**Going Live**  
**Internet Broadcasting**

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7. **Going Broadcast Online**
8. Advancement in technology introduced digital/internet broadcasting aside the traditional media of Television and radio.
9. Less expensive way of broadcasting as compared to other forms of broadcasting.
10. Requires little or no investment in broadcasting equipments and tools
11. Possibilities and potentials of reaching large, diverse and global audience
12. Ability to access views, get feedback from the public.
13. **Types of Internet Broadcast**
    1. Live
    2. Archived

**2.1. Live Broadcast**

1. Online transmission of an event as it is ongoing via the Internet.
2. Caters for unlimited admittance of audience
3. Delivering the event to audience at their comfortable
4. Avoidance of traveling, commuting to a physical location
5. Getting more audience feel more connected and involved.
6. Getting audience real time participation by letting them ask questions, chat, respond to polls.

**2.2 Archived Broadcast**

1. Pre-recorded videos of broadcasts
2. Viewing and posting of comments
3. **Online Broadcast Platforms**
   1. Paid for
   2. Netflix
   3. UScreen
   4. Livestream
   5. Dacast
   6. StreamShark
4. Free
5. You
6. Facebook live
7. Funny or Die
8. Crackle
9. Twitch
10. Mixer
11. **Equipments & Tools**

Different litany of equipments can be used only or with a combination with other equipments for internet broadcasting from the very basic to the complex depending on the nature of the event.

* 1. Mobile Device
  2. Computer
  3. Laptop
  4. Video camera
  5. Microphone
  6. Mixer

1. **Broadcasting Softwares**
   1. Telestream
   2. Fraps
   3. Open Broadcasting Software
   4. vMix
   5. XSplit Broadcaster
   6. Nvidia ShadowPlay
   7. Socialive
   8. FFsplit
   9. Genvid
   10. Lightstream Studio
   11. Mixlr
   12. VidBlasterX
2. **Cost of Setup, Management & Maintenance**

|  |  |  |
| --- | --- | --- |
| **SN** | **Items** | **Cost (N)** |
| 1. | Accounts Setup | **5000** |
| 2. | Graphics & Branding | **10,000** |
| 3. | Website (per annum) | **25,000** |
| 4. | Social Media and Blog | **10,000** |
| 5. | Maintenance (per annum) | **20,000** |
| **Total** | | **75,000** |

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