Is Web Streaming Right for You?

Jason LaMar » Ohio Wesleyan University
Ohio Wesleyan University

» Small res. liberal arts college (1,850 FTE : undergrads only)

» Located 20 miles north of Columbus in Delaware, OH
Ohio Wesleyan University

» A primary “Webmaster” & a multimedia tech pro (me)

» No broadcast-level student radio or TV & no local radio coverage
The Proposition (Spring 2006)

» To position OWU as a top-notch source of live & archived Web streaming media content

» Institutional marketing initiative
The Collaboration (Summer 2006)

» Increase institutional bandwidth; determine streaming platform; acquire audio/video gear

» Univ. Comm. & LIS (merged org.)
The Implementation (Fall 2006)

» Set out aggressive & high-profile schedule (Convocation was first)

» Balance sports, lectures / special events, & performances
Bandwidth

» OWU Internet 1 pipe = 75 Mbps (fractional GigE circuit) with PacketShaper 9500 for mgmt.

» Each AV stream = 200 Kbps
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Delivery Platform

» Apple QuickTime Streaming Server: mid-range Apple Xserve

» Two dual-core Xeons, 8GB RAM, 900GB of SAS storage = $9,000
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Delivery Platform

» 1U box : FTP & QTSS ONLY
Delivery Platform

» Apple MacBook Pro 15-inch laptop : on-site streaming rig

» 2GB of RAM, 160GB Serial ATA, & pro backpack = $3,000
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Delivery Platform

» QuickTime Broadcaster : FREE
Video Hardware

» Sony HDR-FX1 HDV camera with 1080i resolution = $3,400
» Sony RC tripod + case = $350
» Sony camera flight case = $300
» Sony HD tape (63-min) = $12 ea
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Audio Hardware (Optional)

» Mackie DFX6 mixer = $450
» Shure microphone = $200
» Sony pro headphones = $100*
» Mixer “gig bag” = $30
» Misc. cables/connectors = $70
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Total Costs (Not Incl. Bandwidth)

» (1) QTSS Xserve $9,000
» (1) MacBook Pro $3,000
» Video Gear $5,000
» Audio Gear (Opt.) $1,000
» GRAND TOTAL $18,000
Delivery Protocol & Formats

» RTSP : Real-Time Streaming Protocol (live or archived)

» .SDP : live broadcast format;
  .MOV : archive file format
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System Diagram : Overview
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System Diagram : Step 1
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System Diagram : Step 2
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System Diagram: Step 3
System Diagram : Step 4
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Live & Archived Streams

Diagram showing the flow of web streaming from a broadcaster, streaming server, to clients on the internet and local network.
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http://stream.owu.edu