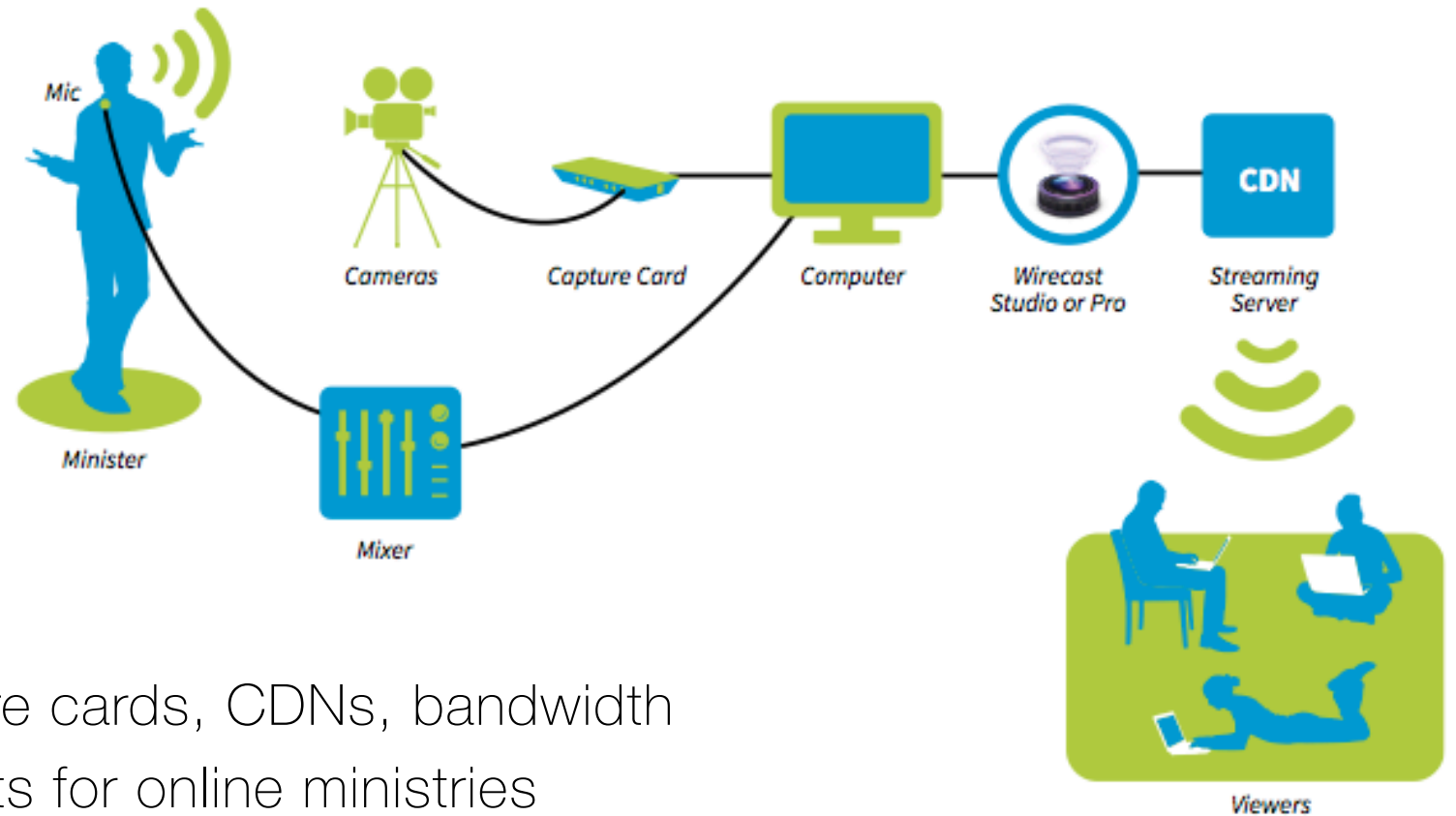
- Shiloh Ministries
- Phillips Street Church of Christ
- Van Buren First Assembly of God

- **Webinars**

- Church Broadcasting Setups for any Budget



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



## Summary

- Streaming video workflow
- Selecting the right cameras, capture cards, CDNs, bandwidth
- Wirecast basic features and benefits for online ministries
- Tips for making your production as high quality as possible



## More Information

- Get started with Wirecast! Download a free trial: [www.telestream.net/wirecast](http://www.telestream.net/wirecast)
  - 10% non-profit discount: [www.telestream.net/non-profit.htm](http://www.telestream.net/non-profit.htm)
- Register for more webinars in *the Live Streaming with Wirecast: Worship Edition Series*:
  - **July 30:** Training Your Volunteers to Stream Your Services Live
  - **Aug 20:** Beyond the Basics – Produce High Quality Broadcasts of Your Services
  - **Sept 10:** Beyond the Service – Broadcast Your Special Events

