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TRAINING PRESENTATION
Live-stream
WWW.ONNETWORK.PL

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Agenda

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Ad configuration

Overlay configuration

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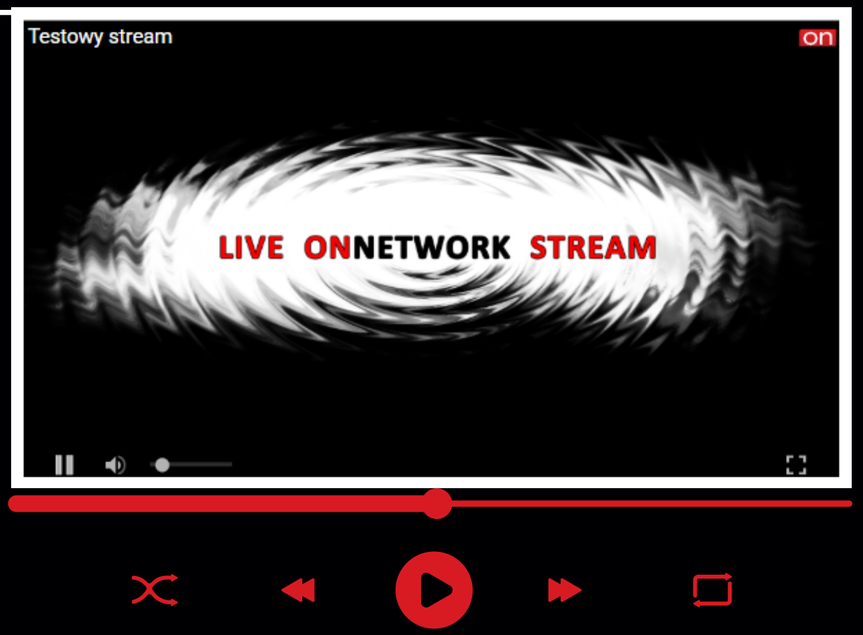
What is live streaming?

Live streaming allows users to watch video and audio in real time with minimal delay.



To activate live streaming, contact your Onnetwork representative.

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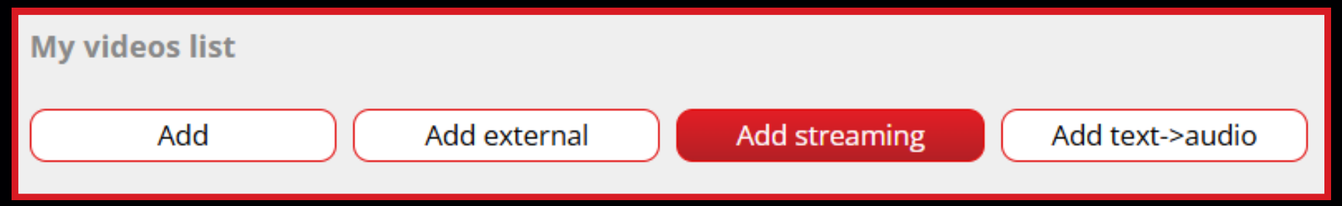
Starting a Live Stream

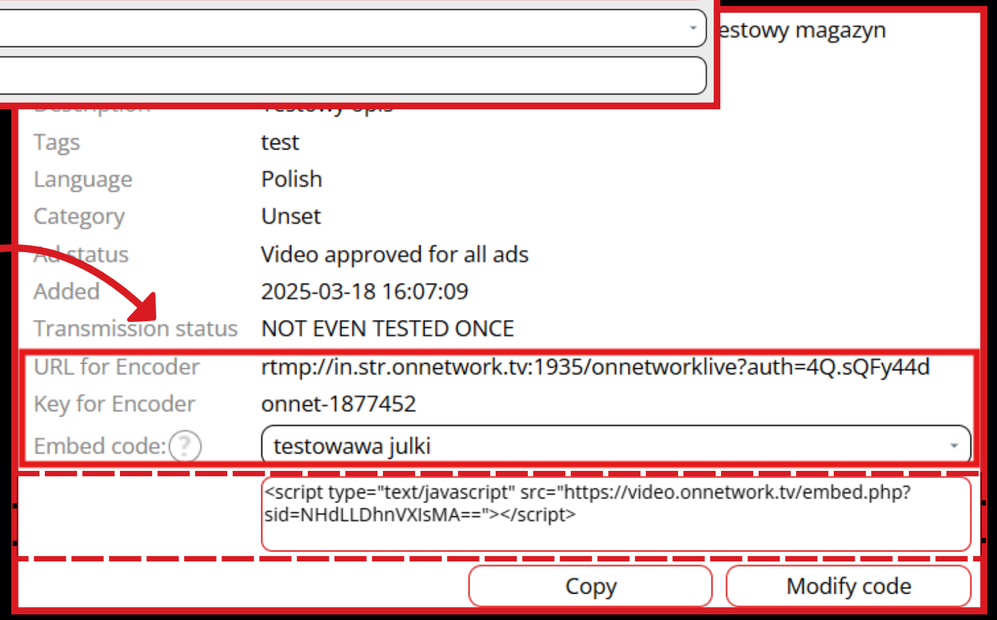
1. Go to the **My Videos** section.
2. Click **Add Live Stream**.



Encoder Configuration

3. Fill in the three required fields and click Save.

4. Obtain the **URL** and **encoder key**.
5. Embed the player on your site by generating an **embed code** for the content.



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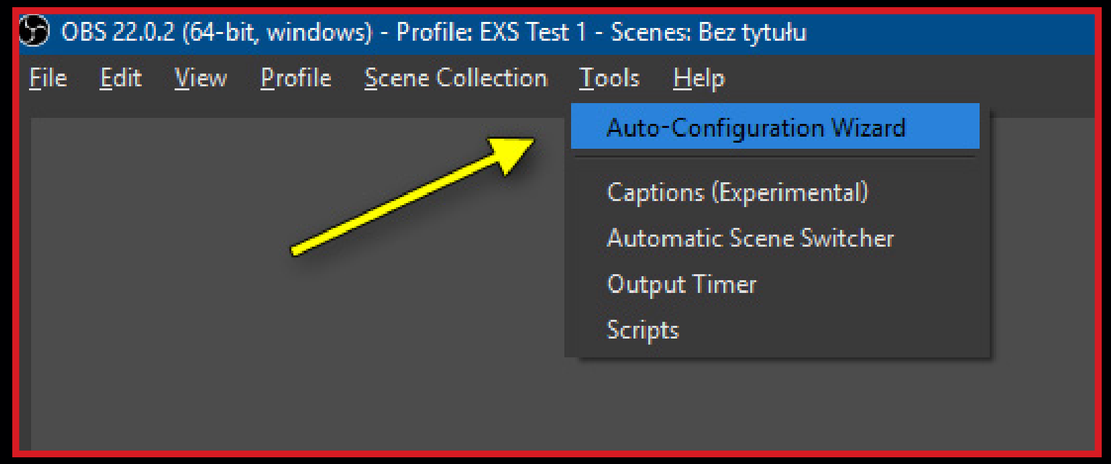
OBS Studio – Step-by-Step Configuration

OBS Studio is a free and popular live streaming software that allows for easy setup and stable broadcasting.

1. Download and install OBS Studio from www.obsproject.com
2. Open the program and navigate to:
   Tools > Auto-Configuration Wizard



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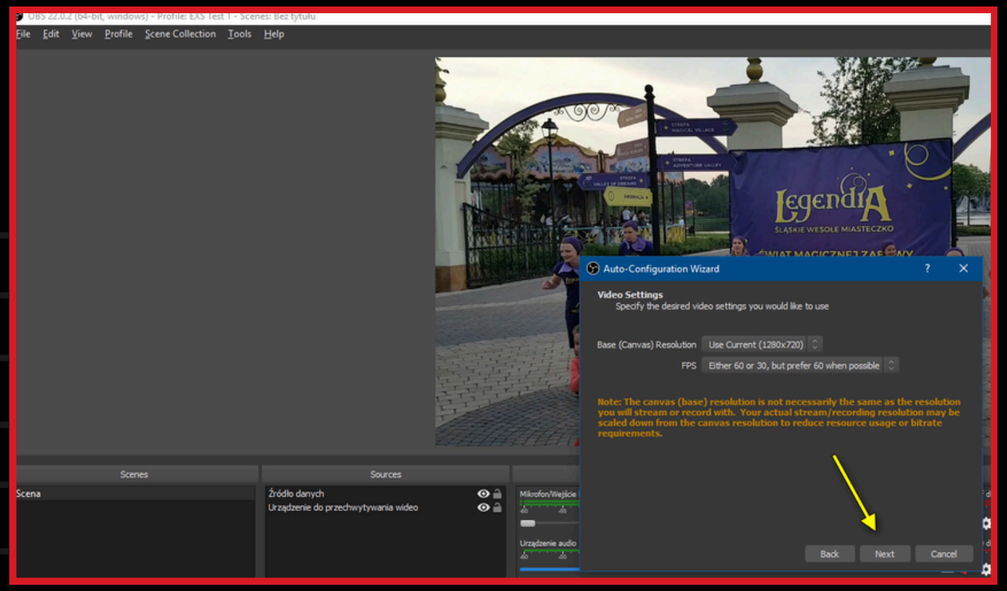
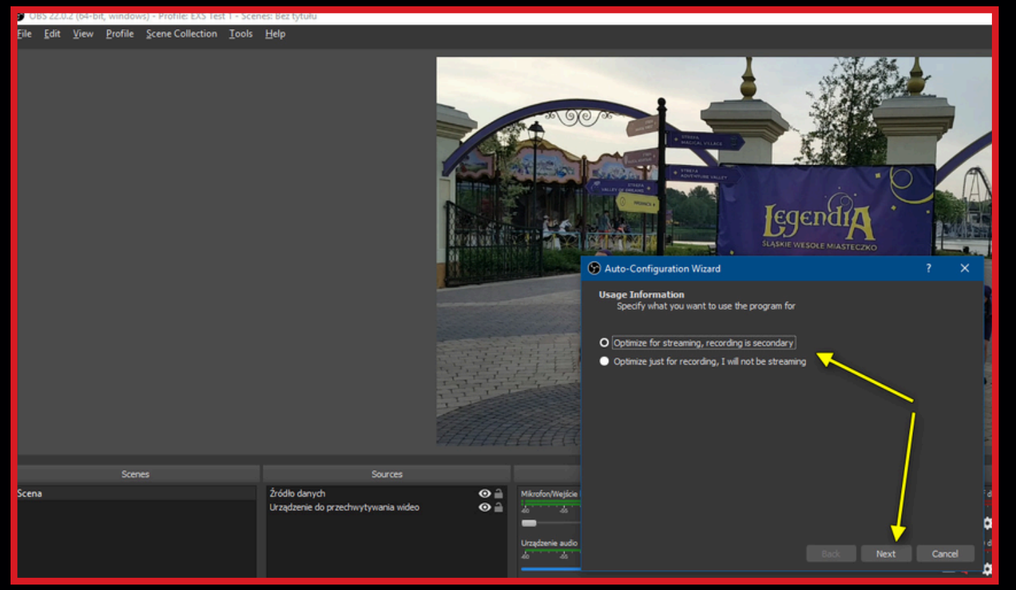
OBS Studio – Step-by-Step Configuration

3. Select **Optimize** for live streaming and click **Next**.





4. Let the system choose the optimal resolution or set your own.

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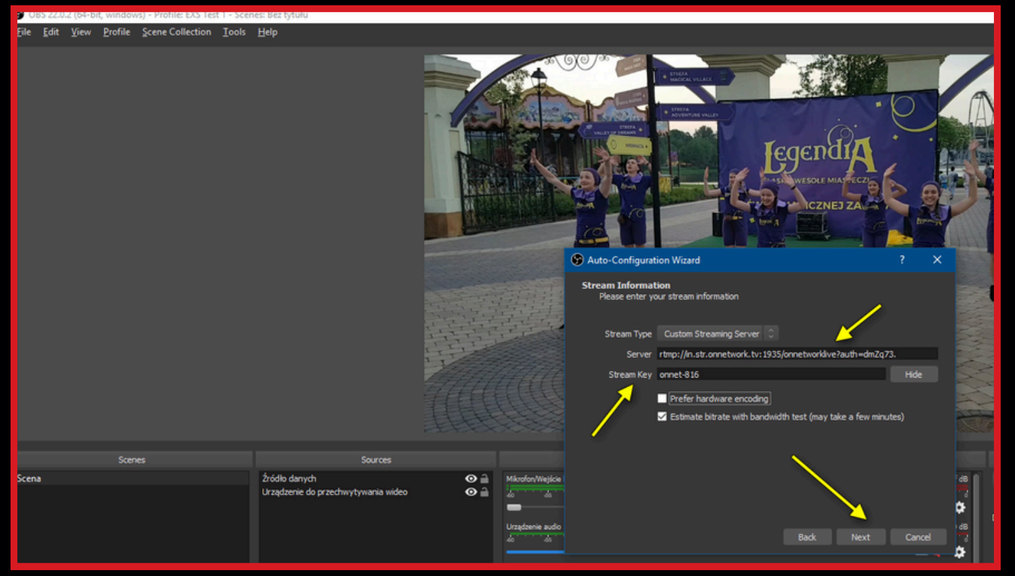
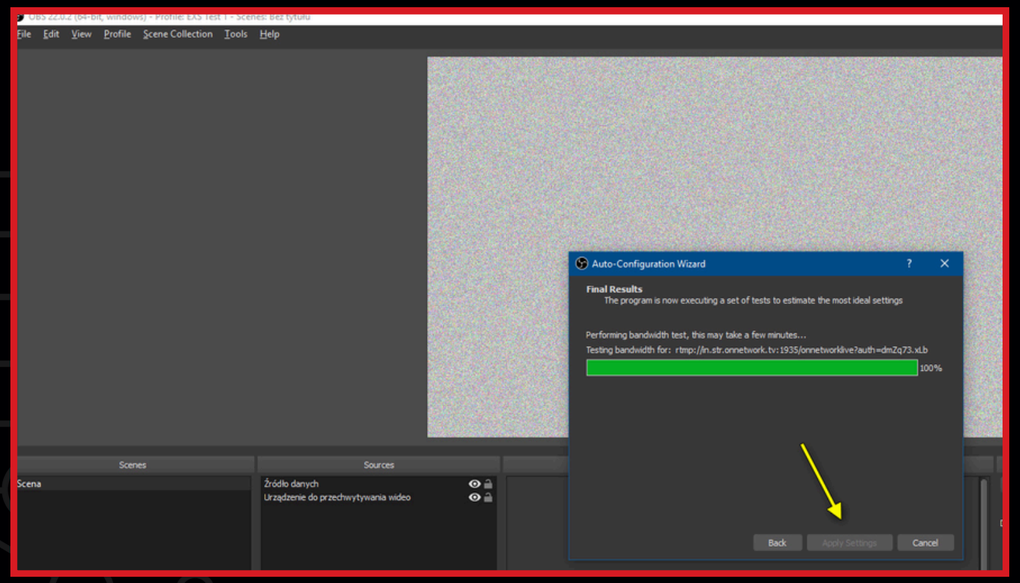
OBS Studio – Step-by-Step Configuration

5. Choose **Custom Streaming Server**, then paste the encoder **URL** and **stream key**.





6. Start bandwidth testing and click **Apply** when finished.

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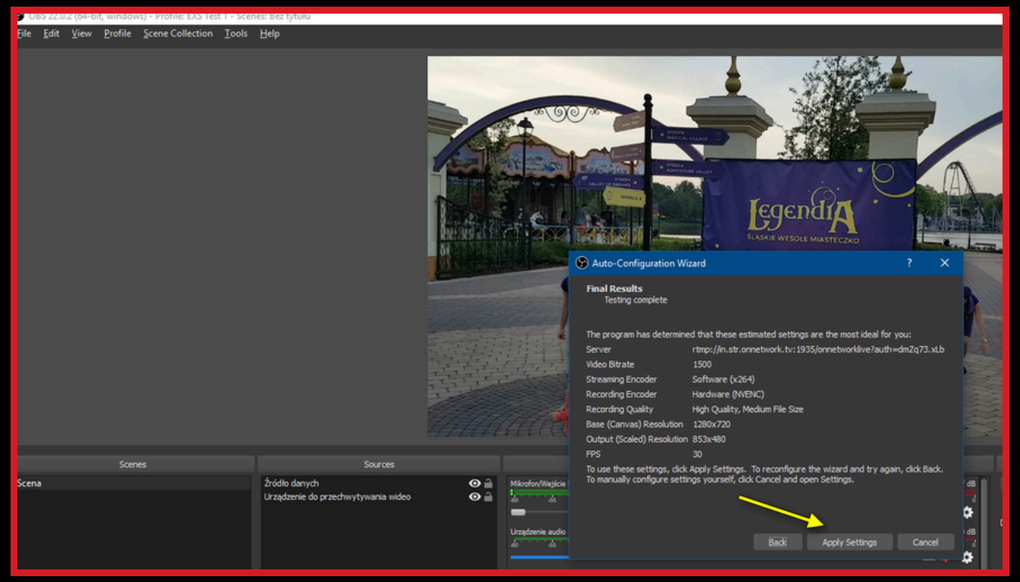
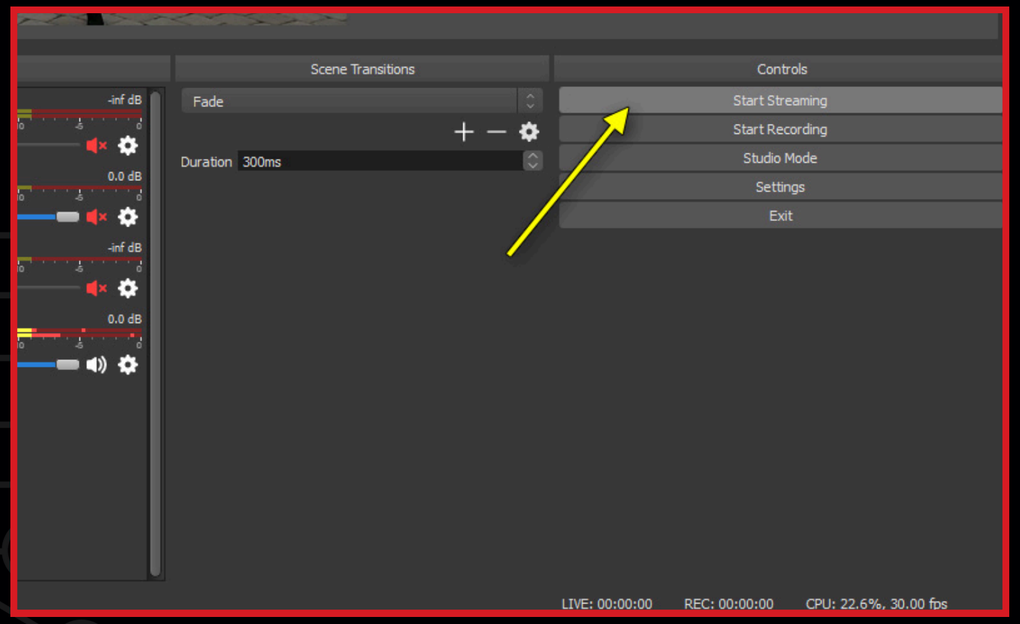
OBS Studio – Step-by-Step Configuration

7. OBS Studio will display parameters – review and confirm by clicking **Apply**.





8. Click **Start Streaming** to begin encoding the stream.

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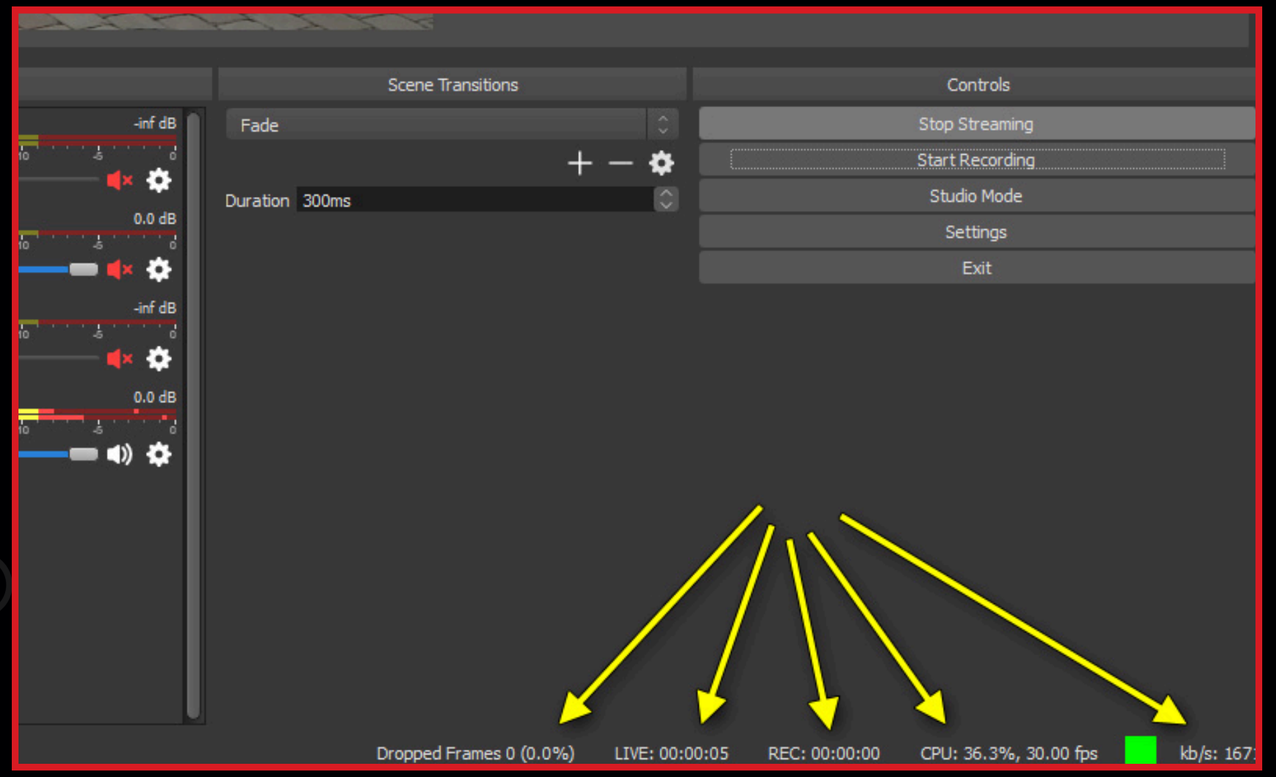
OBS Studio – Step-by-Step Configuration

9. Monitor stream parameters on the OBS Studio status bar



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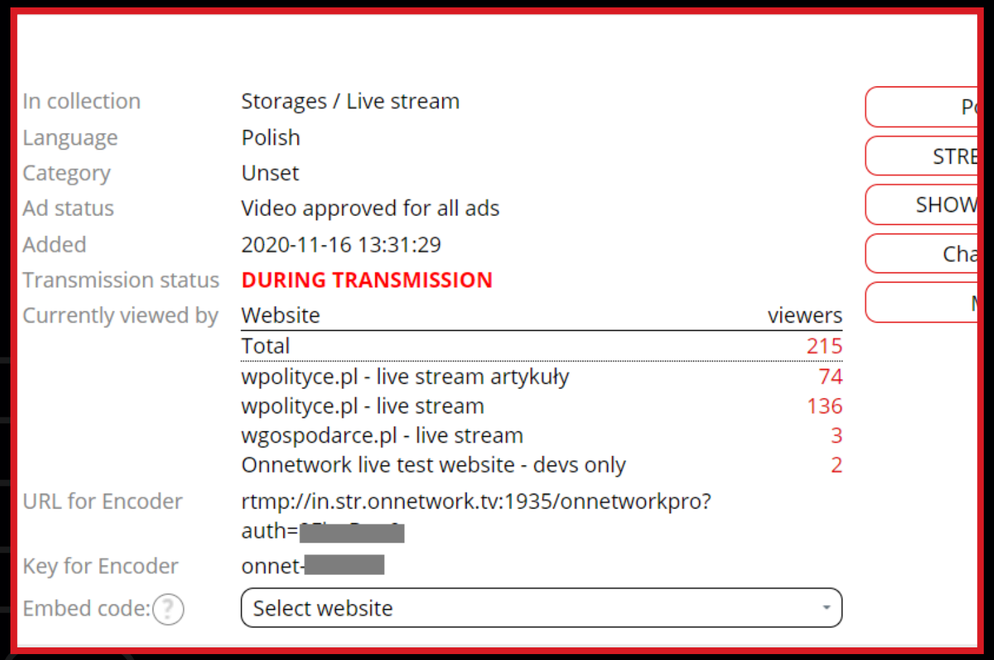
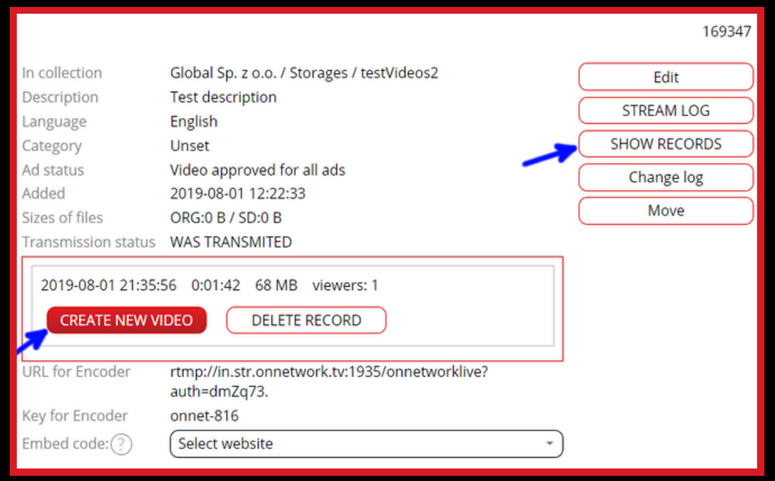
Stream Monitoring

During the live stream, the status will display **"LIVE STREAMING IN PROGRESS."**

The viewer count updates every 5 seconds.



After the stream ends, the content can be saved and edited.



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Ad Configuration

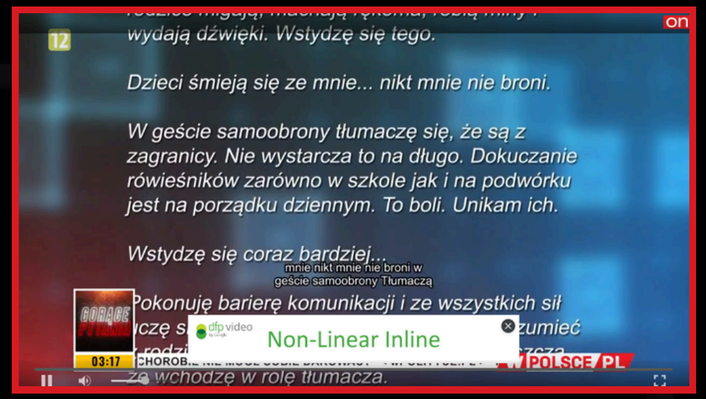
Pre-roll Ads

Displayed to the user when the player starts.
Their configuration is the same as for standard video content.

Overlay Ads

Small banners displayed over the video at specified intervals.
For an overlay ad to display correctly:

- Its height must not exceed 90 px.
- It cannot be taller than 1/3 of the player height



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Overlay Configuration

1. A separate website on the platform is required. **Copy** the page where the live stream will take place.

2. Add regular or prebid ad codes for pre-rolls (linear ads only).

3. Enable mid-roll ads in the website settings.

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Overlay Configuration

4. Mid-roll ad codes must be configured to display only overlay ads.

5. The ad code must be assigned to the Vast Provider, marked as **"only for non-linear ads"** – contact an administrator if needed.

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Overlay Configuration

- Overlay ads are displayed every XX seconds (minimum 60 seconds).

- The first attempt to display an overlay ad occurs after half of the set interval
- The option "**Minimum video length for mid-rolls**" is ignored.

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TV Ads: SCTE-35 and HLS

TV Ad Breaks in Live Streams

- Utilize SCTE-35 signals to mark ad breaks in the broadcast.
- Ad timing is based on the stream's internal time, not real-time.
- The current stream time cannot be retrieved outside the encoder, so SCTE-35 support must be implemented within the hardware encoder.

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TV Ads: SCTE-35 and HLS

Available Transmission Protocols for SCTE-35

1. **MPEG-TS (**Transport Stream)- Used in traditional television: satellite, terrestrial, and cable TV.
   - Popular in TV broadcasting but technically more complex.
   - Uses UDP transmission, which is sensitive to internet quality.

2. **HLS** (HTTP Live Streaming)
   - Widely used for internet streaming.
   - Supported by major cloud providers such as Amazon AWS and Microsoft Azure.
   - Uses EXT-X-CUE signals to mark ad breaks within the video stream.

Protocol selection depends on available hardware and encoders.

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If you have any questions, write to us!

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