

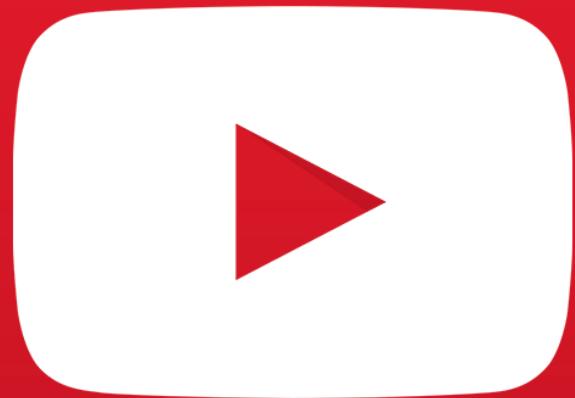


|| <> Live

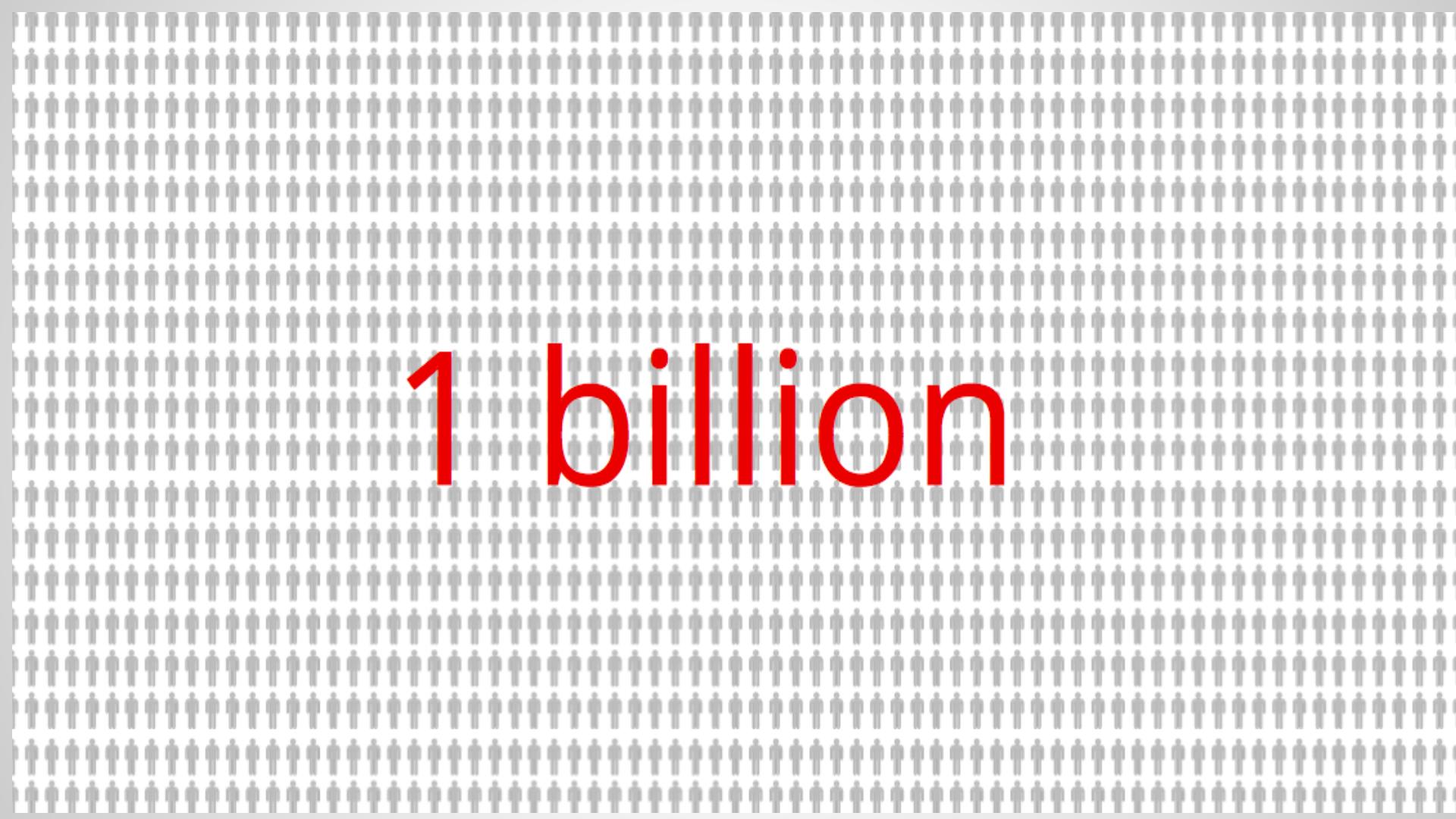


# **How to use YouTube platform for live events**

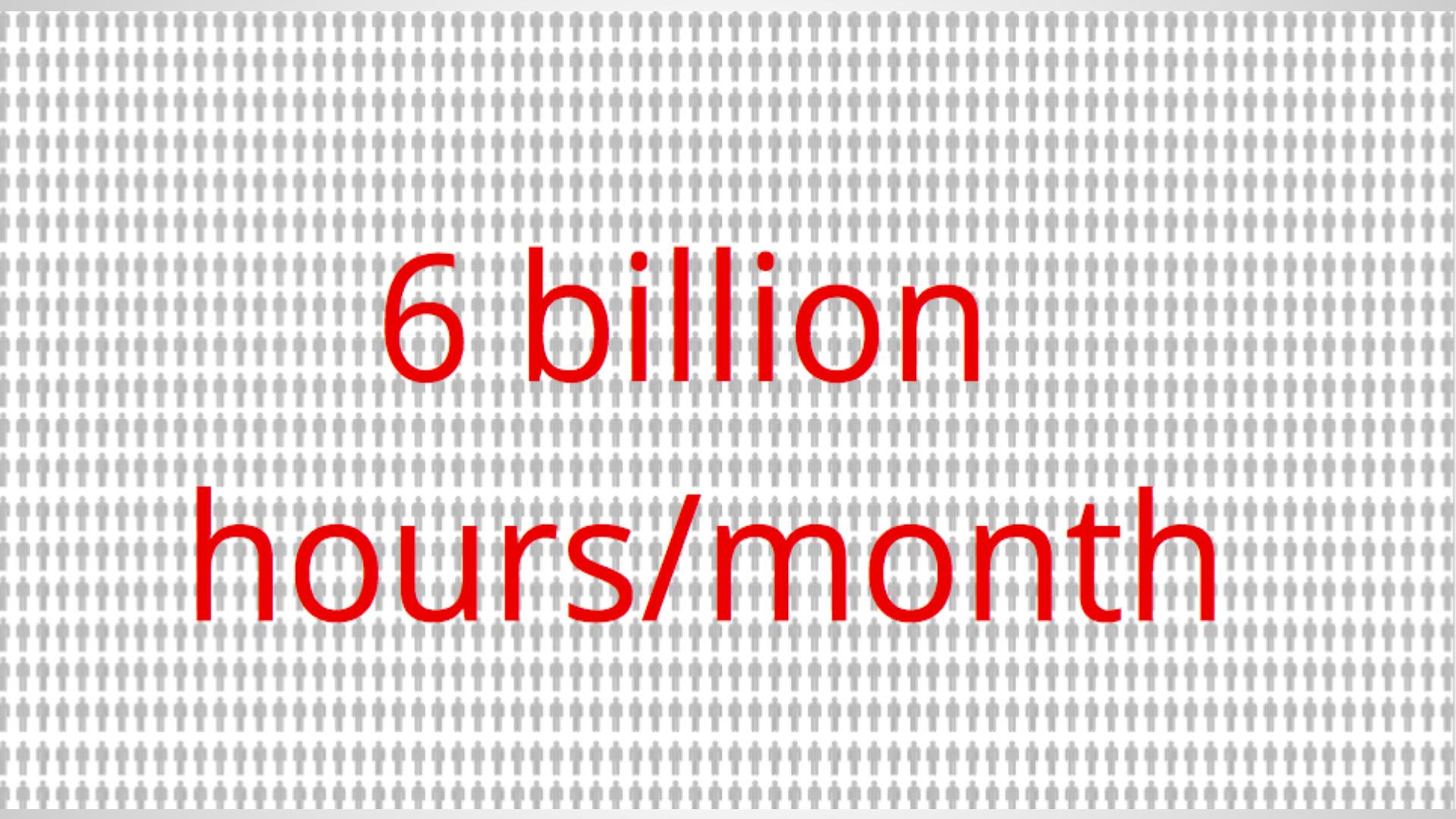
Streaming Media West, November 2013



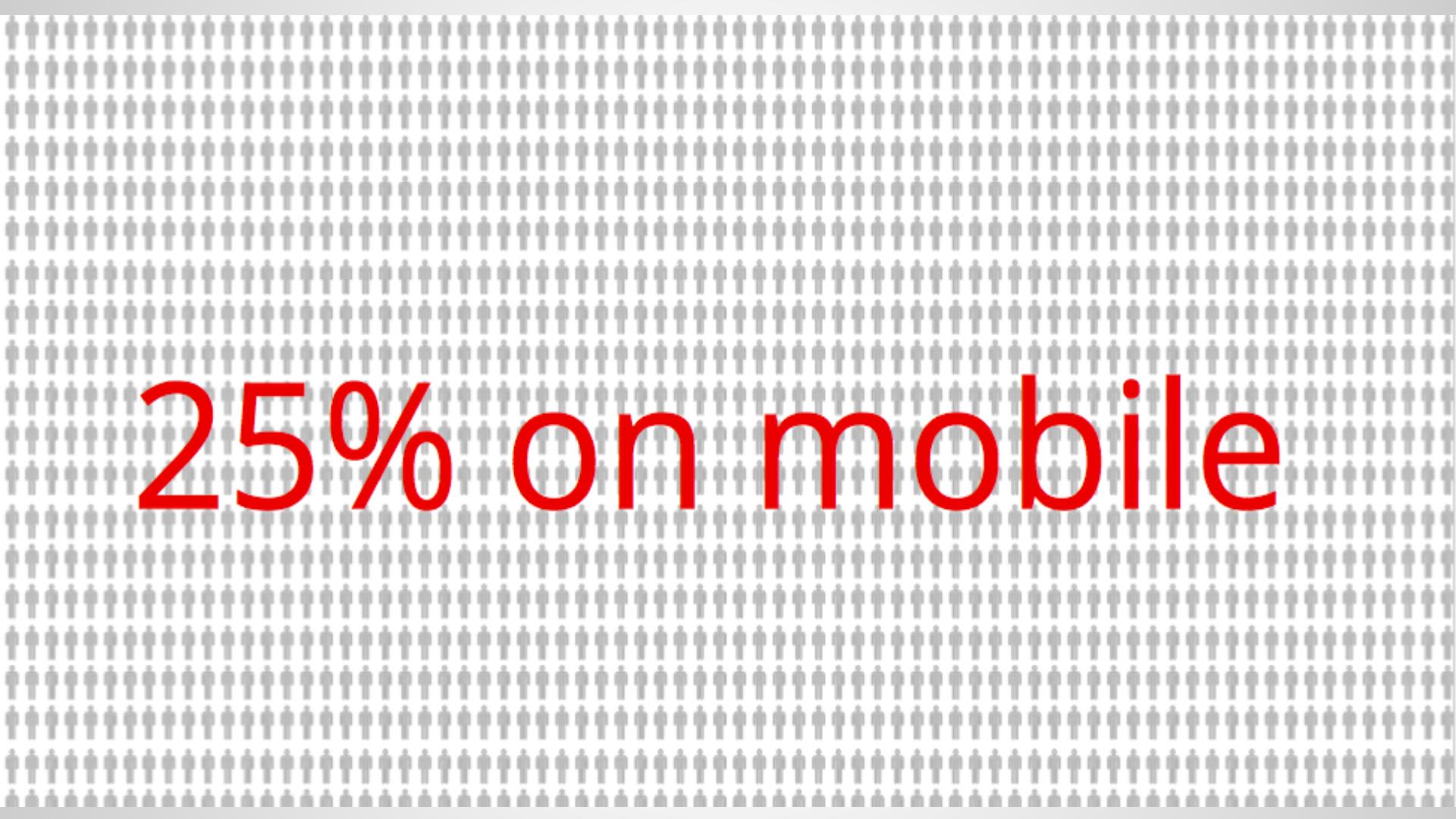
YouTube



1 billion



6 billion  
hours/month



**25% on mobile**

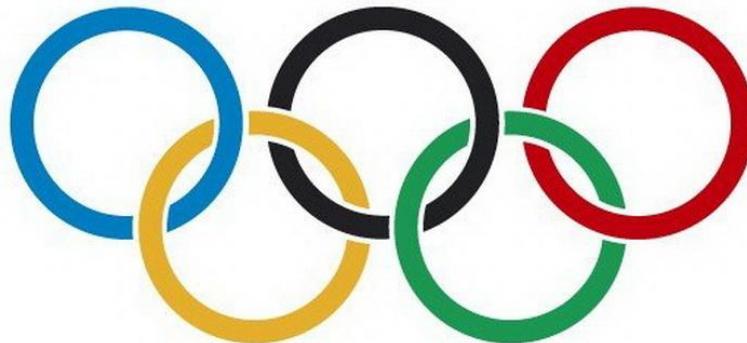


|

A vertical cursor placeholder inside a search bar.



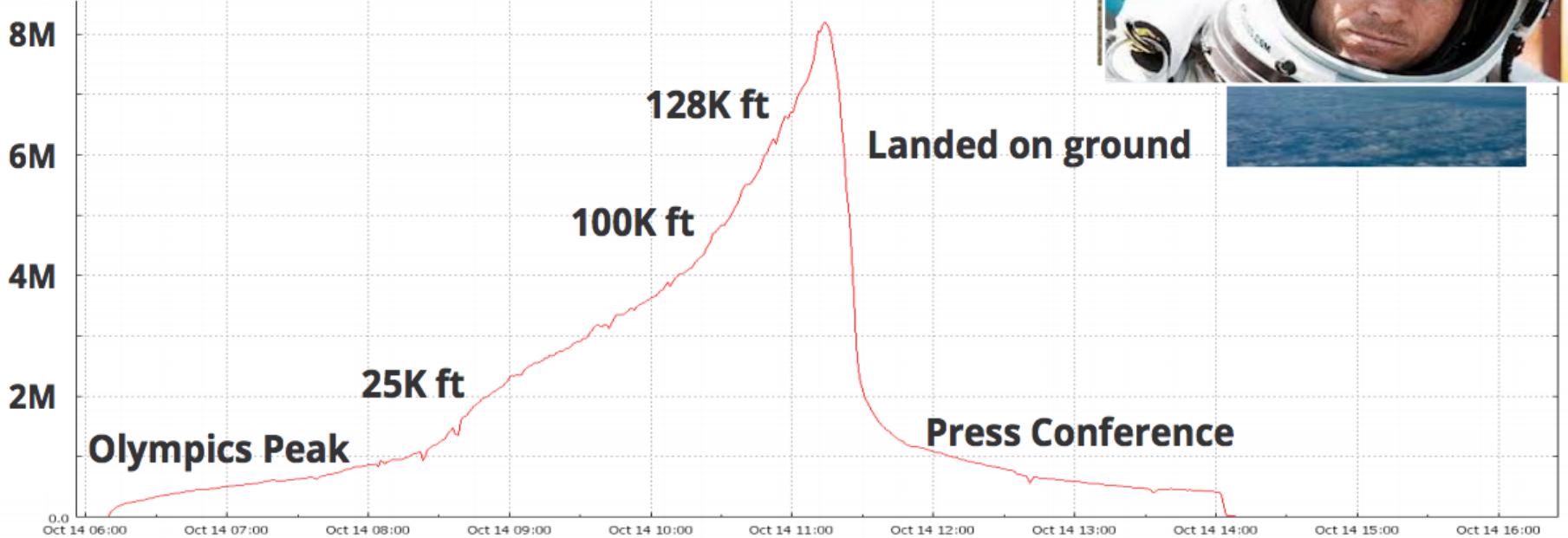




LONDON  
2012

The logo for the 2012 London Olympics features the word "LONDON" in large, bold, black capital letters. A stylized ribbon or wave graphic, composed of the same five Olympic colors (blue, yellow, black, green, and red), flows from behind the letters, partially obscuring them. Below "LONDON", the year "2012" is written in a large, bold, black font. The entire design is set against a plain white background.



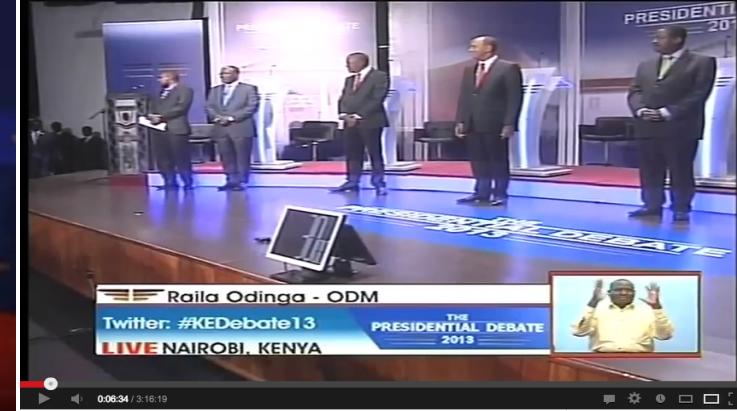
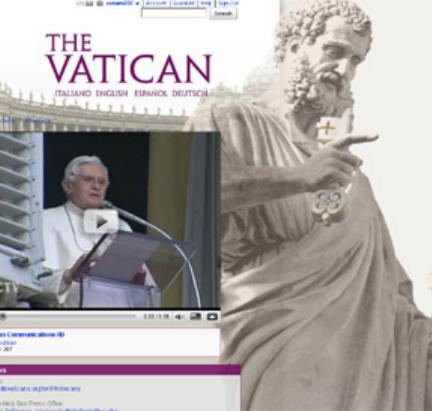


**52M playbacks; 8.2M peak concurrent**





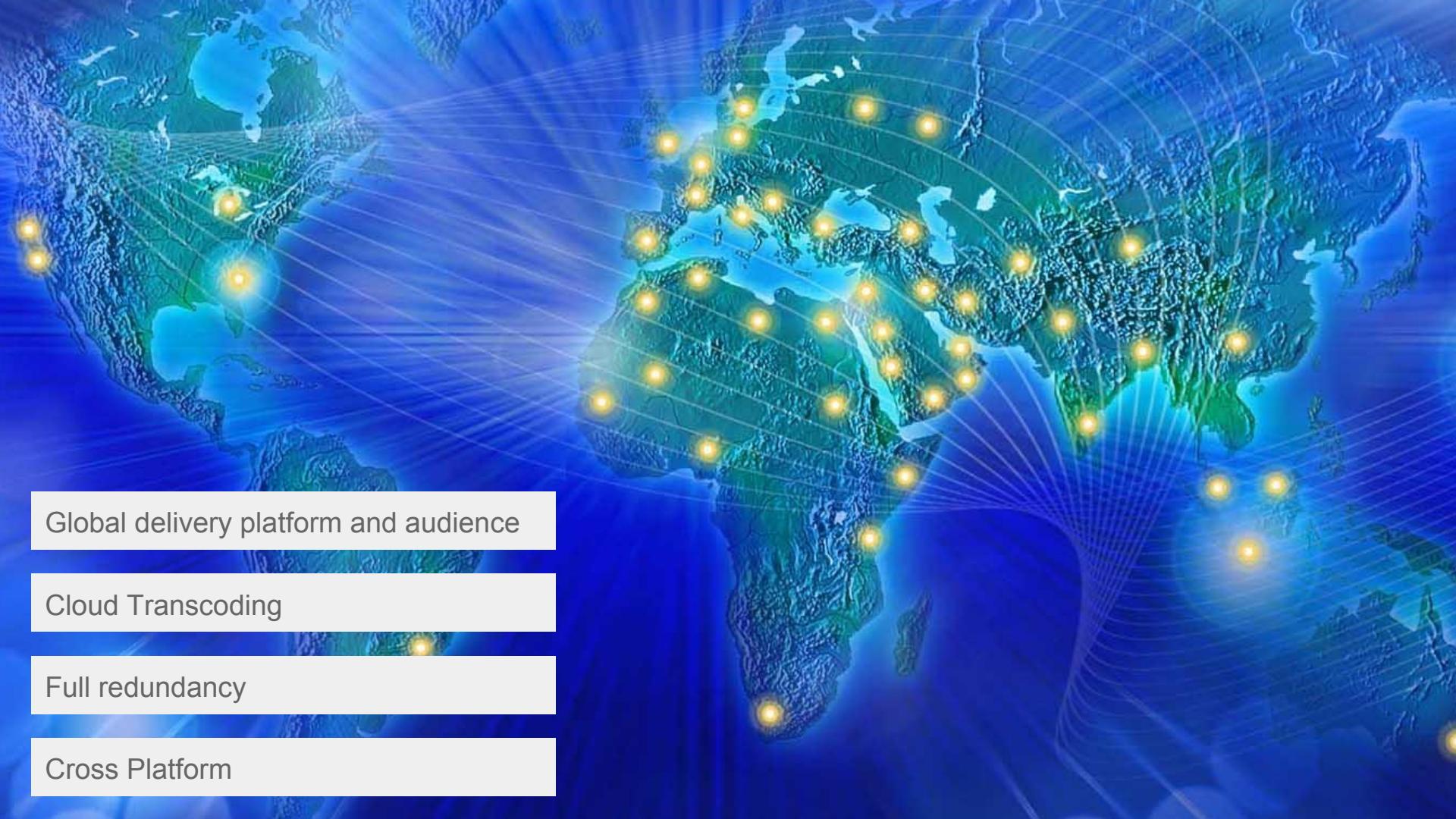




SANDY  
STREAM LIVE  
VIDEO COVERAGE



# SCALE



Global delivery platform and audience

Cloud Transcoding

Full redundancy

Cross Platform

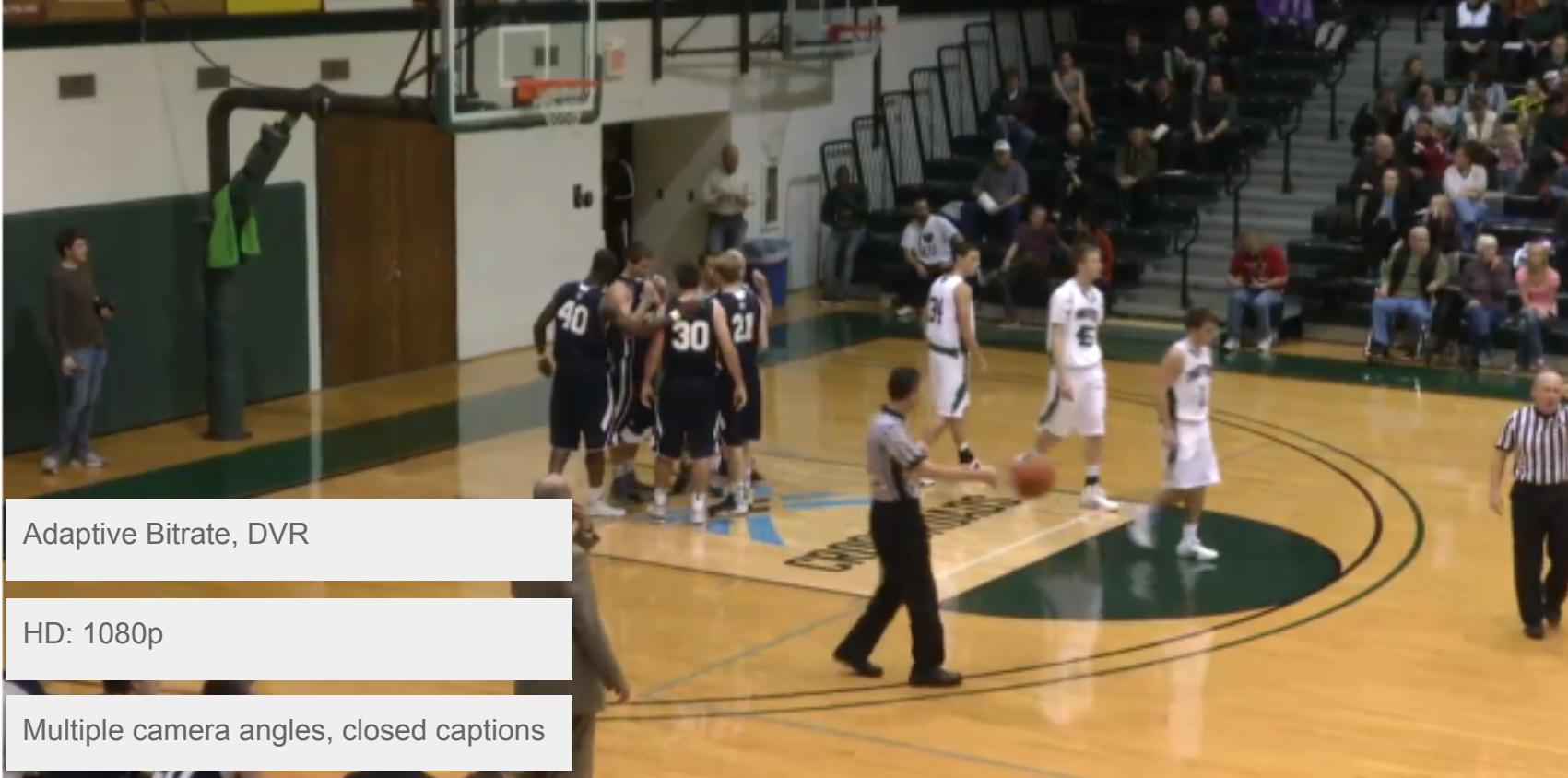
# QUALITY



Huntington 37



Trinity CC 27 1st 03:41



Adaptive Bitrate, DVR

HD: 1080p

Multiple camera angles, closed captions



42:01

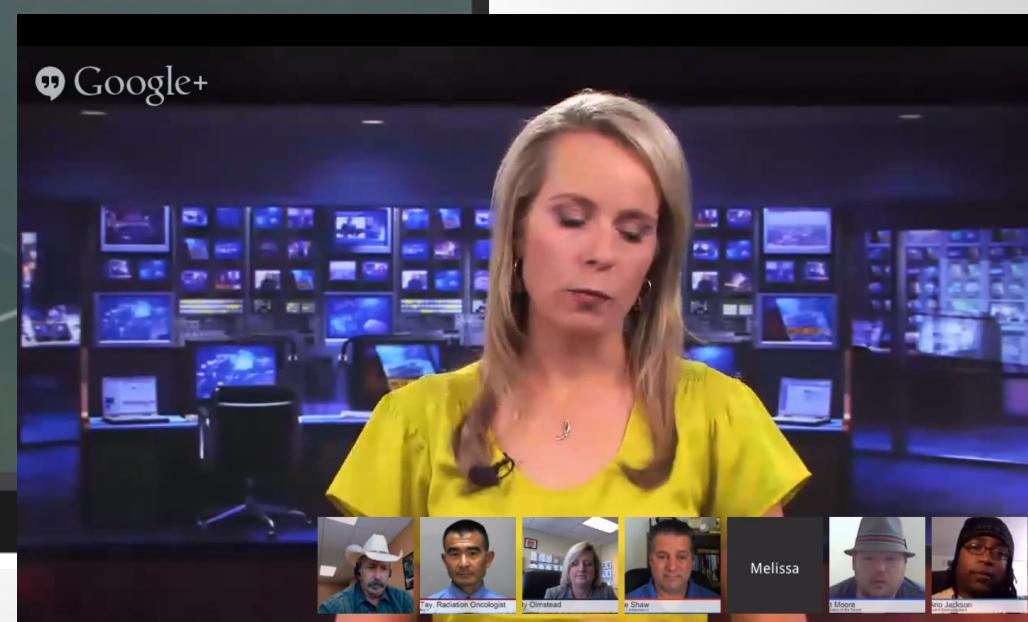
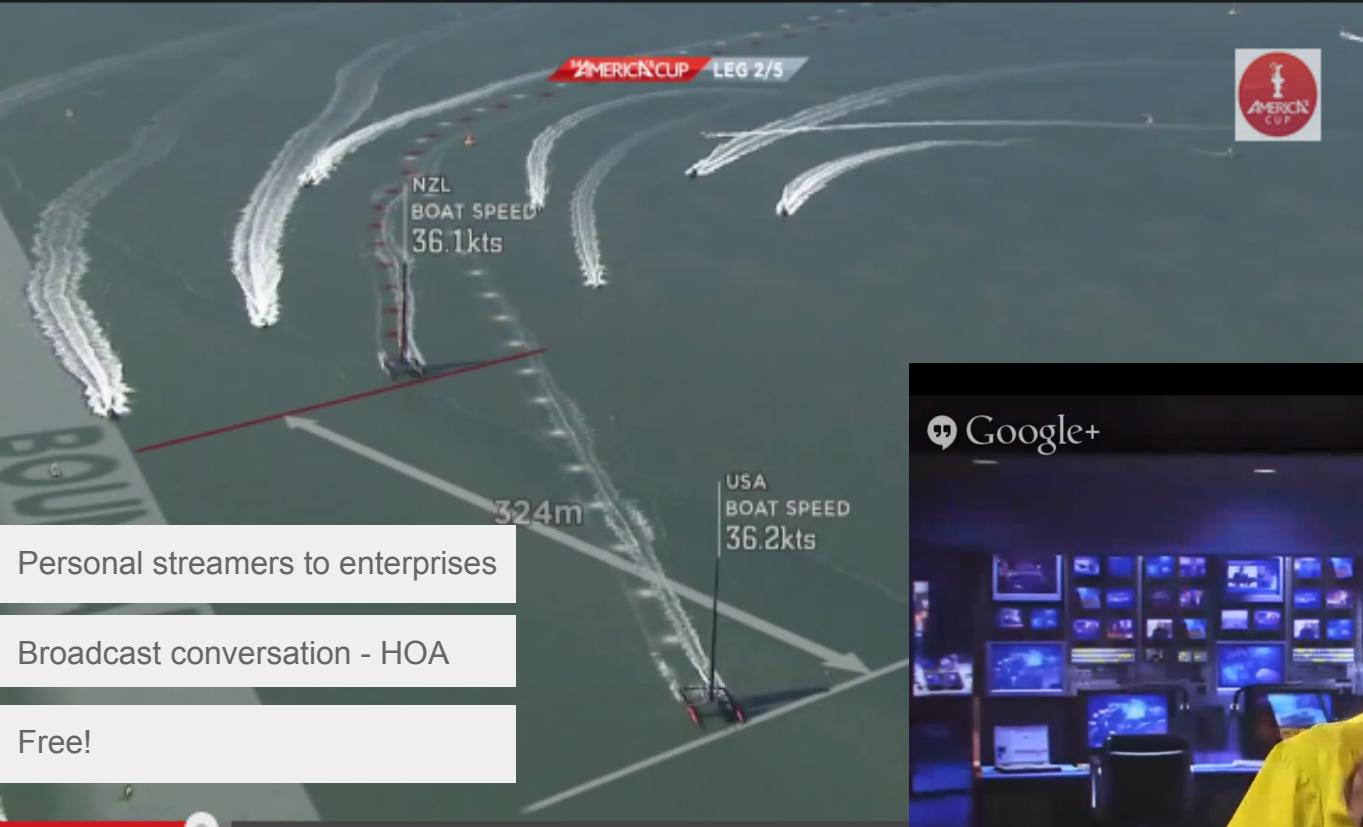
Live



FOR  
EVERYONE

# AMERICA'S CUP FINALS - REPLAYS

by America's Cup ✓

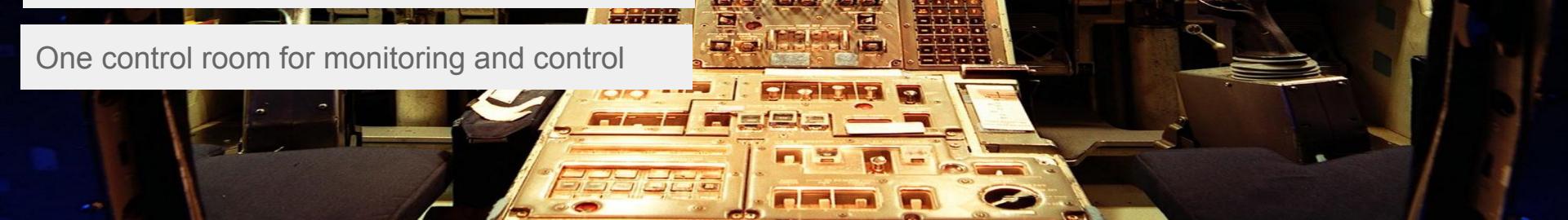


**SIMPLE  
YET  
POWERFUL**



Few clicks to set up and go live

One control room for monitoring and control





## Info and Settings

## League of legends season final

[Basic info](#) [Advanced settings](#) [Monetization](#)

## Title

League of legends season final

## Description

## Tags

Riot Games x Riot x League of Legends x League x LoL x

+ LOL (Laughing Out Loud) (Film) + Clark + Lane + Superman + Smallville

+ Kent

## Starts

## Country and Time zone

  I agree with the [terms and conditions](#) for streaming on YouTube.[Cancel](#)[Create event](#)

## Privacy settings

Public

Anyone can search for and view



Customize your message

## Category

Gaming

## League of legends season final

[Cancel](#)[Create event](#)[Basic info](#) [Advanced settings](#) [Monetization](#)

## Comments

- Allow comments
- Users can vote on comments
- Users can view ratings for this video

## License and rights ownership

## Syndication

Everywhere  
make this video available on all platforms

Monetized platforms  
make this video available only on monetized platforms

## Caption certification

## Distribution options

 Allow embedding 

## Promotions

- Promote through InVideo Programming when event is live.
- Promote on my channel page when the event is live.

## Age restrictions

 Enable age restriction 

## Video location

## Recording date

## Video statistics

- Make video statistics on the watch page publicly visible

## Recording

- Enable (Maximum 4 hours)
- Disable (Video will not be automatically recorded)

## DVR

- Enable DVR (The ability to seek back will be available during the first 12 hours of your event)

## Broadcast delay



Info and Settings Ingestion Settings Live Control Room View on Channel

**Test Stream**

**Thumbnail**  
Please upload as large an image as possible (suggested: 1280x720) since the image will also be used as the preview image when your event is embedded on other sites. You can upload a JPG, GIF, BMP, or PNG file. Maximum file size is 2MB.  
  
 custom thumb spec

**Choose maximum sustained bitrate of your encoder \***  
 Basic ingestion  
 Custom ingestion reusable entry points

**Select your encoder**  
YouTube Live provides support for a variety of encoders. Select one of the encoder options below and follow the instructions.

**1. Configure your encoder**  
Recommended settings

**2. Copy and paste into your encoder**  
Enter the stream names and URLs in the configuration options of your encoding software.

**Stream Name**  
`yt-ems-t.9dthYnNIRBD_JocQGS7rDeg1359861798583813.35`

**Primary Server URL**  
`rtmp://a.rtmp.youtube.com/live2?sparms=id%2Citag%2Cns%`

**Backup Server URL**  
`rtmp://b.rtmp.youtube.com/live2?sparms=id%2Citag%2Cns%`

**3. Start your encoder**  
In your encoder, start sending us your video stream.

**4. Go to the Live Control Room.**  
You can preview and start your event from the [Live Control Room](#).

When Ingestion settings are complete and the primary and backup encoders are running, proceed to the Live Control Room.

The screenshot shows the Live Control Room interface with the following elements:

- Top Navigation:** Info and Settings, Ingestion Settings (selected), Live Control Room, View on Watch Page, and a back arrow.
- Section Header:** test
- Control Buttons:** Start Encoder, Preview Stream, You're Live!
- Preview Player:** A blue button labeled "▶ Preview". Below it is a checkbox for "Sync to preview player" with a help icon.
- Info Box:** A dark grey box with the text "New! Set your start point" and "You can start streaming what is happening right now, or you can start the point shown in the preview player. Learn more". It has a close button "X".
- Metrics:** AVERAGE LIVE VIEW DURATION: 00:00, TOTAL VIEW TIME (HOURS): 0, PEAK CONCURRENT: 0.
- Help:** A "Help" link at the bottom right.

[Set up](#)[Broadcast](#)[Promote](#)[Measure](#) [Info and Settings](#) [Ingestion Settings](#) [Live Control Room](#)[View on Watch Page](#)**test**[Start Encoder](#)[Preview Stream](#)

You're Live!

 [Start Streaming](#) Sync to preview player [?](#)

### New! Set your start point



You can start streaming what is happening right now, or you can start the point shown in the preview player. [Learn more](#)

AVERAGE LIVE VIEW DURATION

00:00

TOTAL VIEW TIME (HOURS)

0

PEAK CONCURRENT

0

[Help](#)

[Set up](#)[Broadcast](#)[Promote](#)[Measure](#)[Info and Settings](#)[Ingestion Settings](#)[Live Control Room](#)[View on Watch Page](#)

✓ Your event is starting...



⚠ You may want to [visit your channel](#) to feature your live stream.



test

[Start Encoder](#)[Preview Stream](#)[You're Live!](#)[▶ Start Streaming](#)

Sync to preview player [?](#)

**STREAM STATUS****GOOD**

360P STREAM

August 3, 2013 06:57 PM (PDT)

The health is good.

AVERAGE LIVE VIEW DURATION

00:00

TOTAL VIEW TIME (HOURS)

0

PEAK CONCURRENT

0

**HP Presents: 2Days Beat (Ft. Clams Casino & Vic Mensa)**[Start Encoder](#)[Preview Stream](#)[You're Live!](#)[Stop Streaming](#)[LIVE 03:54:28](#)[Help](#) Sync to preview player **STREAM STATUS****GOOD**  
1080P STREAM

November 18, 2013 03:50 PM (PST)

The health is good.

AVERAGE LIVE VIEW DURATION  
**00:12:52**TOTAL VIEW TIME (HOURS)  
**3143**PEAK CONCURRENT  
**1004**[Send feedback](#)[Manage](#)[Analytics](#)**PREVIEW****BROADCAST ALERT**[None](#)[Turn on](#)

Broadcast alert only works in Flash and HTML5 players. It may not work on some devices.

**SLATES INSERTION**[Slate in](#)[Slate out](#)**ADS INSERTION**[Insert](#)

In-stream ad insertion must be enabled for the live broadcast.



[Set up](#)[Broadcast](#)[Promote](#)[Measure](#)

DASHBOARD

VIDEO MANAGER

CHANNEL SETTINGS

InVideo Programming

Channel page

Features

Promotion

Defaults

InVideo Programming

Streams

Advanced

ANALYTICS

INBOX

Nadine Shelton

[Send feedback](#)

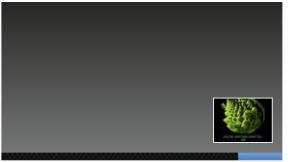
**InVideo Programming**

Drive viewership to a specific video and reinforce channel branding using InVideo Programming across all your videos.

Feature your channel branding across all of your videos.

[Feature your channel](#)

**Featured Video**



Test Stream  
Showing on all your uploads

Position: Bottom right

Display time: End of video

Duration (mm:ss): 00:10

[Save](#)

You can track all your InVideo Programming campaigns by downloading the report. [Download](#)

0:16:59 / 1:32:31

Analytics Video Manager

**Test Stream**

Nadine Shelton · 18 videos

[Channel settings](#)

Like Dislike About Share Add to Hangout

**Share this video** **Embed** Email

```
<iframe width="560" height="315" src="http://www.youtube.com/embed/oURSpnimZuI" frameborder="0" allowfullscreen></iframe>
```

Video size: 560 x 315

[Set up](#)[Broadcast](#)[Promote](#)[Measure](#)

[Custom Posts](#) will be distributed if the event is set to Public when it goes live.

Info and Settings   Ingestion Settings   Live Control Room   View on Watch Page   ←

**test**   Cancel   Save changes

[Basic info](#)   Advanced settings   Claiming options  

**Title**  
test

**Description**

**Tags** ?  
Tags (e.g., albert einstein, flying pig, mashup)

**Privacy settings** ?

Public  
Anyone can search for and view

Customize your message

Also share to

**Category**  
Education



**Test Stream**

Start Encoder > Preview Stream > You're Live!

**Stop Streaming** LIVE 00:00:14

**STREAM HEALTH** GOOD 480P STREAM

**Manage** Analytics

Insert slates and ads using this Manage player timeline

**PREVIEW**

Test Stream

0:12:03 Live

**SLATES INSERTION**

Slate in Slate out

**BROADCAST ALERT**

None Turn on

Broadcast alert only works in Flash and HTML5 players. It may not work on some devices.

**ADS INSERTION**

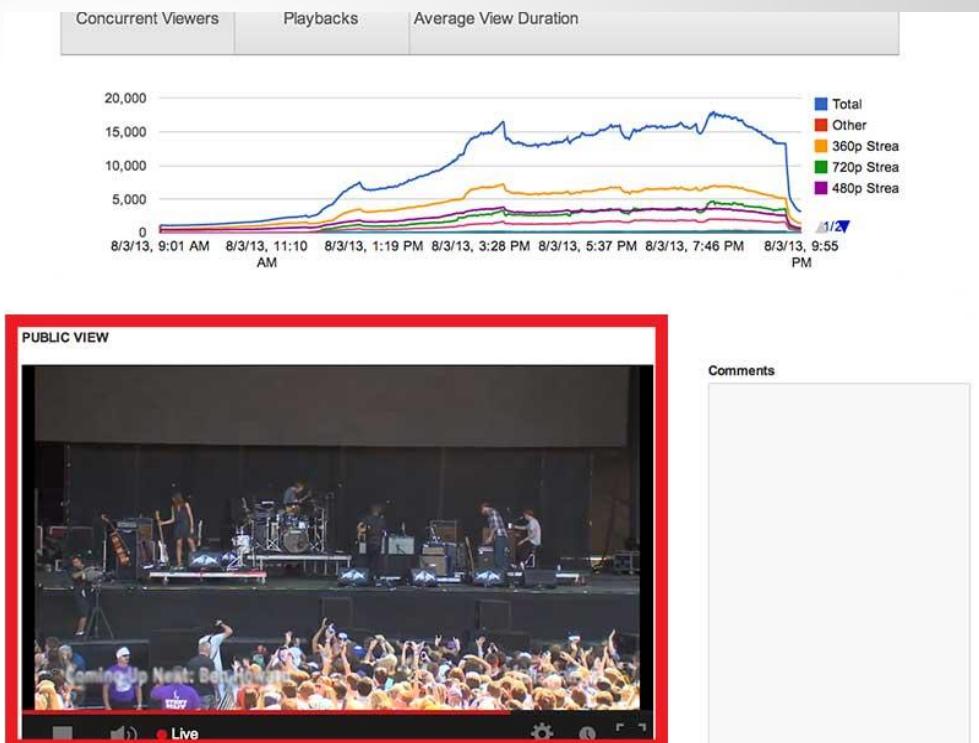
Insert

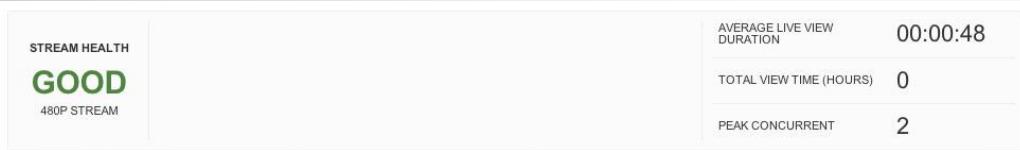
**PUBLIC VIEW**

slates and ads can be confirmed in the preview player and channel and watch page environment

**Comments**

FAR AND FEWER, ANYONE CAN SPOT IT, SHARING AND REPORTING, DON'T FORGET TO SUBSCRIBE, AND DON'T FORGET TO TURN ON NOTIFICATIONS





Manage      Analytics      Help

Filters

Location      Playback Locations      Camera Angle      Resolution

All Locations

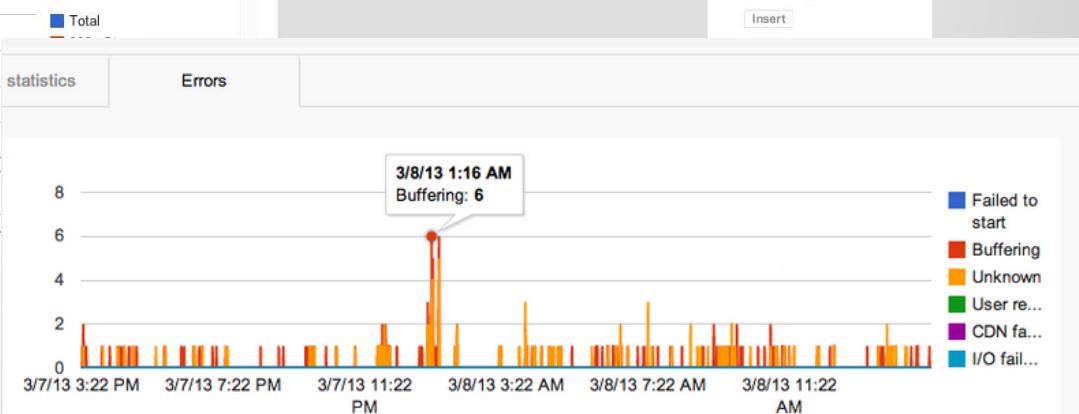
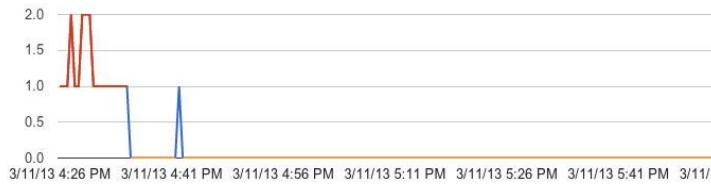
All

All

All

Viewer statistics

Errors





# APIs

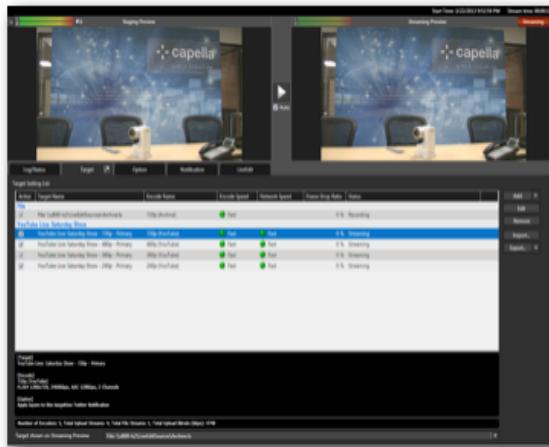
# API Concepts

## Broadcast



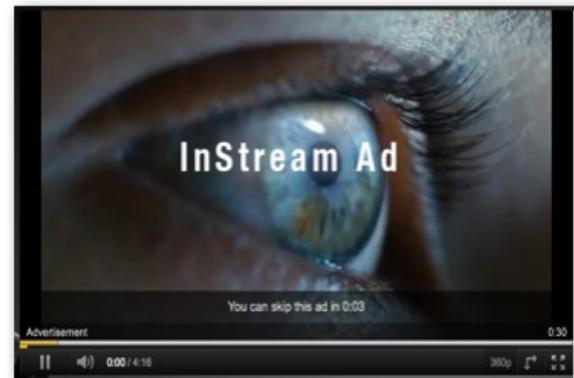
- ▶ Event metadata

## Stream



- ▶ Reusable ingestion points with streaming settings.

## Cuepoint



Only available to YouTube content partners.

- ▶ Built on Partner API

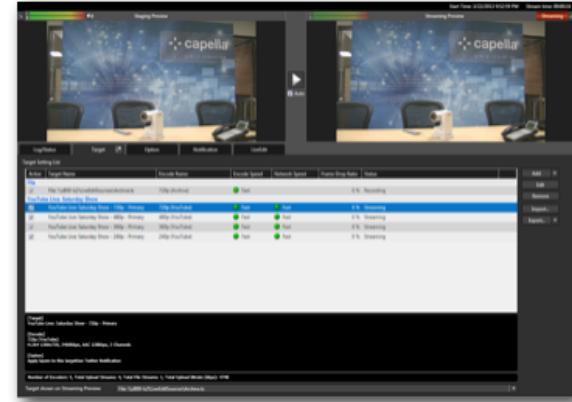
# API Interaction

## Broadcast



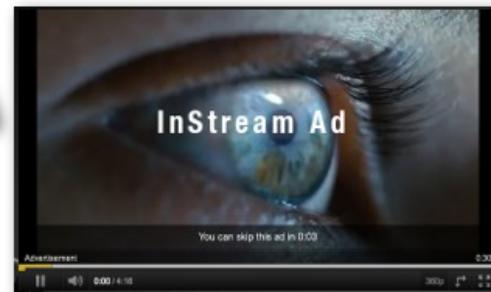
bind()

## Stream



## Cuepoint

insert()



# More documentation

<https://developers.google.com/youtube/v3/live> - new v3 APIs

## YouTube Live Streaming API - Life of a Broadcast

### Contents

[Introduction](#)  
[Resources and resource types](#)  
[Creating and managing a live broadcast](#)  
    [Set up your broadcast](#)  
    [Claim your content](#)  
    [Test](#)  
    [Broadcast](#)  
    [Conclude your broadcast](#)  
    [Create a reference](#)

### Introduction

This document walks you through the life of a live broadcast on YouTube that is created and managed using the YouTube Live Streaming API and the [YouTube Content ID API](#).

### Resources and resource types

As explained in the [getting started](#) guide, a resource is an individual data entity with a unique identifier. To create and manage live events on YouTube, you will use a number of different types of resources that are defined as part of either the [YouTube Data API](#) or the [YouTube Content ID API](#). The resources listed under the **YouTube Live Streaming API** header are technically defined in those other APIs but are listed separately because they are only used for live broadcasts.

#### YouTube Live Streaming API resources

- [liveBroadcast](#) (part of the YouTube Data API)
- [liveStream](#) (part of the YouTube Data API)
- [liveCuepoint](#) (part of the YouTube Content ID API)

# Platforms publishing to YouTube



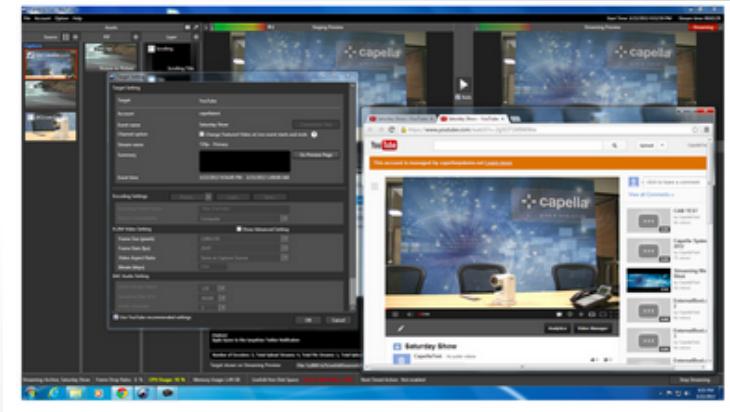
XSPLIT



ELGATO



TELESTREAM



CAPELLA



