

Varsity Sports - Collect Pricing Data (Cloud Streaming)

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Pricing data to be found on live streaming services that can provide for the capacities needed for streams, (8-9 streams a month). Storage is optional as storage services are being explored elsewhere. Some services are based upon bandwidth which is variable depending on viewer count, stream length, watchtime etc.

Current Potential Candidates:

- Dacast
- SproutVideo
- CrowdCast

Data:

Livestream on demand about twice a week, which is about 8-9 times a month.

Dacast:

- Scale tier starts at \$165/month (24 TB per year, 2000 GB storage)
- Price would be dependent on amount of bandwidth (includes length of streams, viewers, quality etc.
- Includes a custom volume tier which can be tailored towards the needs
- Lacks pricing on overage if possible
- 14 day free trial

Starter

Affordable for small audiences

\$39/month

Billed Annually

Start Free Trial

Buy Now

2,4 TB per year
500 GB storage

Top Features include:

- Live Streaming
- Full 1080p HD Broadcasting
- Unlimited Concurrent Viewers
- Transcoding Allowance of 2x Storage
- RTMP and HLS channels
- Live transcoding channels
- Browser based / mobile streaming
- Simulcast
- Video Hosting (VOD)

Event

One time or occasional events

\$63/month

Billed Annually

Start Free Trial

Buy Now

6 TB upfront
250 GB storage

Everything in Starter +

- Live stream monitoring
- China Live
- Multi-CDN
- Video Availability Scheduling
- China Streaming for VOD
- Live Countdown
- Paywall
- Pre, Mid & Post Roll Advertising

Scale

Business & organizational video

\$165/month

Billed Annually ☒

Start Free Trial

Buy Now

24 TB per year
2000 GB storage

Everything in Event +

- Unlimited Channels
- VOD Chapter Markers
- DRM for VOD
- AES for VOD
- Advanced Library Management
- 3 team members
- Player CNAME
- Phone Support

SproutVideo:

- Tree tier at \$75/month includes 1 TB bandwidth and video storage, with \$0.08 per extra GB. Includes 150 minutes of included live input with \$0.09 per minute extra, and 7,200 minutes of live delivery (viewers * minutes) with \$0.005 per minute extra.
- Forest tier at \$295/month includes 2 TB bandwidth and video storage, with \$0.06 per extra GB. Includes 480 minutes of included live input with \$0.07 per minute extra, and 14,400 minutes of live delivery (viewers * minutes) with \$0.002 per minute extra.
- 30 day free trial available

Includes video storage with the following bandwidth usage per minute below (price variable based on GB overage)

| Resolution | GB per minute per viewer |
|------------|--------------------------|
| 720p | .01111 |
| 1080p | .02026 |

Delivery Minutes Cost (Estimated 2 games per month, 120 minutes each):

A (100 viewers) - 96,000 minutes
 B (120 viewers) - 115,200 minutes
 C (150 viewers) - 144,000 minutes

Tree Plan (Base \$75/month):

Delivery overage:

A: $(96,000 - 7,200) = 88,800 \times \$0.005 = \$444.00$
 B: $(115,200 - 7,200) = 108,000 \times \$0.005 = \$540.00$
 C: $(144,000 - 7,200) = 136,800 \times \$0.005 = \$684.00$

| Scenario | Input Cost | Delivery Cost | Base | Total (Tree) |
|-----------------|------------|---------------|------|--------------|
| A (100 viewers) | \$72.90 | \$444.00 | \$75 | \$591.90 |
| B (120 viewers) | \$72.90 | \$540.00 | \$75 | \$687.90 |
| C (150 viewers) | \$72.90 | \$684.00 | \$75 | \$831.90 |

Forest Plan (Base \$295/month):

Delivery overage:

A: $(96,000 - 14,400) = 81,600 \times \$0.002 = \$163.20$
 B: $(115,200 - 14,400) = 100,800 \times \$0.002 = \$201.60$
 C: $(144,000 - 14,400) = 129,600 \times \$0.002 = \$259.20$

| Scenario | Input Cost | Delivery Cost | Base | Total (Forest) |
|-----------------|------------|---------------|-------|----------------|
| A (100 viewers) | \$33.60 | \$163.20 | \$295 | \$591.90 |
| B (120 viewers) | \$33.60 | \$201.60 | \$295 | \$687.90 |
| C (150 viewers) | \$33.60 | \$259.20 | \$295 | \$831.90 |

| | | | | |
|--|---|---|---|--|
| No credit card required to get started. It's free to try every feature for 30 days. GET STARTED → | | | | |
| | Seed \$10 / month START FREE TRIAL | Sprout \$35 / month START FREE TRIAL | Tree \$75 / month START FREE TRIAL | Forest \$295 / month START FREE TRIAL |
| UltraHD Video Playback | ✓ | ✓ | ✓ | ✓ |
| Included Video Storage | 100 GB | 350 GB | 1 TB | 2 TB |
| Included Bandwidth | 100 GB | 350 GB | 1 TB | 2 TB |
| Extra Bandwidth / Storage | \$0.25 per GB | \$0.20 per GB | \$0.08 per GB | \$0.06 per GB |
| Concurrent Video Encoding | 1 | 2 | 4 | 8+ |
| Live Stream Broadcasting | ✓ | ✓ | ✓ | ✓ |
| Included Live Input | 0 minutes | 75 minutes | 150 minutes | 480 minutes |
| Extra Live Input Minutes | \$0.12 per min. | \$0.10 per min. | \$0.09 per min. | \$0.07 per min. |
| Included Live Delivery | 0 minutes | 3,600 minutes | 7,200 minutes | 14,400 minutes |
| Extra Live Delivery Minutes | \$0.009 per min. | \$0.007 per min. | \$0.005 per min. | \$0.002 per min. |

CrowdCast:

- Pro tier at \$89/month with 250 live attendee limits (\$0.15 extra per person), 20 hours per month (\$20 extra per 5 hours), and 2 host seats (\$29 per extra). Has up to 4 hour sessions and can multistream to 1 other location.
- Business tier at \$195/month with 1000 live attendee limit (\$0.15 extra per person), 40 hours per month (\$20 extra per 5 hours), and 4 host seats (\$29 per extra). Has up to 6 hour sessions and can multistream to 3 other locations.

Lite

For creators and small businesses looking to grow their audience

\$49 /mo

| | |
|-------------------|------|
| Live attendees ⓘ | 100+ |
| Hours per month ⓘ | 10 |
| Host seats ⓘ | 1 |

Select plan

Pro

For professional creators and businesses to consistently host live video events

\$89 /mo

| | |
|-------------------|------|
| Live attendees ⓘ | 250+ |
| Hours per month ⓘ | 20 |
| Host seats ⓘ | 2 |

Select plan

Business

For startups and companies looking to engage their customers

\$195 /mo

| | |
|-------------------|-------|
| Live attendees ⓘ | 1000+ |
| Hours per month ⓘ | 40 |
| Host seats ⓘ | 4 |

Select plan

All base features included

- ✓ Transaction fee: 5% ⓘ
- ✓ 2 hour sessions ⓘ
- ✓ HD Live video with recording ⓘ
- ✓ Multi-session events ⓘ
- ✓ RTMP Mode - Broadcast from OBS, Wirecast, Ecamm Live & more ⓘ
- ✓ Email and chat support ⓘ
- ✓ Stripe Integration ⓘ
- ✓ Event and Session Analytics ⓘ
- ✓ Zapier Integration ⓘ

All **Lite** features plus

- ✓ 4 hour sessions ⓘ
- ✓ Multistream to 1 location ⓘ
- ✓ Custom registration fields ⓘ

All **Pro** features plus

- ✓ 6 hour sessions ⓘ
- ✓ Transaction fee: 2% ⓘ
- ✓ Multistream to 3 locations ⓘ

Recommendation:

Dacast and sproutvideo are more based upon bandwidth usage, and can get increasingly pricey depending on the streaming quality, amount of viewers, watchtime, etc (can be difficult to calculate expected price). Crowdcast is priced based upon just the viewer count and hours streamed which may be a more predictable pricing and work well for the consistent plan of 2 livestreams a week. Utilize the free trials to figure out whether services are sufficient as well as gain statistics for a better look at potential cost of services. If the price of a subscription is higher than the cost increase from the bandwidth of an additional viewer, it should be able to scale itself when viewers grow.