



Drumeo Uses Wirecast Pro to Live-Stream Drum Lessons by World-Renowned Drummers

As the world's largest online drumming tutorial site, Drumeo relies on Wirecast Pro for consistent high-quality encoding, easy operation, and concurrent streaming to multiple web and social media sites

"At the core of our innovative service is Wirecast Pro, a rock-solid encoding and streaming production solution from Telestream. Since live streaming is vital to fostering community engagement and boosting our brand value, we chose Wirecast because its encoding is exceptional, dependable, and consistent. It also benefits us by capturing our 4K quality-video and multi-track audio quality and publishing it to multiple sites."

- Victor Guidera, Director of Special Projects and Senior IT Consultant for Canada-based Musora Media, Inc., working remotely from Tucson, AZ.

With over 3.5 million subscribers and counting across their social media channels, Drumeo is the world's largest online drum tutorial site. Produced by Musora Media, Inc., in Abbotsford, B.C., Canada, Drumeo provides premium live and on-demand drumming videos and podcasts to paid subscribers via its website, drumeo.com, as well as a video library on social media. In fact, Musora Media's Founder and CEO, Jared Falk—himself a drummer for many rock bands—is one of the many featured Drumeo pros who now impart their skills and expertise to influence and inspire a new generation of drummers.

Drumeo is one of three music education brands under the Musora Music umbrella, along with Pianote for piano and Guitareo for guitar. All three share a production model that live-streams video-based instrument lessons—conducted by top instructors and musicians—directly into each respective brands' website and social media channels. Since all three brands employ a similar production strategy, this case study will just focus on the flagship service, Drumeo, which generates the most revenue and captures the biggest social following.

The Drumeo value proposition is that paid subscribers get many exclusive perks, including the ability to:

- Watch their Rockstar drummer heroes perform live in a well-lit studio setting where their drumming is captured by multiple 4K-resolution cameras and dozens of microphones
- Follow along with drum tutorials that let them clearly see the drummer's hand and foot coordination on the drums, kick drums, bass drums, cymbals, and more
- Use the Drumeo website education features, built on an advanced digital education platform, all customized by their in-house development team
- Use a Drumeo-designed practice drum "quiet pad" that allows practicing anytime without disturbing others
- Ask renowned drummers questions during live Q&A sessions following their streamed studio performances
- Engage with other members of the Drumeo community in real-time via online chats and members-only events

THE CHALLENGE

The biggest challenge for Drumeo is the need to regularly produce and publish an immense amount of fresh, engaging content to multiple online destinations, including seven to 10 hours of studio-quality programming per week. Teachers follow a curriculum organized according to multiple skill levels/topics and share insights and advice on how to make it in the drumming business.

Drumeo's vast online media archive is constantly expanding with new video content, including the following:

- High-value studio performances that stream live, while video and audio sources are iso-recorded onto digital disk recorders for post-production
- Pre-recorded live shows that are re-edited, re-mixed, and re-mastered for pristine quality that lives indefinitely on Drumeo's website (drumeo.com) and social media
- Drumming tutorials by the world's top musicians and instructors that stream live to Drumeo channels as part of the "Satellite Instructor Program"
- Video podcasts that are pre-produced and uploaded to social media
- Documentary films focusing on inspiring musicians' creativity.

The technical and production challenges vary depend-



Wirecast Pro

ing upon where and how the video content is being produced. Performances by guest drummers are often "filmed" at 4K quality in one of two high-end, acoustically isolated studios at Musora Media's Abbotsford headquarters. These performances are considered so special that the video and audio sources are all iso-recorded onto a 4K digital disk recorder while they stream live. Afterwards, these production elements are re-edited, re-mixed, and re-mastered for posting as video on demand.

Compared to the traditional arrangement where a tutor teaches a student one-on-one, Drumeo contracts with the best, most accomplished drumming instructors and musicians in the world. As part of the "Satellite Instructor Program", these instructors produce and stream tutorials and demonstrations from their home studios to one or more of Drumeo's private web and/or social channels. In this way, millions of aspiring drummers can get the best training at their own pace whenever and wherever they wish.

"Whether we're producing a live stream from our 4K studios or from our instructors' home studios, our challenge is to maintain a consistently high-quality live video and audio experience across all channels and offerings. And, ideally, we want to enable a single operator to manage the live encoding and streaming from a single machine cost-effectively, reliably, and without technical barriers"

- Victor Guidera

THE SOLUTION

Wirecast Pro software from Telestream is specially designed with all the features and capabilities needed for an affordable, end-to-end live video production and streaming workflow. While this software is packed with broadcast-quality bells and whistles, it's user-friendly enough for a single operator to use, even someone who hasn't been steeped in pro A/V technology.

Since Musora Media already has sophisticated studios and control rooms at its headquarters, and a sizeable portion of its content is pre-recorded and uploaded, Wirecast Pro is used to cover a specific need—exceptional quality live encoding and concurrent streaming to multiple online sites. Wirecast Pro has provided Musora Media with consistent, reliable, and high-quality encoding and streaming for close to a decade now, and Victor says it continues to play a vital role in their daily operations and steady growth.

The ability to load Wirecast Pro software onto a PC or Mac, outfitted with a few key peripherals, makes it easier to send a compact—yet fully integrated—package to their remote, home-based instructors. With the software's user-friendly production interface, instructors can single-handedly run the show, and “go live”, all while playing the drums and teaching the day’s lesson.

Here are some important video production tasks that Drumeo home-studio instructors use Wirecast Pro to manage when live-streaming their tutorials:

- Operate one or more USB cameras and/or video cameras
- Monitor and mix multi-track audio levels
- Switch between camera shots and angles
- Display lower-thirds and other text
- Roll opens
- Set-up the encoding
- Select the online distribution platforms
- Go live to multiple sites
- Record a high-quality version of the lesson locally

Prior to the Covid-19 pandemic, Victor was able to travel to the instructors' homes to help set-up their studios and provide training and direction if that was what was needed to get the ball rolling. But in light of today's health safety concerns and travel restrictions, he can only deploy the new studio set-ups remotely from his Tucson, AZ home studio/office.

To date, he's shipped numerous broadcast-grade laptops loaded with Wirecast Pro to instructors' home studios worldwide, including Los Angeles, New York City, and Brussels, Belgium. The equipment packages may also include video capture cards, and any other third-party studio equipment he determines is needed at that particular satellite location.

“Once the instructors receive the equipment, I take control of their laptops remotely to set them up and tell them where in the room to place their cameras, microphones, lights, audio mixers, and other gear for best results. Maintaining consistency is our key concern. Wirecast Pro ensures that our instructors deliver shows with the production quality and audio clarity Drumeo subscribers have come to expect.”

--Victor Guidera

THE WORKFLOW

At the Canadian headquarters, there are two, similarly configured studios, each with its own production control. The larger of the two, Studio A, has a separate, adjacent control room, while Studio B has a production control center situated on one side of the room. Both are essentially equipped with the following systems:

- Eight 4K-resolution Sony video cameras
- A dedicated 4K production switcher (Blackmagic ATEM)
- A professional stage with theatrical lighting grids
- Dozens of various, professional microphones
- Atomos Shogun 4K disk recorders
- Apple Logic Pro X digital audio workstation (DAW)
- Adobe Creative Suite for Premiere editing and After Effects
- NAS central media server with private cloud-based sharing

During live studio performances and tutorials, the HDMI camera outputs are simultaneously input to the production switcher, as well as iso-recorded onto the disk recorder to preserve them for post-production. Studio microphone signals are also iso-recorded onto the disk recorders, as well as run through the DAW for on-the-fly 32-track audio mixing prior to input to the production switcher.

The switcher output then flows to the Wirecast Pro PC-based software, which performs live encoding and distribution to multiple sites simultaneously. Depending upon the specific content to be published, Drumeo regularly streams to one or more of its various brand sites, including:

- The members-only area behind the paywall on drumeo.com, at 1080/30p HD quality
- YouTube, at 5-Megabits per second, 1080/30p HD quality
- Facebook at 4-Megabits per second, 720/30p quality
- Instagram, in portrait mode, using special, custom settings

Wirecast Pro permits virtually unlimited streams of varying bitrates depending upon the host PC's or Mac's CPU processing power and supports the most popular online destinations. Drumeo also uses Wirecast Pro production tools to add special graphical messages before, during, and after the streams, such as:

- The Stream Is Starting Soon
- The Stream Is Starting Now
- The Stream Is Over
- Thanks for Watching

After high-value live performances have concluded, the video and audio that was iso-recorded to disk recorders are re-edited, re-mixed, and re-mastered in post-production. This editing is done in one of seven edit suites at the Canadian studios or by their editors, who are currently working remotely from their homes. Finished, pre-recorded videos are then uploaded directly to sites, such as, YouTube, Facebook, and Instagram, where non-subscribers can access them on demand.

In this way, Drumeo subscribers enjoy the raw energy of live performances and tutorials; engage and chat with fellow community members; and get to ask the featured performers and teachers questions in Q&A sessions. After the paid subscribers have gotten to watch key events live, then the finessed, post produced versions are uploaded to sites that the general public can access.

THE RESULTS

Drumeo subscribers gravitate to this online drum tutorial service largely because they get to experience live events featuring the best drummers in the world performing and teaching their craft. Wirecast Pro software enables this by encoding the high-end production video and audio into all the bitrates and formats needed for distribution, and dependably delivering high-quality live streams via multiple online channels.

“What distinguishes Drumeo as the world’s leader in drumming education is the quality of the live performances and the high-value musical talent we feature, as well as our uncompromised video and audio aesthetic. Wirecast Pro consistently delivers live streams of outstanding technical quality to our online community. This strategy makes our service more appealing, which in turn grows our subscriber base.”

—Victor Guidera, Director of Special Projects and Senior IT Consultant for Canada-based Musora Media, Inc., working remotely from Tucson, AZ.

For More Information:

Check-out Drumeo at: drumeo.com, as well as on YouTube, Facebook, and Instagram.

Learn more about the extensive features and toolbox integrated within Wirecast Pro Software here:

<https://www.telestream.net/wirecast/>