

PHASE 3: DEVELOPMENT

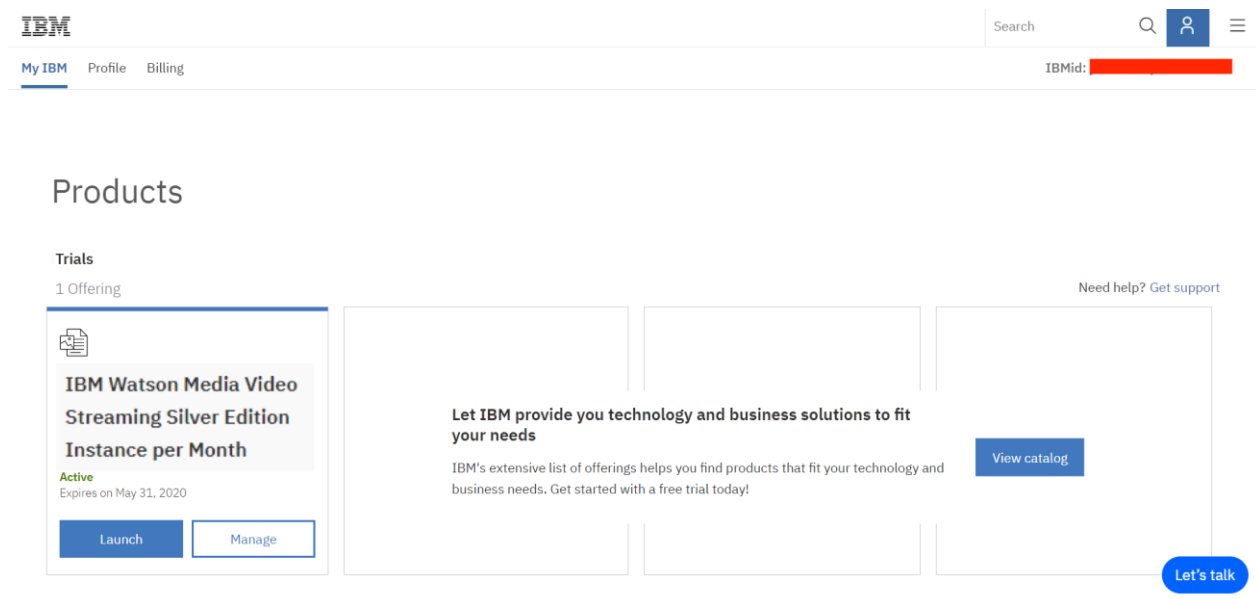
IBM Video Streaming is one of the most scalable and reliable global streaming video platforms for broadcasting product launches, media and marketing events. The platform leverages Watson AI technology to simplify end-to-end workflow for live and on-demand video.

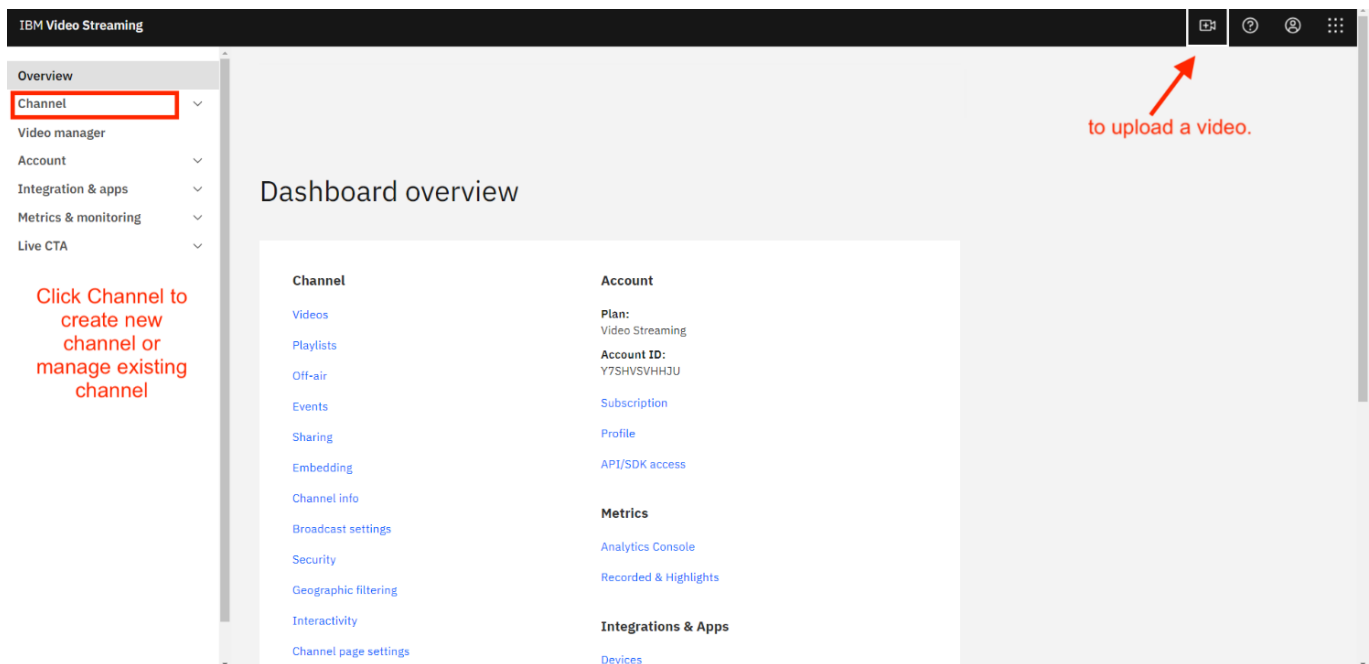
The development of IBM video streaming starts with setting up of an IBM account, accessing the IBM video streaming service and creating channels.

- signup or login to IBM Cloud ,If you already have an IBM Cloud account you can just log in with your email
- After logging in with your IBM ID, you will be directed to the signup page where you will complete your account details. You will want to check the email you used in creating the account for a verification link. This is to make sure that your email is really being used by you.
- Once you submit the verification code you will receive another email stating your registration has been completed and your IBM ID has been activated.
- Now click on "MY IBM" and sign in with your registered IBM ID (your email).
- To sign up for video streaming plans, click "Purchase now". The free trial lasts for 30 days. After 30 days you will need to subscribe to a paid plan in order keep using your account.

IBM VIDEO STREAMING

- IBM offers several tools and services for video streaming, and one of the primary tools is "IBM Video Streaming." This service provides a platform for individuals and organizations to stream, manage, and deliver video content over the internet.
- Now you will be able to click Launch to launch your product or Manage to manage billing and account information.
- Clicking launch will take you to your subscriptions Dashboard Overview where you will be able to create a channel, broadcast and manage your recorded videos.



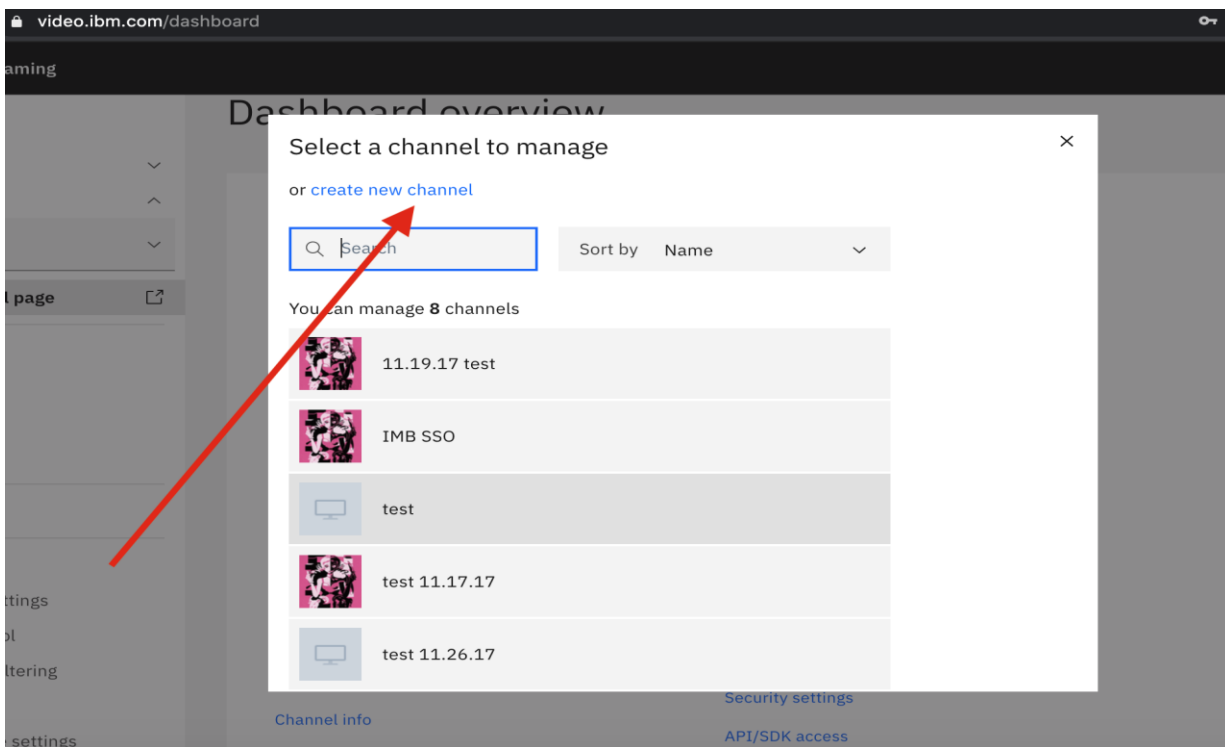
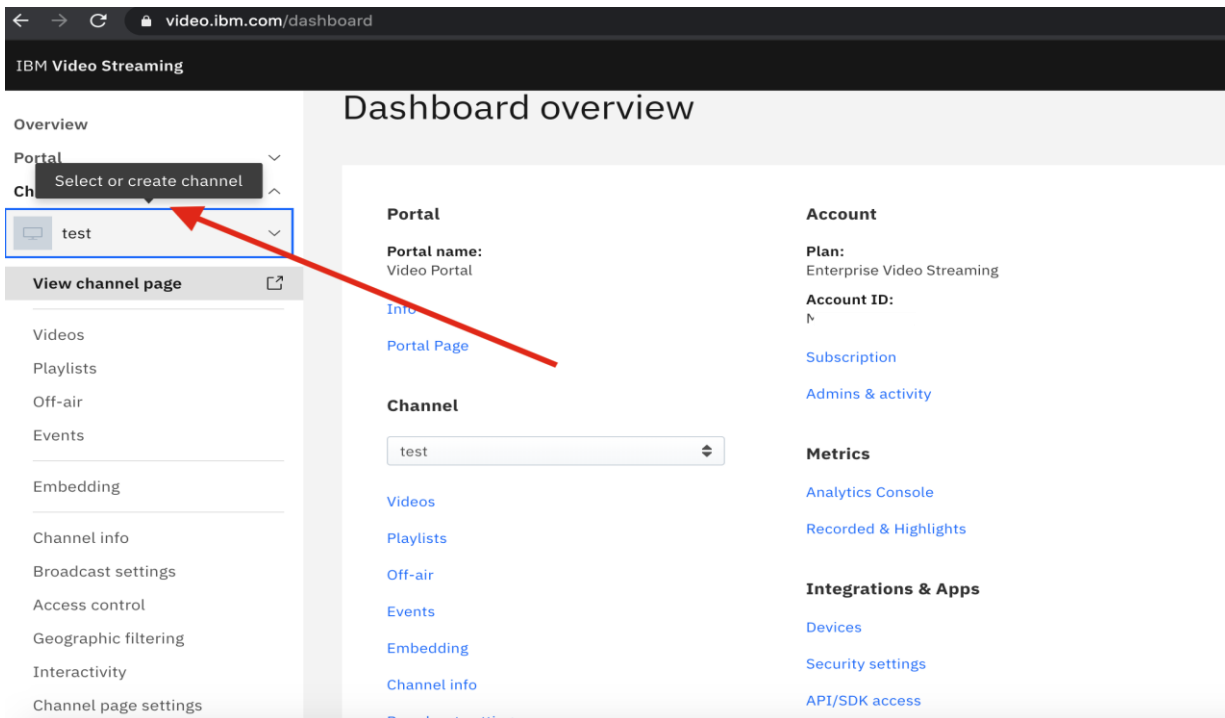


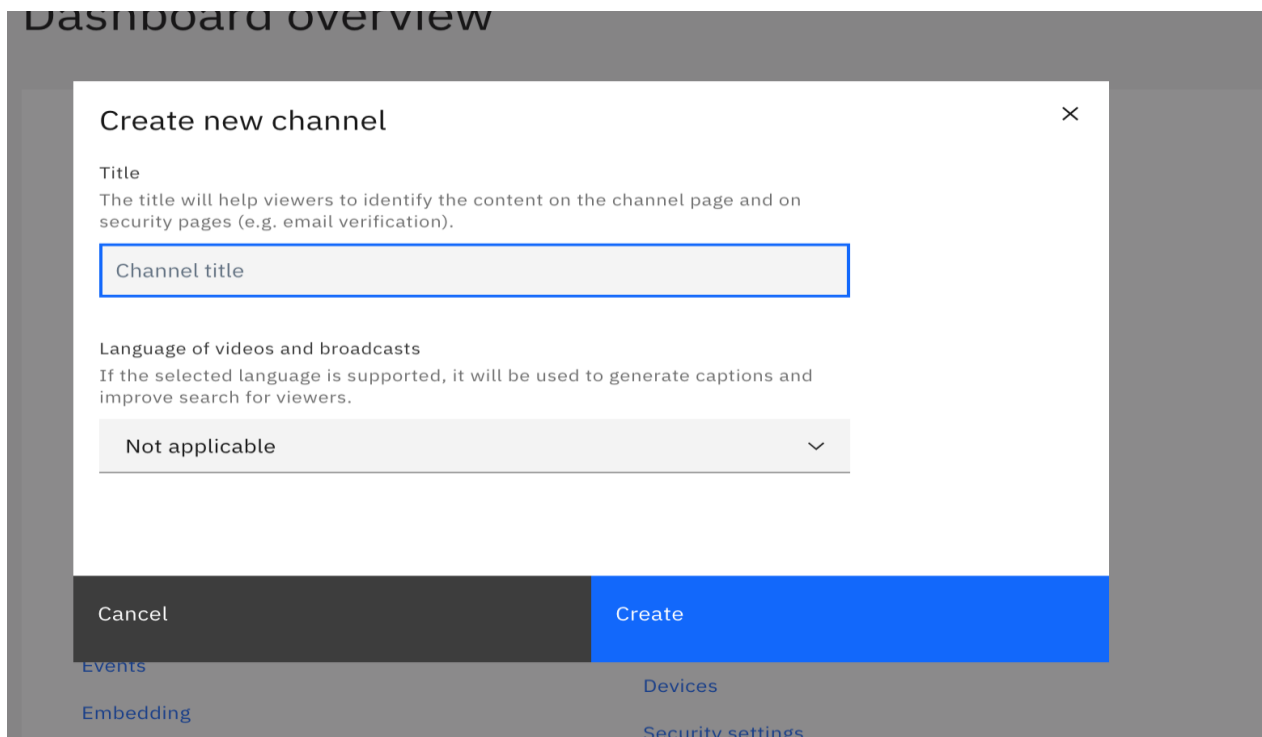
- At this point, we can choose to go live immediately, check out the video manager, or just look around your account. we can find specific instructions on creating your first channel and, search lots of other topics from our help center home page.

SETTING UP THE CHANNEL

Creating a channel can be a valuable step when you're involved in media streaming. It largely depends on your goals and the nature of the content you're streaming.

- Once we have logged onto the IBM Video Streaming Dashboard, a channel is needed to stream or to upload and view content. To get started click the arrow sign under the Channel section to Create a New Channel and give your channel a name.
- Choosing the primary language for your videos supported by the channel will auto generate captions from the IBM Watson Speech to Text to be on display after your broadcasted video has fully been processed. You may choose to automatically publish captions, but it is best practice to edit and spell check the webVTT captions for accuracy before publishing. Click [here](#) for more on Watson generated captions for video.
- Once finished, Click Create on the bottom right hand side of the menu, to Create a second or New Channel
- Click the drop down arrow next to the existing channel. From the pop up menu then select create new channel





- Channel will open on the channel info tab. This tab allows us to rename your channel, see the channel's URL, set a category and subcategory for your channel, and add a channel image.

Channel name

Cloud Test Channel

Channel URL: <http://www.ustream.tv/channel/>

About

To edit the about section of your channel, visit [Channel settings](#).

Category

Entertainment

Subcategory

How-to

Categorize your channel so users can find it

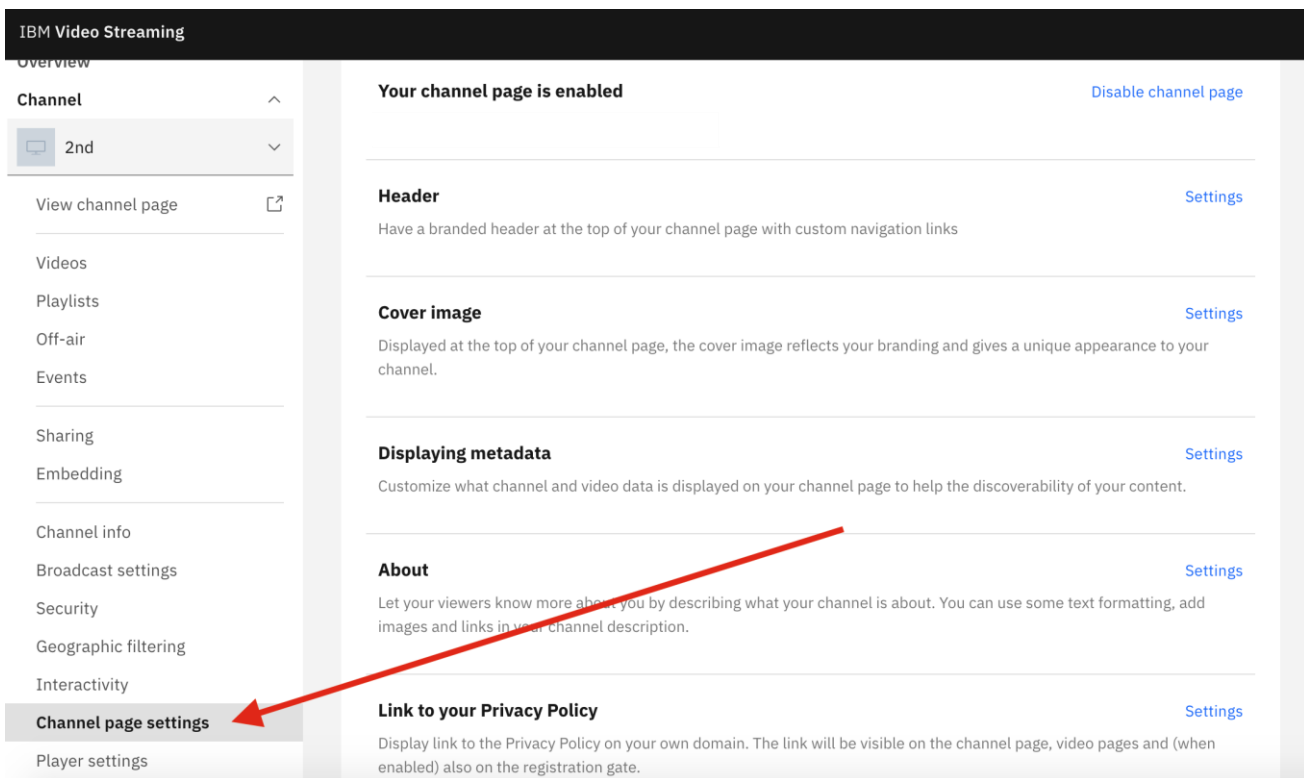
Channel Picture



Edit channel picture

☐ Delete my channel picture

- Once we have created your new channel or wish to update an existing channel, click on the Channel Page settings tab in your channel settings dashboard in order to start customizing your channel.



- This section allows us to disable your channel page, meaning it will be hidden from IBM Video Streaming searches and unable to be found by direct URL. This is important if you have chosen to embed your Video Streaming Video player on your own website, and do not want your content to be found on IBM Video Streaming's website.
- Once you've created a channel, you will typically have access to a channel dashboard where you can manage various aspects of your channel. Access this dashboard by navigating to your channel settings.
- Start uploading your video content to your channel. This may include live streams and on-demand videos.
- Utilize the analytics tools provided by IBM Video Streaming to gather insights into your audience's behavior and video performance. This data can help you refine your content and strategy.

Implementing these setup on IBM, We can effectively manage and grow our channel on IBM Video Streaming, delivering engaging and valuable content to the audience.