

TRAINING PRESENTATION

Live-stream

WWW.ONNETWORK.PL

Agenda

What is live-streaming?

Starting a live-stream

Encoder configuration

OBS Studio – step-by-step configuration

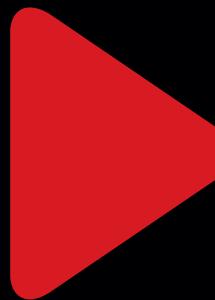
Stream monitoring

Ad configuration

Overlay configuration

TV ads: SCTE-35 and HLS



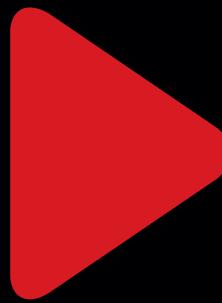


What is live streaming?

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

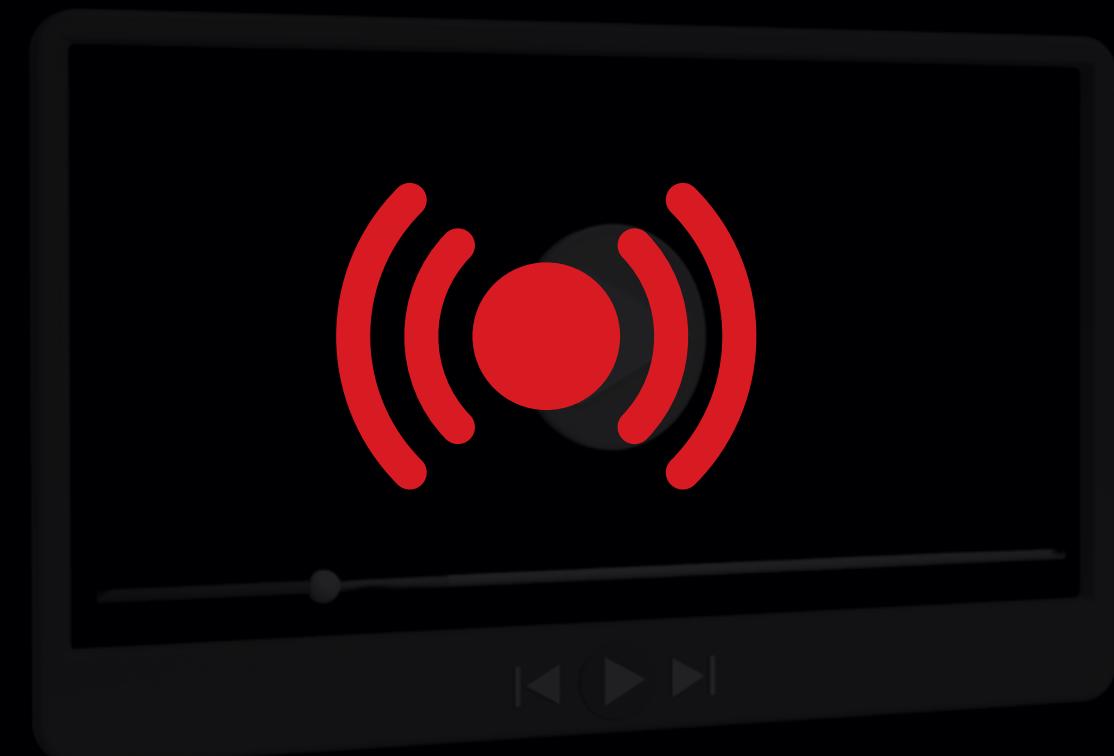
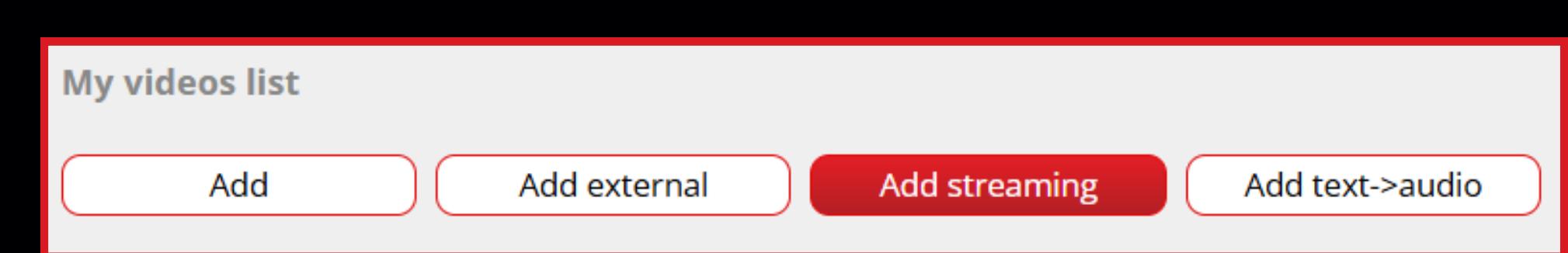
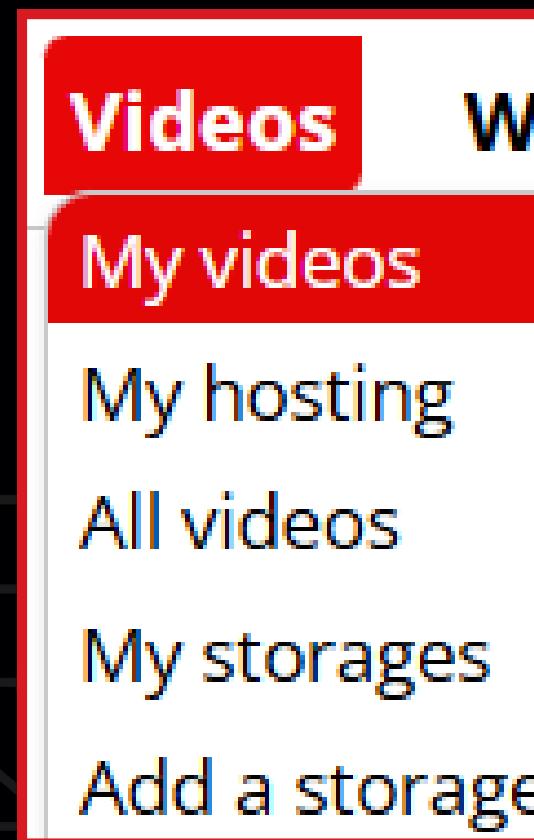


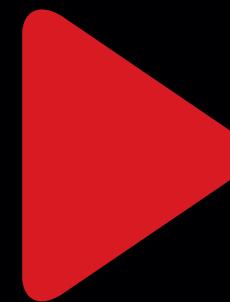
To activate live streaming, contact your Onnetwork representative.



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.

Add Streaming

Add to storage: POLAND/Onnetwork Ads Stuff/Storages/testowy magazyn

Title: Testing live-streaming

Description: Live-streaming

Tags: Enter a tag...

Author:

Save Cancel

Tags: test

Language: Polish

Category: Unset

Ad status: Video approved for all ads

Added: 2025-03-18 16:07:09

Transmission status: NOT EVEN TESTED ONCE

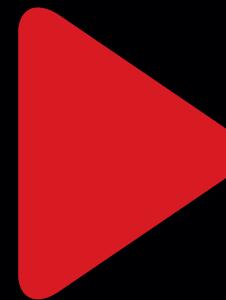
URL for Encoder: rtmp://in.str.onnetwork.tv:1935/onnetworklive?auth=4Q.sQFy44d

Key for Encoder: onnet-1877452

Embed code: `<script type="text/javascript" src="https://video.onnetwork.tv/embed.php?sid=NHdLLDhnVXIsMA=="/></script>`

Copy Modify code

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



OBS Studio – Step-by-Step Configuration

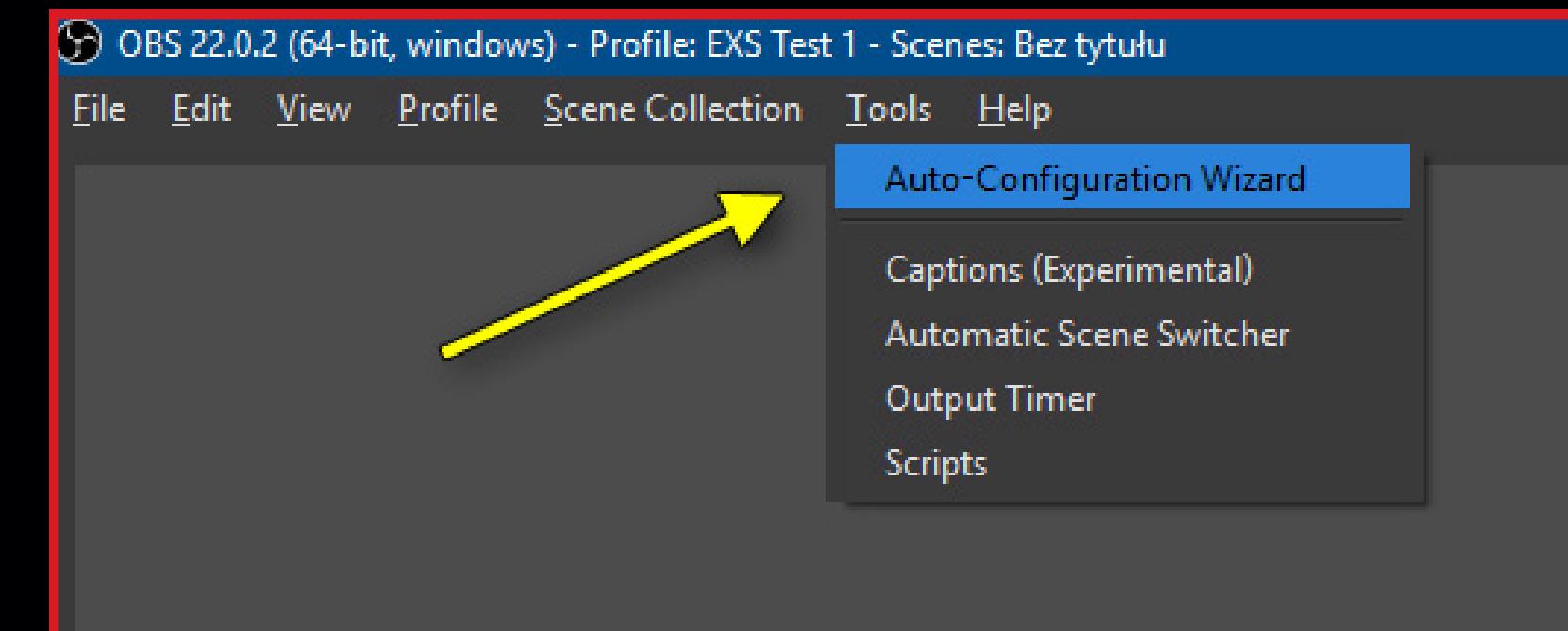
OBS Studio is a free and popular live streaming software that allows for easy setup and stable broadcasting.

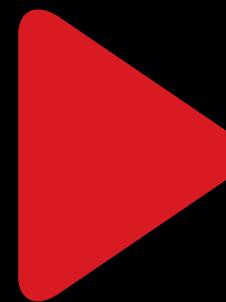
1. Download and install OBS Studio from

www.obsproject.com

2. Open the program and navigate to:

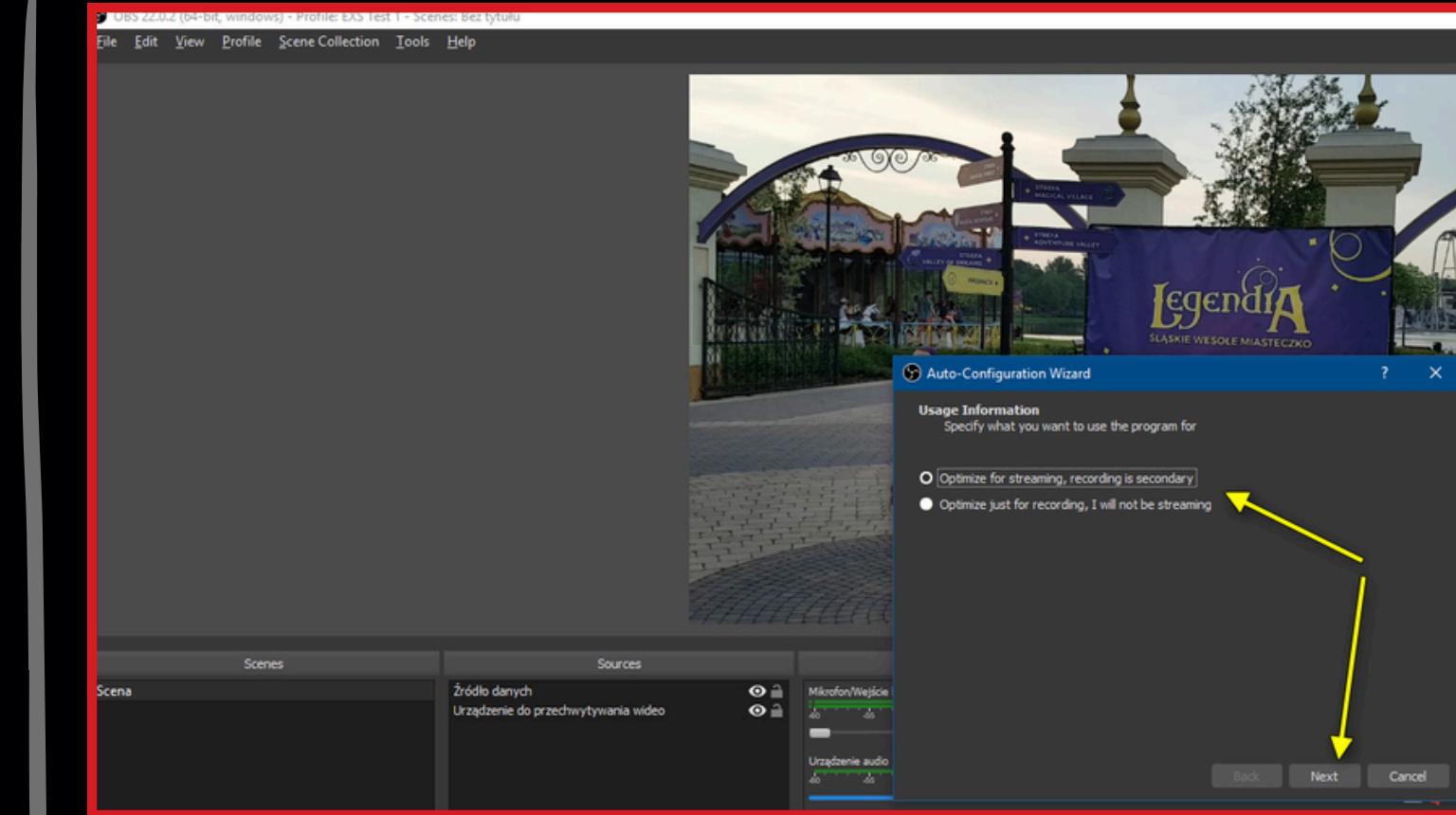
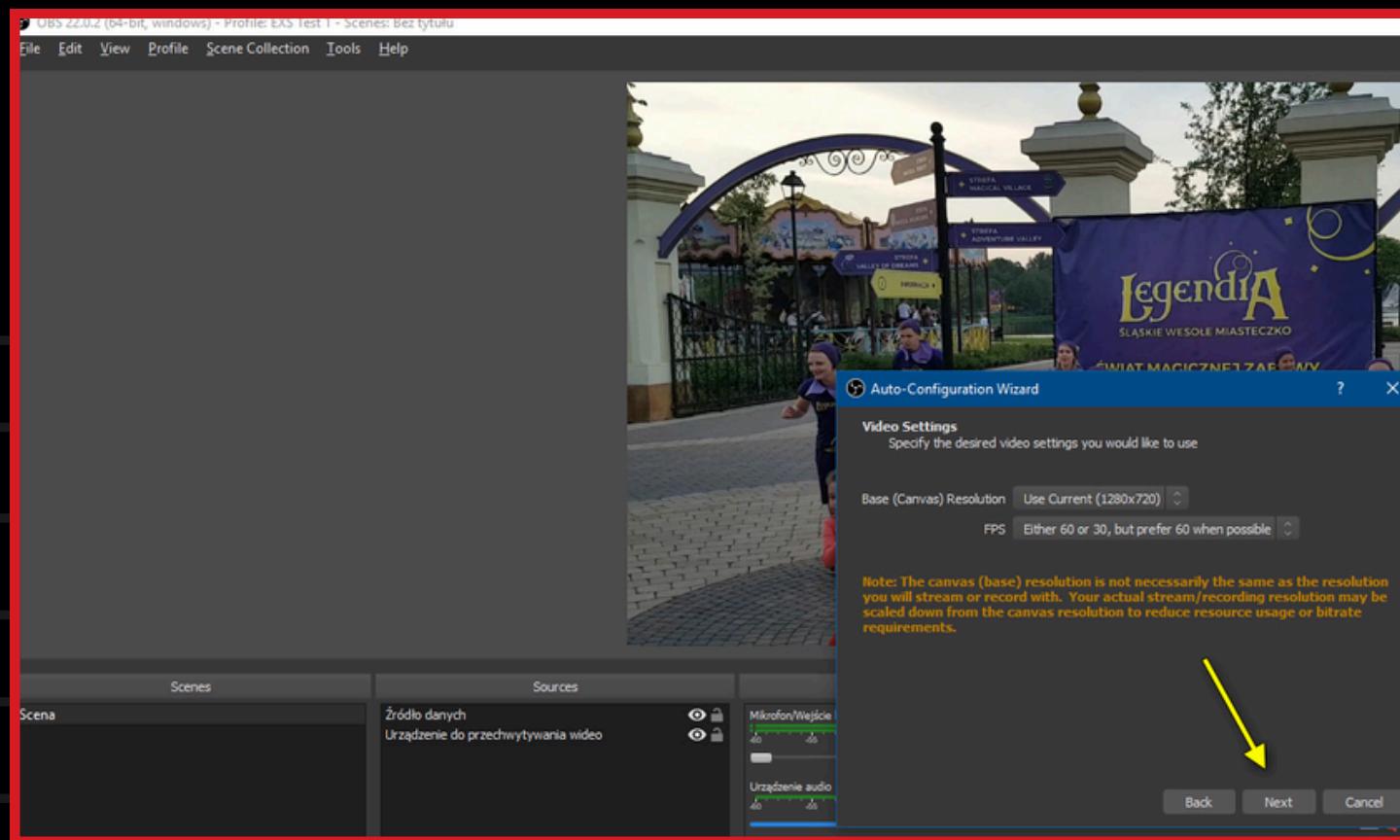
Tools > Auto-Configuration Wizard



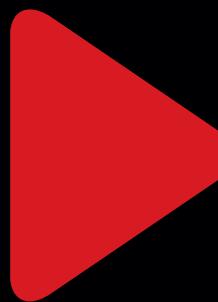


OBS Studio – Step-by-Step Configuration

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

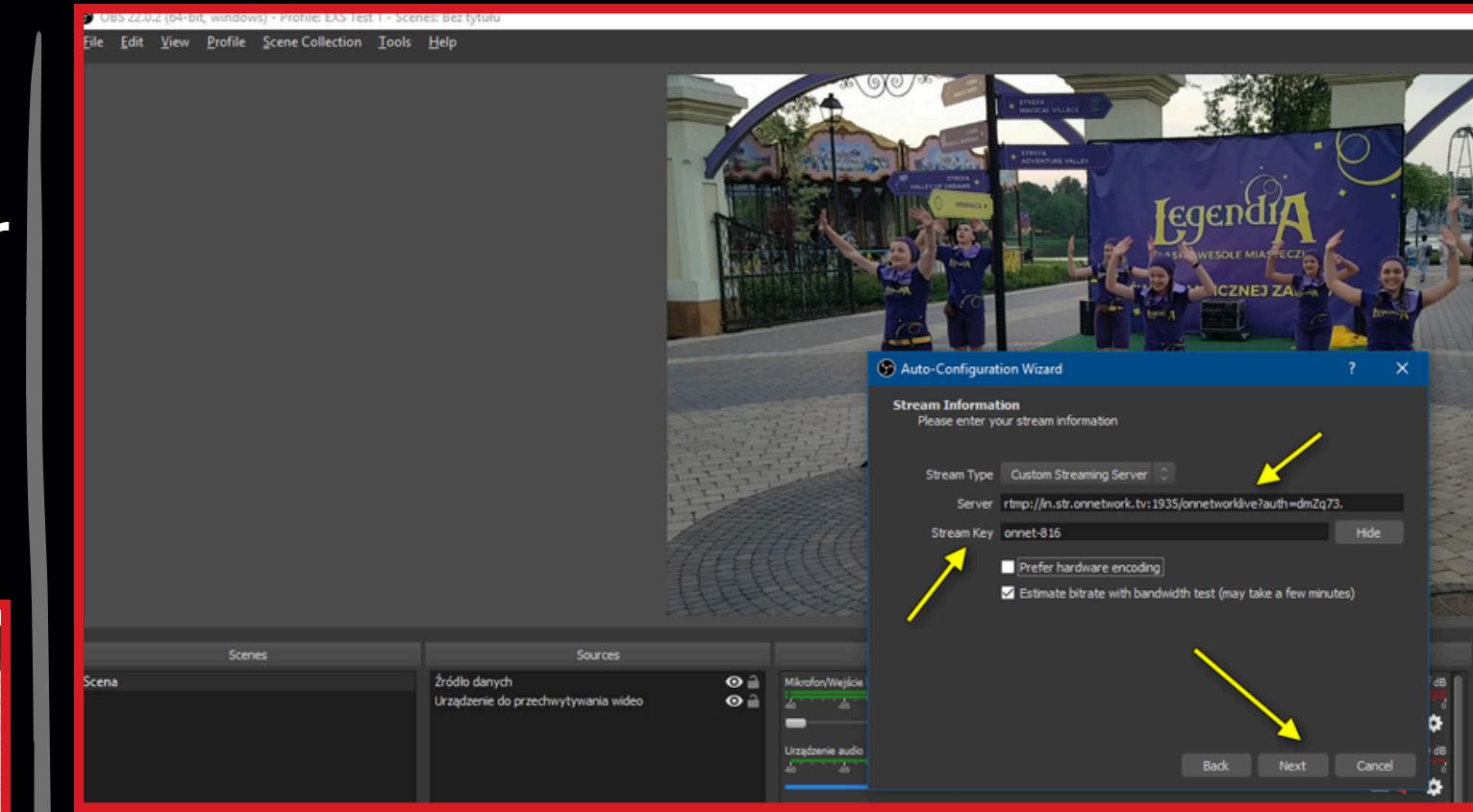
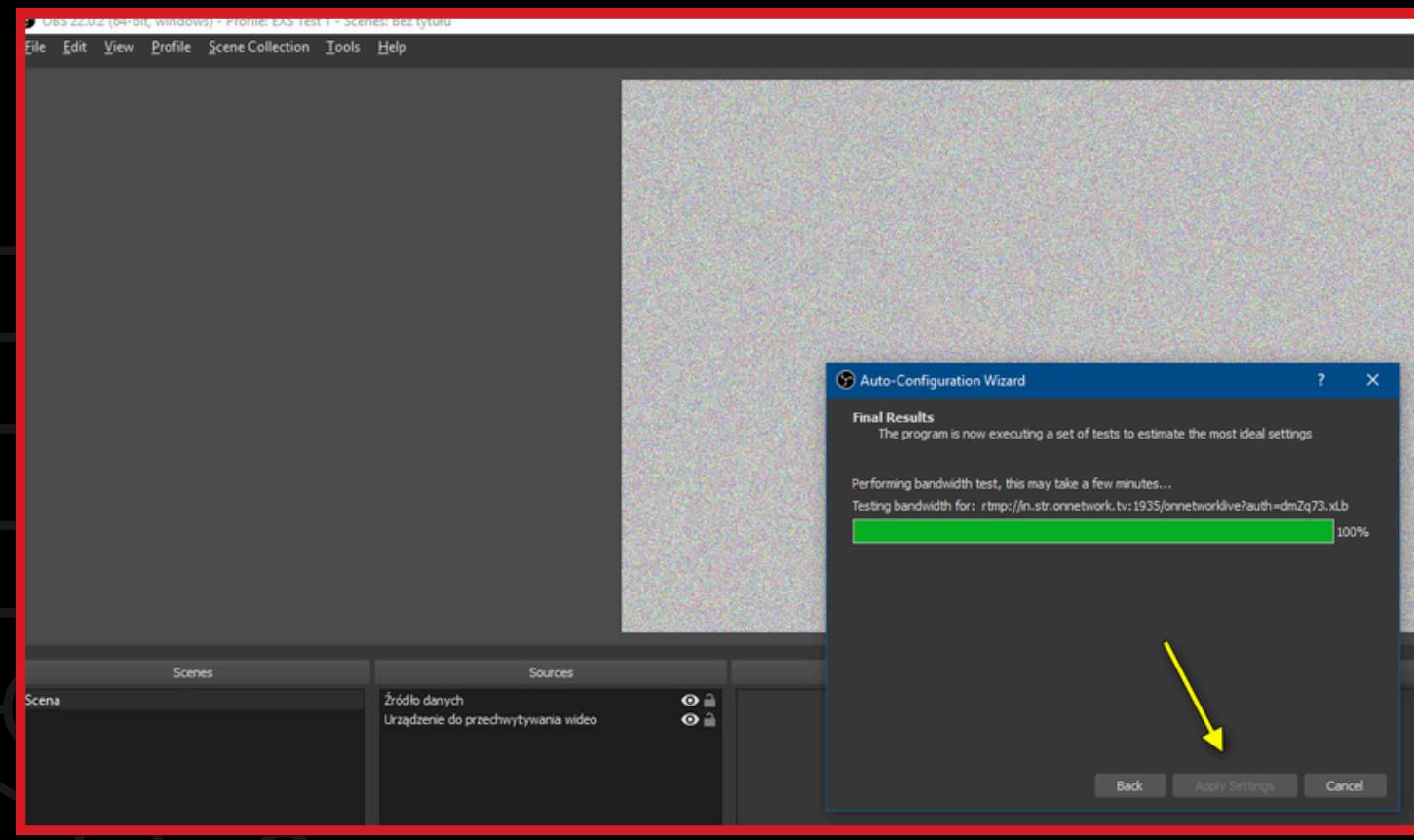


4. Let the system choose the optimal resolution or set your own.

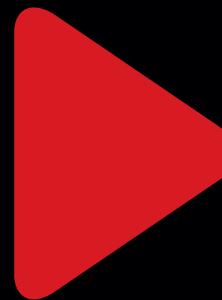


OBS Studio – Step-by-Step Configuration

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

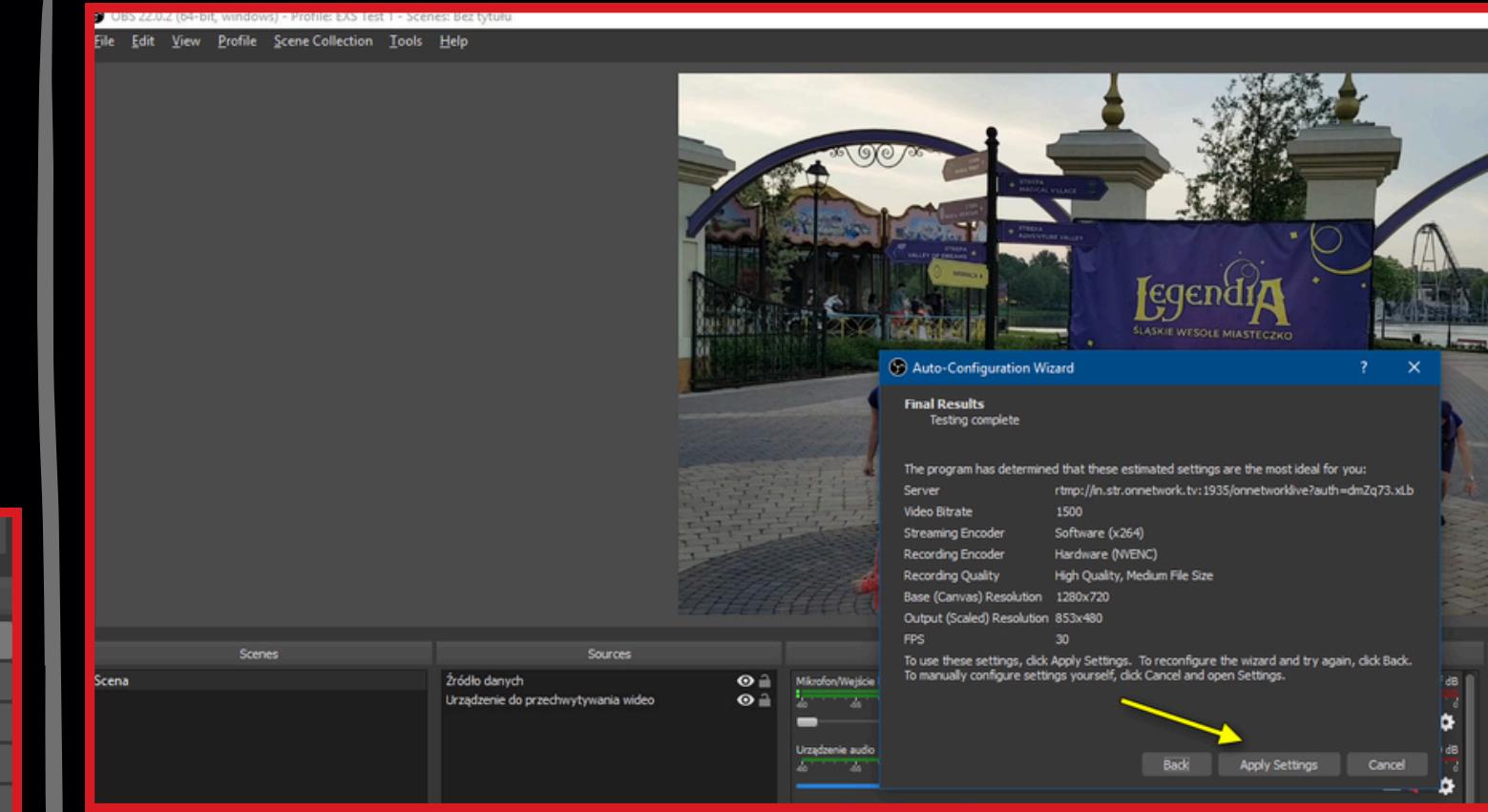
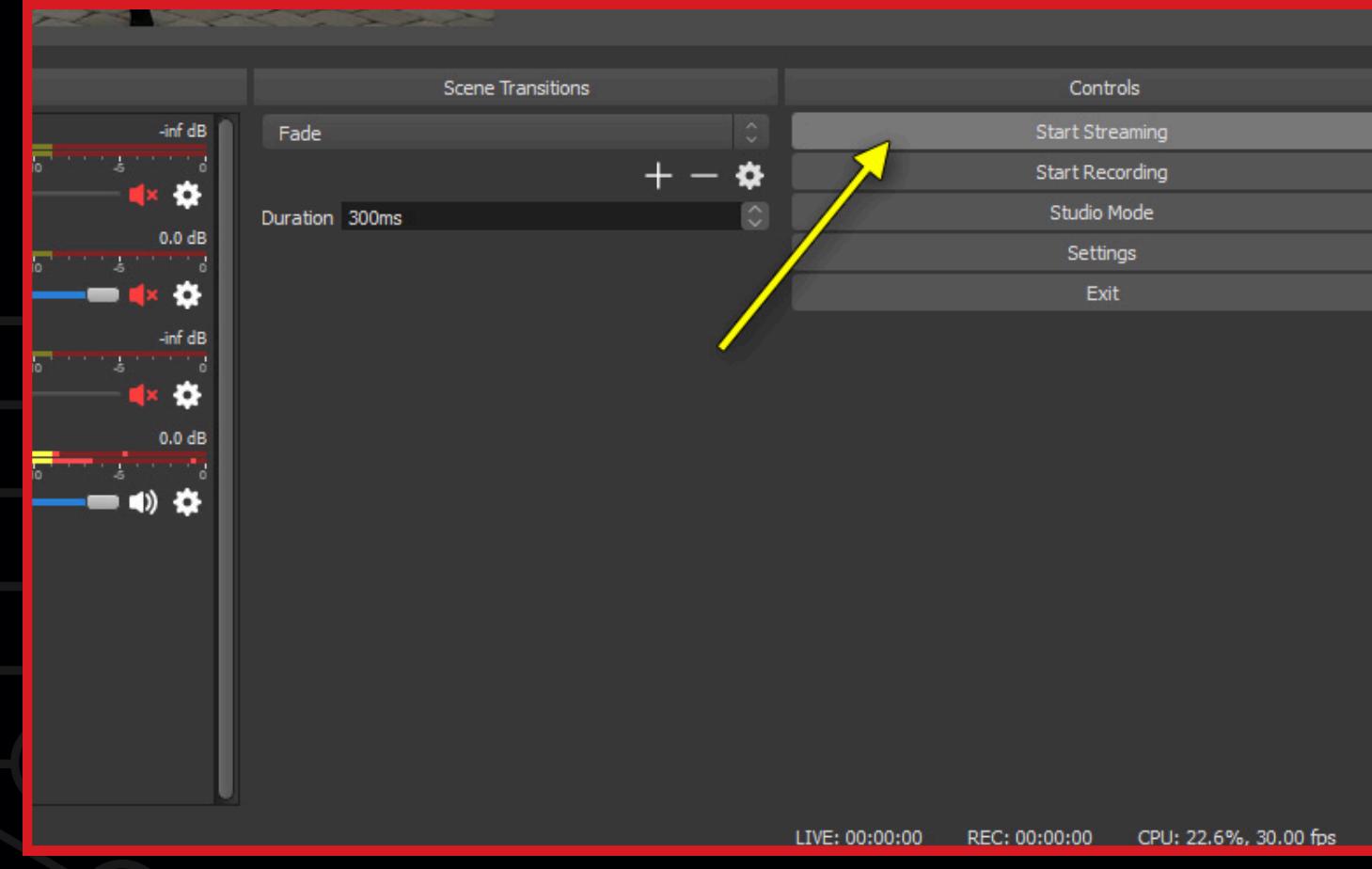


6. Start bandwidth testing and click **Apply** when finished.

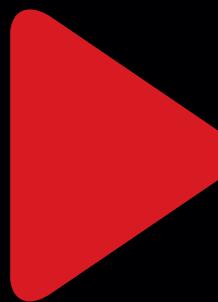


OBS Studio – Step-by-Step Configuration

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

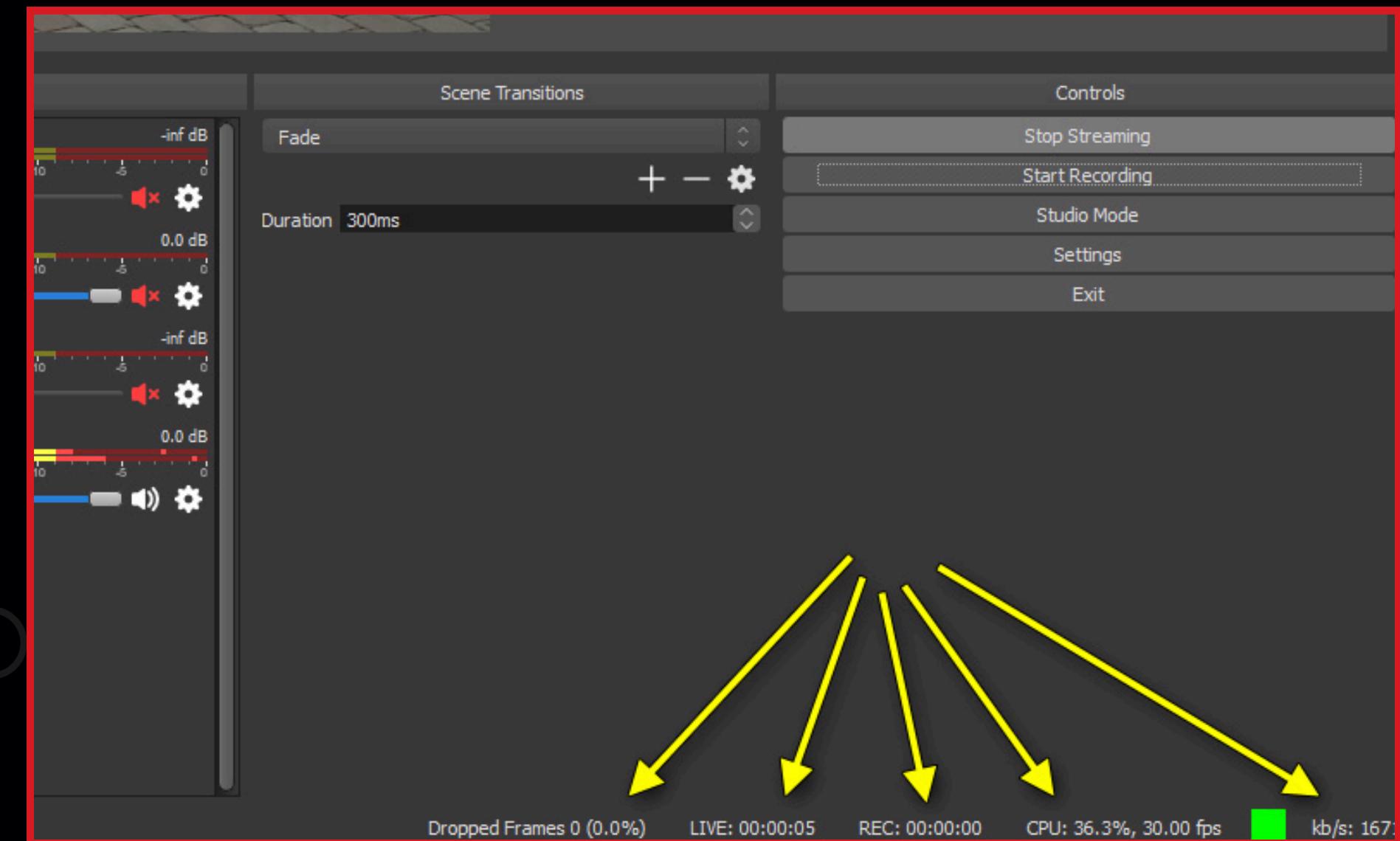


8. Click **Start Streaming** to begin encoding the stream.



OBS Studio – Step-by-Step Configuration

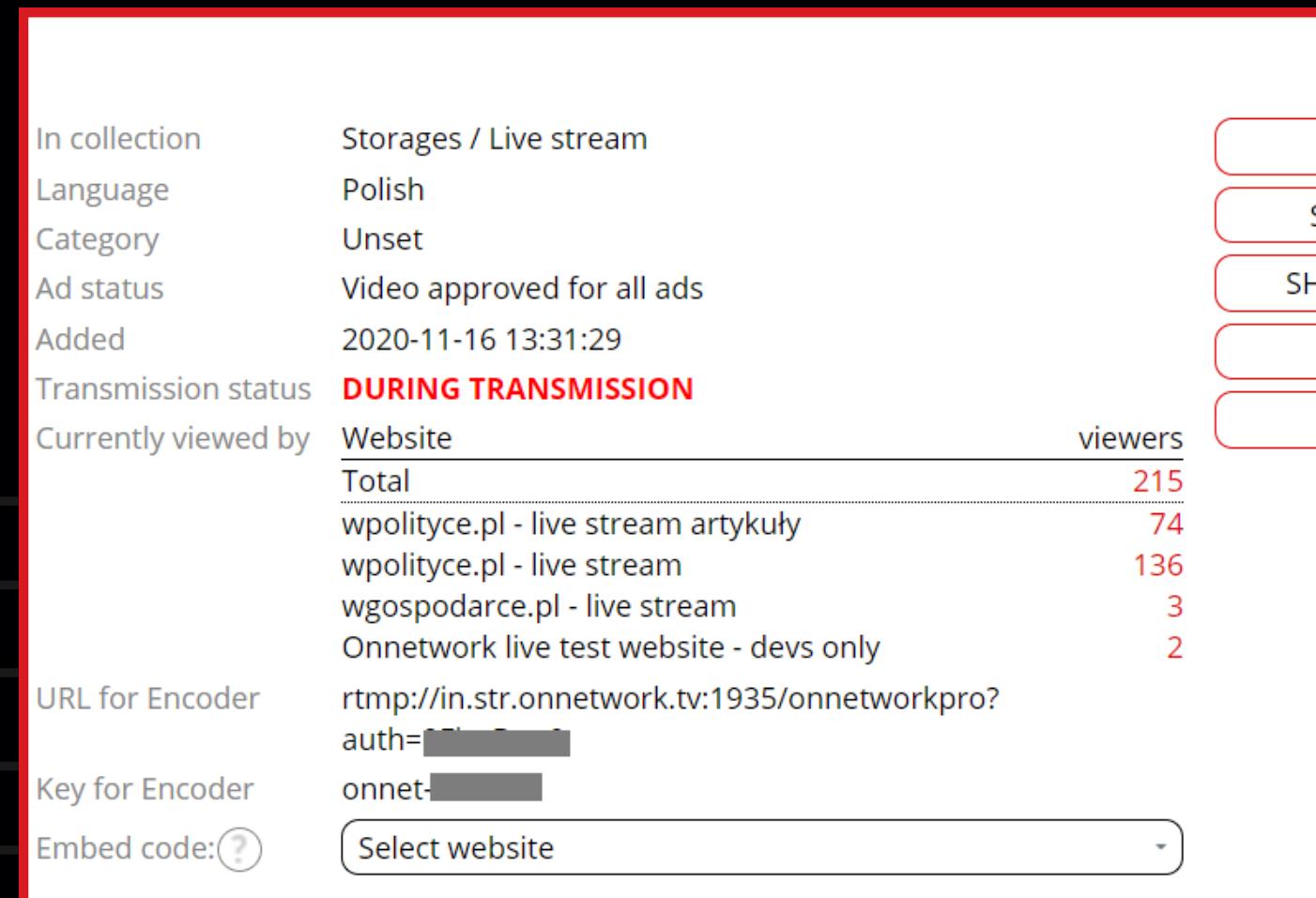
9. Monitor stream parameters on the OBS Studio status bar



Stream Monitoring

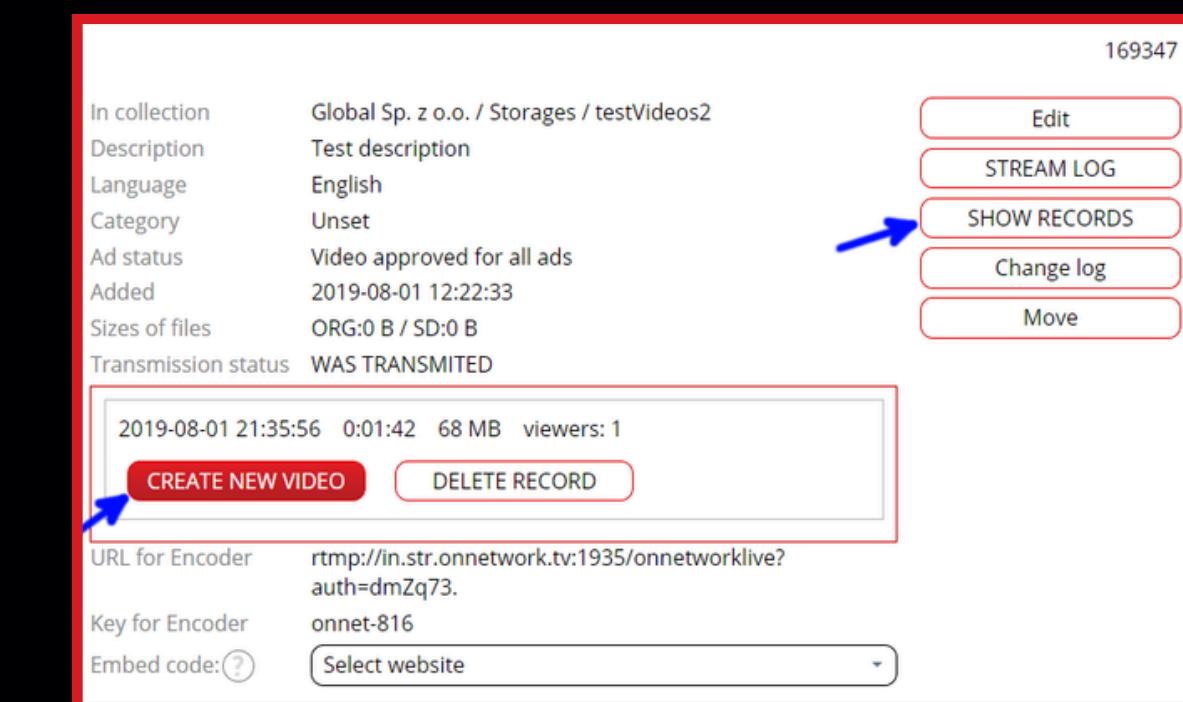
During the live stream, the status will display "**LIVE STREAMING IN PROGRESS.**"

The viewer count updates every 5 seconds.



In collection: Storages / Live stream
Language: Polish
Category: Unset
Ad status: Video approved for all ads
Added: 2020-11-16 13:31:29
DURING TRANSMISSION
Currently viewed by: Website
viewers
Total: 215
wpolityce.pl - live stream artykuły: 74
wpolityce.pl - live stream: 136
wgospodarce.pl - live stream: 3
Onnetwork live test website - devs only: 2
URL for Encoder: rtmp://in.str.onnetwork.tv:1935/onnetworkpro?
Key for Encoder: auth=████████
Embed code: Select website

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



169347
In collection: Global Sp. z o.o. / Storages / testVideos2
Description: Test description
Language: English
Category: Unset
Ad status: Video approved for all ads
Added: 2019-08-01 12:22:33
Sizes of files: ORG:0 B / SD:0 B
Transmission status: WAS TRANSMITED
2019-08-01 21:35:56 0:01:42 68 MB viewers: 1
CREATE NEW VIDEO DELETE RECORD
URL for Encoder: rtmp://in.str.onnetwork.tv:1935/onnetworklive?
Key for Encoder: auth=dmZq73.
Embed code: Select website

▶ Ad Configuration

Pre-roll Ads

Displayed to the user when the player starts.

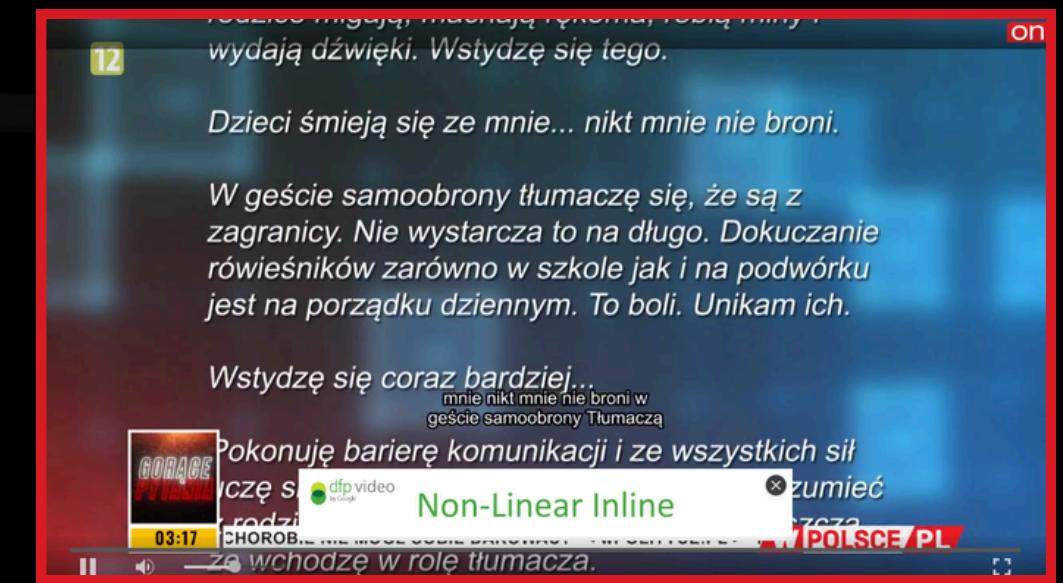
Their configuration is the same as for standard video content.

Overlay Ads

Small banners displayed over the video at specified intervals.

For an overlay ad to display correctly:

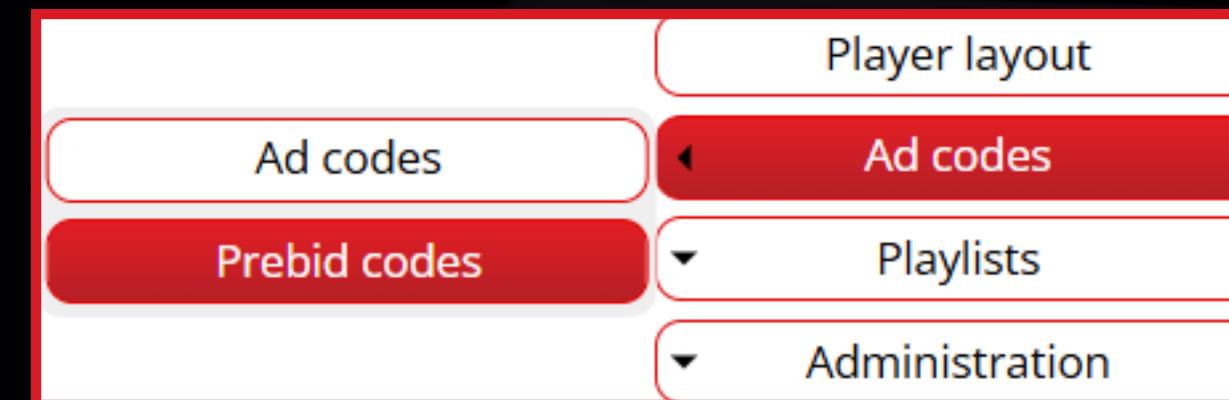
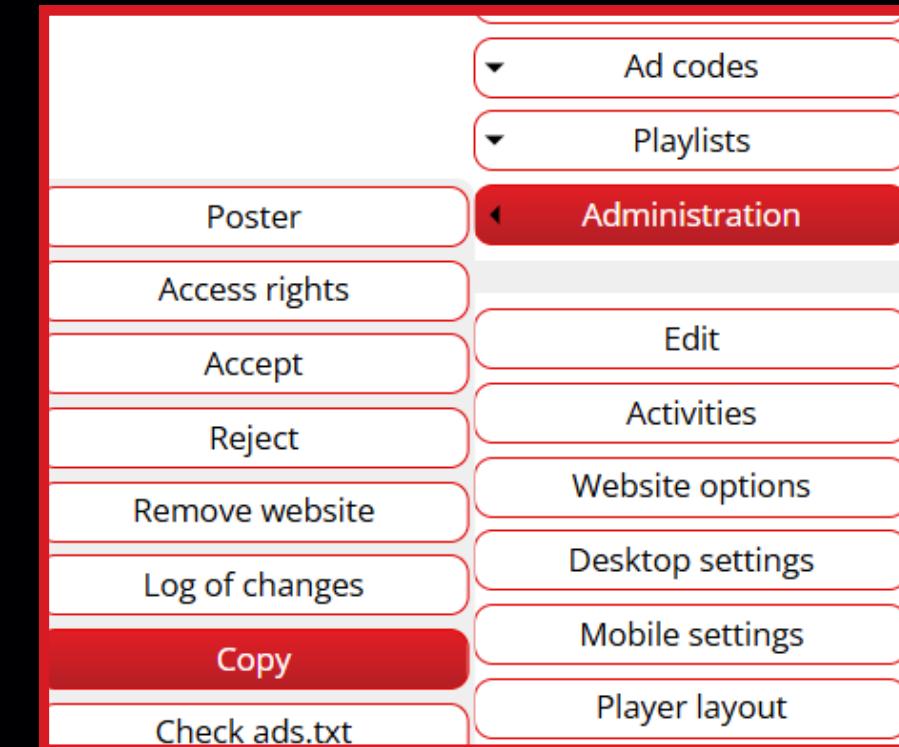
- Its height must not exceed 90 px.
- It cannot be taller than 1/3 of the player height

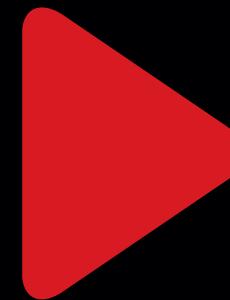




Overlay Configuration

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.



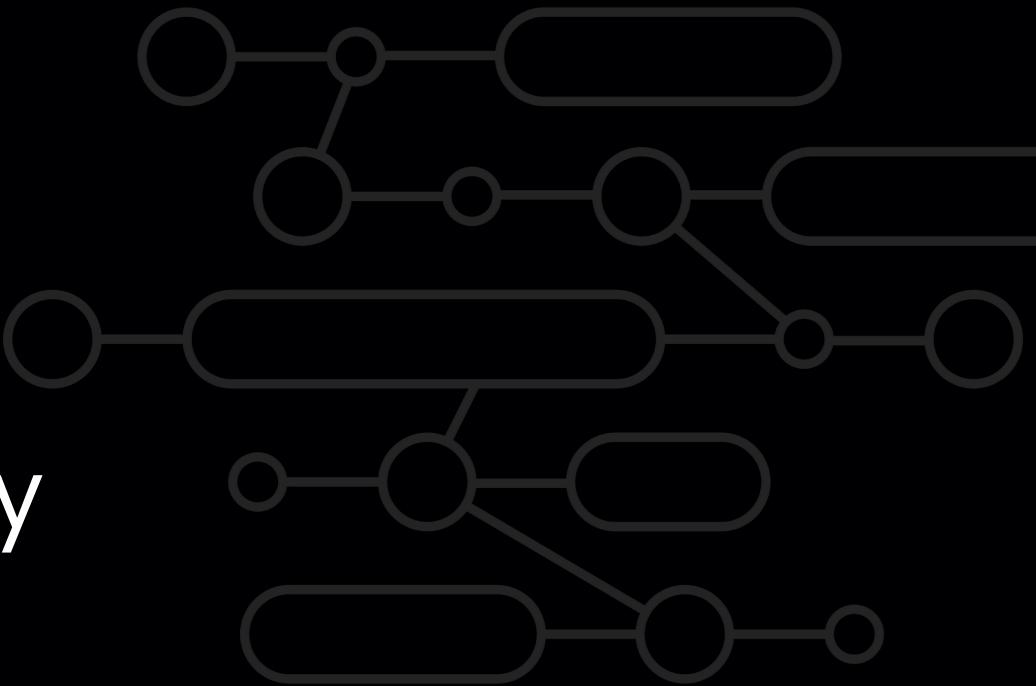


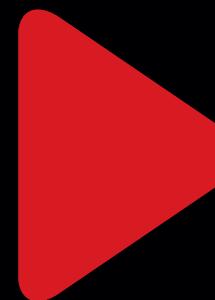
Overlay Configuration

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



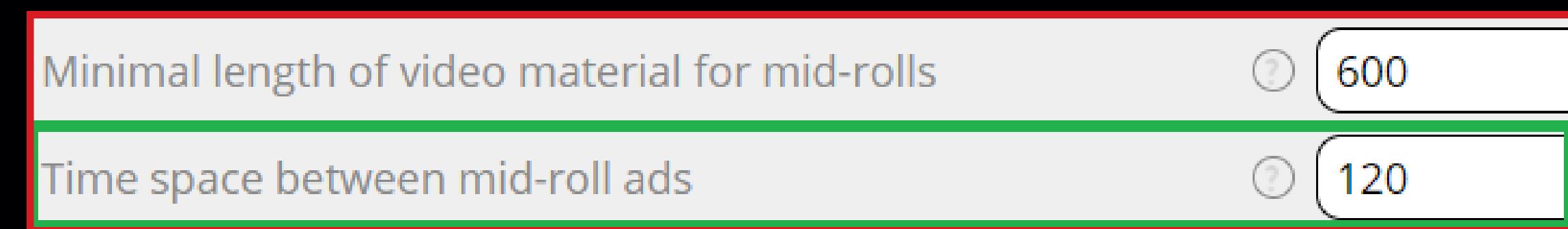
5. The ad code must be assigned to the Vast Provider, marked as "**only for non-linear ads**" – contact an administrator if needed.



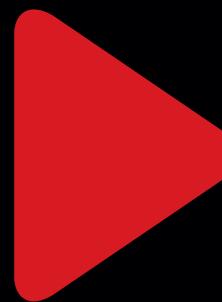


Overlay Configuration

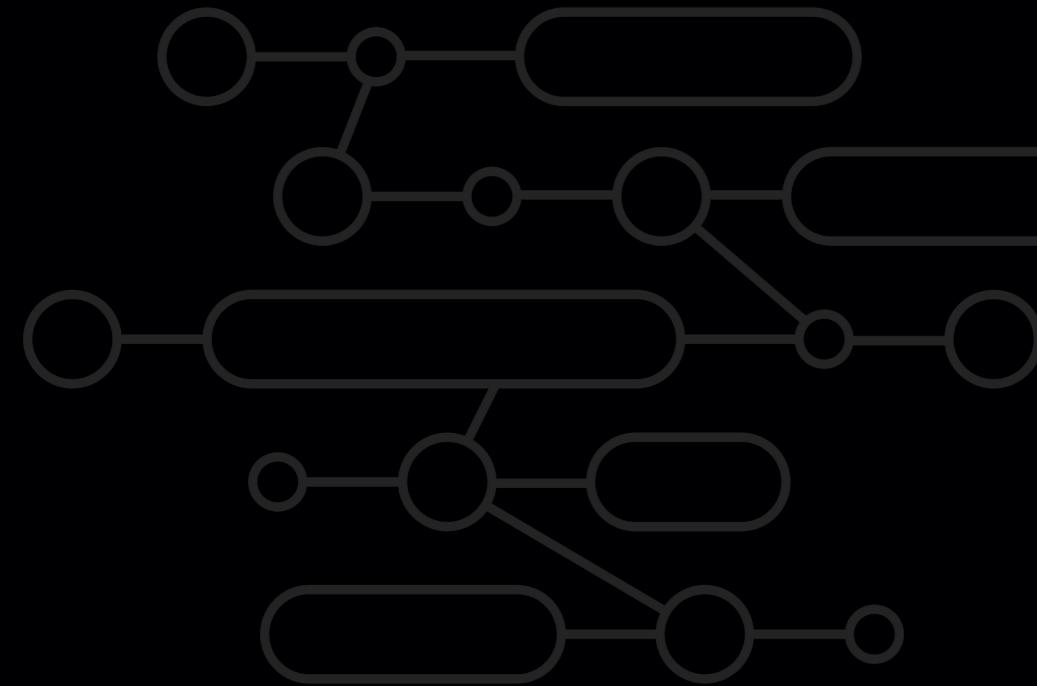
- Overlay ads are displayed every XX seconds (minimum 60 seconds).



- 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.

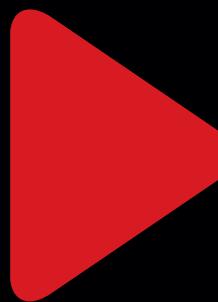


TV Ads: SCTE-35 and HLS



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.



TV Ads: SCTE-35 and HLS

Available Transmission Protocols for SCTE-35

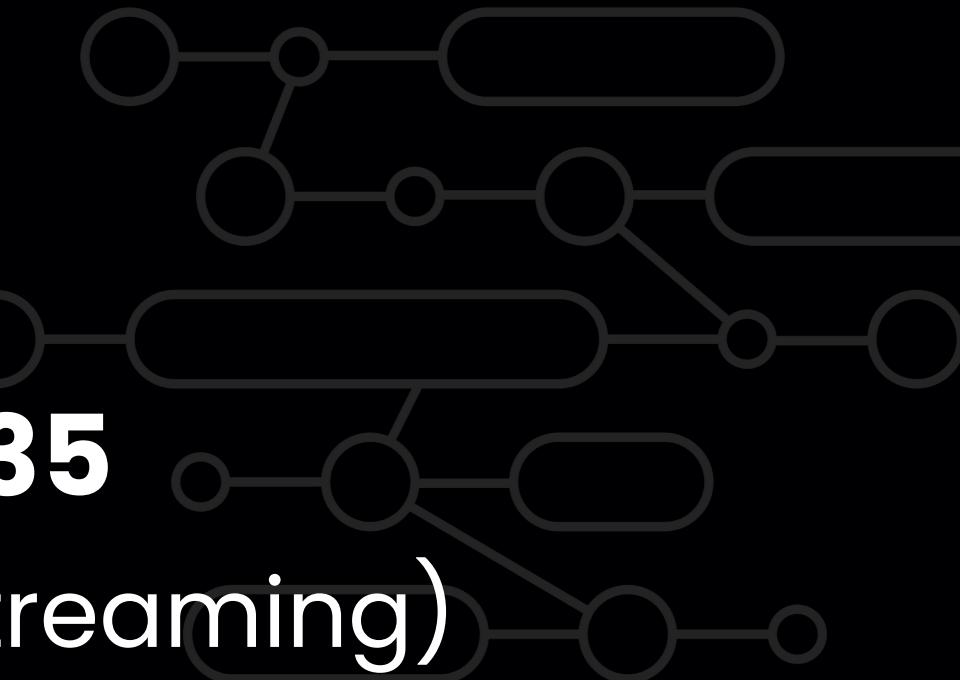
1. **MPEG-TS** (Transport Stream)-

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.

If you have any questions,
write to us!

pomoc@onnetwork.pl

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