PTZOPTICS

CASE STUDY

RADIO BROADCAST

LIVE STREAMING ROCKS AM RADIO

Learn how this radio station used live streaming

Learn how this radio station used live streaming WCHE 1520 AM Radio recently hosted a radio broadcast which included a live stream to Facebook, YouTube, Twitter, and LinkedIn during a sponsored AM radio hour. The radio station used a PTZOptics Producer Kit to connect three live streaming cameras together for use during the production. The station was able to take a simple audio output from their existing audio mixer and convert that to USB for use with vMix live streaming software. The system also included a PTZOptics 12X-SDI camera to capture multiple views of guests inside the studio using PTZ camera presets. The main host had a 12X-ZCam camera with a fixed view of the main interview microphone. Finally, the third camera was a wide-angle ZCam-VL camera used to show the entire radio studio during commercial breaks.

The live stream results adding thousands of additional audience members to the popular radio stations broadcast. The show is available here on YouTube to view today - https://www.youtube.com/watch?v=vXj_usbUi0U

SETUP DETAILS

PTZOptics SDI Cameras

PTZOptics pan, tilt, zoom NDI® cameras are perfect for live streaming. Set over 200 presets and capture video over NDI®.

vMix Software

vMix offers live streaming production software and hardware. It allows you to live stream, record, and output video.

LiveU Paired with EasyLive

The LiveU cellular bonding technology allows you to stream from anywhere. During this broadcast the team used LiveU to create a strong connection for the broadcast.

www.ptzoptics.com

152 Robbins rd, Downingtown, PA 19335, USA

Phone: 1-800 486-5276

Email: sales@ptzoptics.com

Broadcasting in Radio

- **Simple Audio:** Bringing audio into the stream involved a single output from the radio board into an audio mixer.
- **A Single Cord Solution:** The PTZOptics NDI cameras are able to use a single ethernet connection for video, audio, control, and power.
- **Network Solution:** The cameras were brought into the PC & powered via a TP-Link 8 port PoE switch. The network included a TP-Link Archer 1200 Router.

STREAMING SOFTWARE

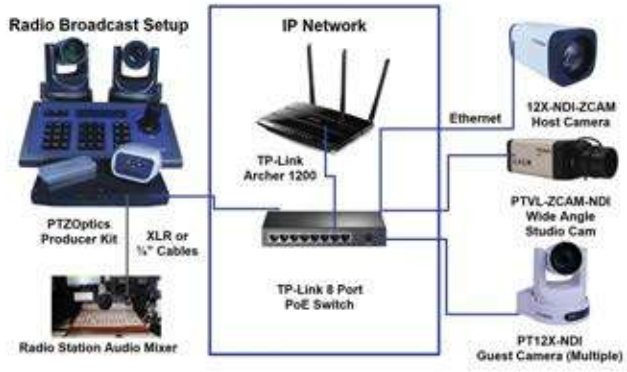
The in studio system received audio from the radio stations board into a Focusrite USB audio interface used with the vMix PC Software. This stream was then sent to EasyLive via an RTMP stream. The stream was switched between the vMix system and the LiveU IRL feed during commercial breaks.

10 TIPS FOR RADIO STREAMING

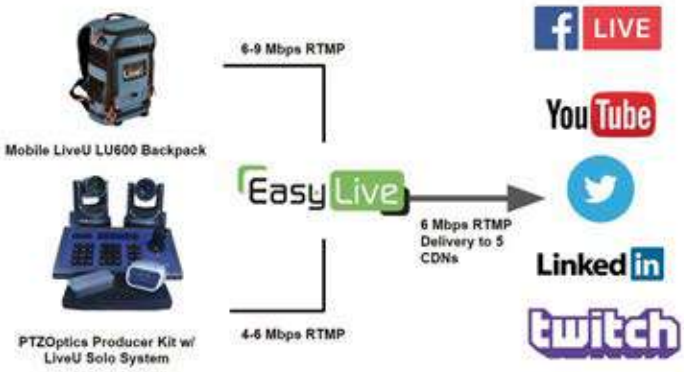
Download our tips for radio streaming

Access more info on our recommendations for optimizing your radio broadcasts with live video. See more on the monetary opportunities bringing video into your station brings. Take advantage of the tools many radio stations are beginning to implement.

https://ptzoptics.com/radio/



This system used the PTZOptics Producer Kit with a simple NDI (IP Video) networking setup. All of our cameras were powered over ethernet and our video was available via both SDI and NDI.



This photo illustrates the workflow between the PTZOptics Producer Kit and the LiveU system. Using GoEasyLive allowed us to send two high-quality RTMP bitrate video streams but also redistributed those streams in the cloud reducing our need for high upload bandwidth speeds.

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