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Introduction

What is streaming media?

In a nutshell, streaming media are multimedia (e.g., text, audio, and video) that are transmitted through various telecommunications channels (e.g., phone lines, radio signals, and the internet) to end users who, in turn, receives the media in a form which they can readily/instantly view, hear, or read. With streaming, people don't have to wait for the media to be transmitted fully or load completely before they can see, hear, or read it... portions of the transmitted media become viewable and audible the moment they are received by a telecommunications/multimedia-playback device (e.g., radio, television set, and computer).

If you paid close attention to the examples of telecommunications/multimedia-playback devices, you might have already gotten the idea that streaming media is nothing new. Well, you can't be any further from the truth! It's not new to the internet either. Remember RealPlayer? Now, we have sites like Metacafe, YouTube, Vimeo, and Veoh that offer streaming videos. In addition to that, we also have countless internet radio sites that stream radio programs over the internet.

But, and that's a really big 'BUT', due to technological advances, streaming media, or more specifically, streaming video, has recently been experiencing rapid growth and gaining tremendous popularity among internet users and it continues to do so right at this very moment as evidenced by various video sharing and search sites sprouting all over the web like mushrooms.

Live Versus Archived

Streaming videos come in two types. One is these is the archived/pre-recorded video. This is the type that most video-sharing/streaming sites (like the ones mentioned earlier) are offering and is currently the more popular of the two. With streaming archived videos, users can watch their favorite shows at any time they want. In other words, archived/pre-recorded videos can be viewed "on-demand".

The second type is the live streaming video. When we talk about live streaming videos, we are talking about REAL-TIME. And this is what we are really going to talk about here.

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Live streaming video has, time and again, been pitted against archived video with "live" being seen as the underdog every time. Analysts cite video quality as one of the areas in which live streamed videos fail tremendously. In addition, live streamed videos are also seen as lacking in flexibility such that viewers must tie their schedules

to the presentations' airing time to be able to watch it, and they have to watch them entirely or risk missing out on some details.

But, let's take a look at this from a different perspective...

If you've been to sites that offer live streaming videos, you might have noticed that a lot of them have a "chat box" alongside the video frame. THAT enables you, as a broadcaster, to be in touch with your audience on a personal level (just as your audience can communicate with each other) in real-time.

Just imagine all the possibilities that can come with that! You will be able to understand your audience better and get new ideas from them. You can also instantly give answers and clarifications to their queries. And, since everything's happening in real-time, you will be able to modify your presentation at a moment's notice to suit your audience better. Now, this changes the definition of "flexibility" quite a bit, doesn't it?

And no matter what the comparative studies are currently showing, with technologies advancing as rapidly as they are, we can only expect live video streaming to get better quality-wise over time.

The Future of Internet Video

According to a forecast on global IP traffic released by Cisco in August 2007, video will contribute to a 21% compound annual growth rate in business IP across wide area networks from 2006 to 2011 as high-speed broadband connections become more commonplace. Along with that, the bandwidth consumed by internet/online video streaming and downloading will grow from 9% of all internet traffic in 2006 to 30% in 2011.

A more recent article on <http://www.readwriteweb.com> (by Sarah Perez, published in September 8, 2009) says that online video consumption will be measured in exabytes by 2017. An exabyte, by the way, is equivalent to one billion gigabytes or one quintillion bytes.

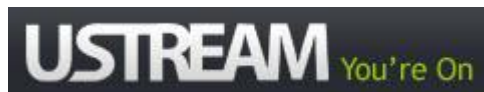
With those kinds of projections, it's fairly safe to assume that online video sites in general, particularly those that are currently already established and popular, will continue to grow, and rapidly at that, in terms of garnering more traffic and membership registration. This includes live video streaming sites which are said to have increased in demand among users in early 2009, an event with which Ustream

coincided its release of its premium service called Watershed.

So, should you use live video streaming sites and utilize them in your marketing campaigns? I seriously doubt you'd answer negatively after having read all that. There's no doubt that leaving your presence on those sites, either through links or advertisements, will expose you and/or your organization to an ever-growing audience.

Now, let's take a look at some live video streaming websites, shall we?

Ustream.tv



It's been referred to as “like YouTube, only way more interactive”. Ustream.tv is a live video broadcasting/streaming website that enables anyone who has a computer, an internet connection, a digital video camera, and a microphone to create their own channels and broadcast their videos to a global audience, all in under two minutes. And with the site's “one-to-many” model, users are enabled to broadcast their video LIVE to tens of thousands of people simultaneously.

Ustream.tv started out (in 2006) with a noble purpose of helping those who are in U.S. military service and who are assigned in different parts of the world to keep in contact with their friends and families. As its popularity grew, its list of users/broadcasters has come to include some of the biggest names in the world of politics, entertainment, business, and IT.

The site earns revenues from advertising, sponsorship, and premium services.

Registering for a Ustream.tv Account

Go to <http://www.ustream.tv> and click on the **Sign Up** link at the upper right corner of the page (beside the **Broadcast Now** button). In the registration window that appears, under **New Account**, enter your details as required and click on the **Submit** button.

After that, you will be required to fill out your profile information (First Name, Last Name, Gender, Country, and Zip Code). Go right ahead and fill them out and click on the **Submit** button when you're done.

Next, you will be given an option to import your contacts from your Hotmail and/or Gmail mail accounts, as well as to link your Twitter account to your Ustream.tv account. To do so, simply provide the necessary information. Otherwise, you may skip this step by clicking on the **Skip this step** link at the bottom of the form.

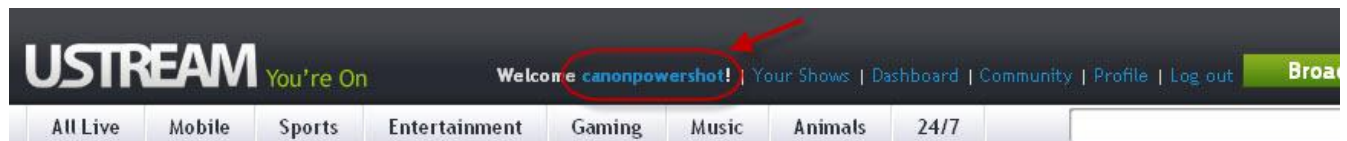
You'll then be presented with a page with a text box on it in which to enter your show's name, fill that one out. Under the text box, there are two buttons, one is the **Save My Show** button which, when clicked, will take you to the show settings page. On the other hand, the **Broadcast Now** button, when clicked, will instantly put you and your show "on air". Take your pick.

If you chose to click on the **Save My Show** button, you are enabled to upload a show logo, specify your show's category, provide tags and description for your show, customize your shoe's design, modify commenting and chatting options, and schedule events for your show, among many others.

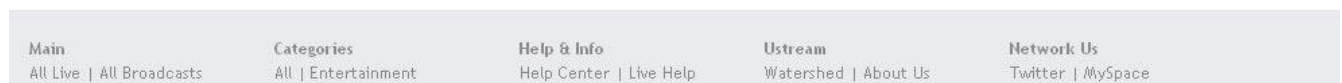
Dropping Links on Ustream.tv

First, you need to log in to your account. So, for that, go to <http://www.ustream.tv>, click on the **Log In** link at the top of the page, and enter your log in information in the log in window that appears.

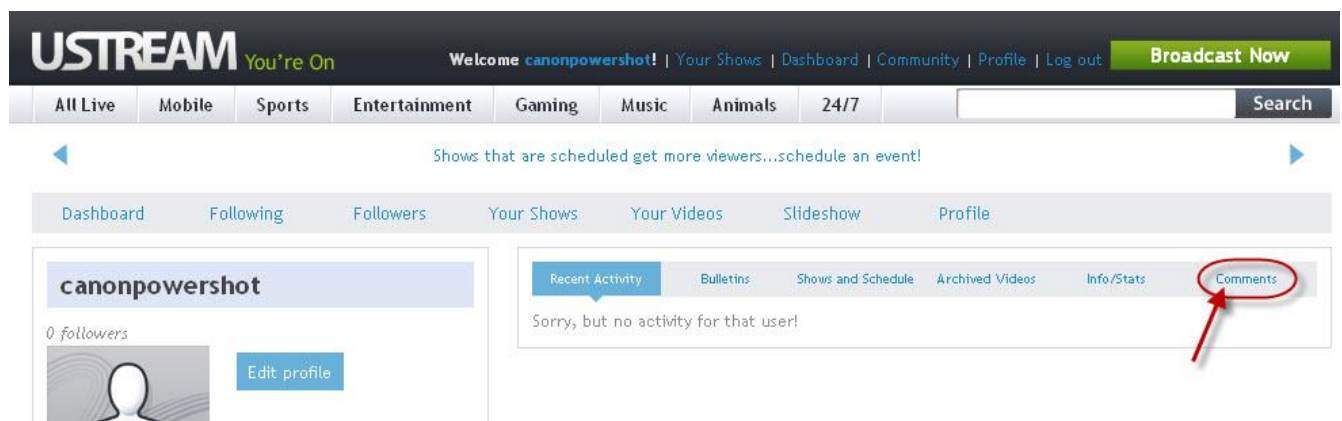
Once you're already logged in, click on your username located at the top of the page.



Then, click on the **Preview Profile** link at the bottom of the profile editing page.



On your Profile page, click on the **Comments** link.



Then drop your URLs in the **Add your comment** box. Use the code below to turn URLs into links:

```
<a href="http://www.yourURLhere.com">your keyword here</a>
```



Click on the Comment button when you're done.

Your links should be displayed as shown in the screenshot below.

USTREAM You're On Welcome **canonpowershot!** | Your Shows | Dashboard | Community | Profile | Log out **Broadcast Now**

All Live | Mobile | Sports | Entertainment | Gaming | Music | Animals | 24/7 | Search

Broadcast live from your mobile phone! Check it out.

Dashboard | Following | Followers | Your Shows | Your Videos | Slideshow | Profile

canonpowershot
0 followers
Edit profile
Currently Not Broadcasting

Followers: 0
Following: 0
Archived Videos: 0
Shows: 1
Total views (all shows): 0
Total viewer hours (all shows): 0 second

Recent Activity | Bulletins | Shows and Schedule | Archived Videos | Info/Stats | **Comments**

Add your comment
What do you think of this user? Comment

canonpowershot: http://www.ustream.tv www.ustream.tv **Ustream rules!**
0 minutes ago
Delete

canonpowershot: http://www.ustream.tv www.ustream.tv **Ustream Rocks!**
4 minutes ago
Delete

canonpowershot: This is just a test post... http://www.ustream.tv www.ustream.tv **ustream rocks!**
2 hours ago
Delete

Advertising on Ustream.tv

Ustream.tv does not provide anywhere on its site any specifics regarding advertising opportunities. It does provide, however, an email address labeled “For Sales and Advertising” on its contact us page.

For those who are wanting of advertising opportunities, Ustream has another service which can surely help you. It's called Watershed.

Watershed is a groundbreaking premium technology platform from Ustream that enables organizations (large and small) to broadcast live video with their own private label branding. It offers users with a unique set of tools, services, and pricing schemes that includes the following features:

- Fully customizable pages that enables broadcasters to create an unlimited number of broadcasts and channels based on their products, services, and other offerings. Broadcasters are also enabled to include their logos, color schemes, and advertising.

- Pay-as-you-go pricing scheme in which broadcasters only pay for the bandwidth they've actually used.
- Easy-to-manage privacy options that includes user authentication, locking streams to specific URLs, password protection, IP address specification, and maximum viewer number limiting.
- Detailed reporting and monitoring providing organizations with access to advanced data analytics and dashboard reporting that enables them to track usage and viewership and analyze the performance of their broadcasts in real-time.

The Watershed registration process is very similar to that of Ustream. To register for a Watershed account, go to <https://watershed.ustream.tv/>.

WATERSHED POWERED BY USTREAM

Home Product Support About Us Login | **Sign Up**

A WATERSHED MOMENT IN BROADCASTING HAS ARRIVED...

Watershed is Ustream's self-serve platform for live, interactive video. Flexible for everyone, Watershed offers plug-and-play as well as robust API integration solutions. Organizations both small and large can customize Watershed to meet their specific needs and build global communities around shared live experiences.

SIGN UP NOW!

Notable Customers

Disney Duke UNIVERSITY Sun MICROSYSTEMS Berkeley UNIVERSITY OF CALIFORNIA sling MEDIA

Watershed Highlights

- Interactive** Chat live with audiences
- Customize** Insert your own logo and colors
- Self-Serve**
- Technology** Proven and Chosen
- Quality** Supports 16:9 and HD
- Security**

News & Highlights

[Private-label mobile applications released](#)
[New monthly plan options](#)

Get Started

- Sign Up** Try it before you pay
- Pricing** Pay As You Go
- See a Preview**

feedback

Ustream.tv Site Statistics

PR	8
Google Cache Date	Sep 15 2009
Traffic Value	190,303
Age	02-2007
del.icio.us	9,386
del.icio.us Page Bookmarks	9,386
Diggs	61
Digg's Popular Stories	3
Stumbleupon	42
Twitter	100
Y! Links	872,000
Y! .edu Links	3,330
Y! .gov Links	414
Y! Page Links	104,000
Y! .edu Page Links	361
Technorati	-
Alexa	660
Compete.com Rank	-
Compete.com Uniques	1,409,255
Cached	2,390,000
dmoz	133
Bloglines	0
Page blog links	88,042
wikipedia	-
dir.yahoo.com	227



ustream.tv

★★★★★
(No reviews yet)

656
Traffic Rank [?](#)

4.0 min/day
Avg. Time on Site [?](#)

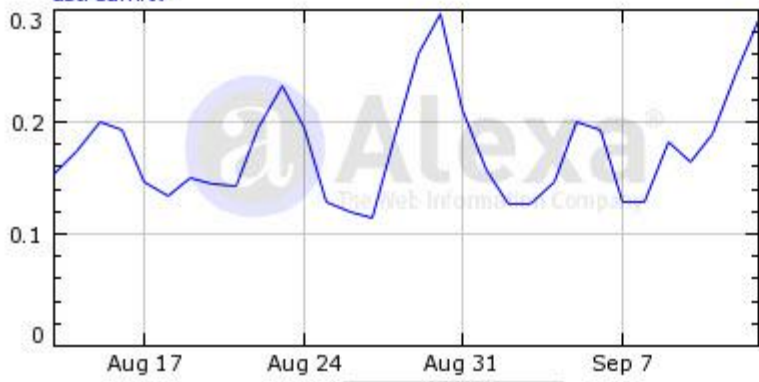
12,385
Sites Linking In [?](#)

No data
Online Since [?](#)

- Traffic Stats
- Contact Info
- Reviews
- Related Links
- Keywords
- Clickstream
- Demographic

Traffic Rank **Reach** Pageviews Pageviews/User Bounce % Time on Site Search %

Daily Reach (percent)
ustream.tv



Percent of global Internet users who visit ustream.tv:

Yesterday	0.24%
7 day avg	0.184%
1 month avg	0.1767%
3 month avg	0.1499%
3 month change	30% ▲

Trailing 1 month

ustream.tv

Industry: Music and Video ▶ Videos

[Compare to Other Sites](#) [View Portfolio](#) [Add to Portfolio](#)

Site Statistics

Subdomains (10)

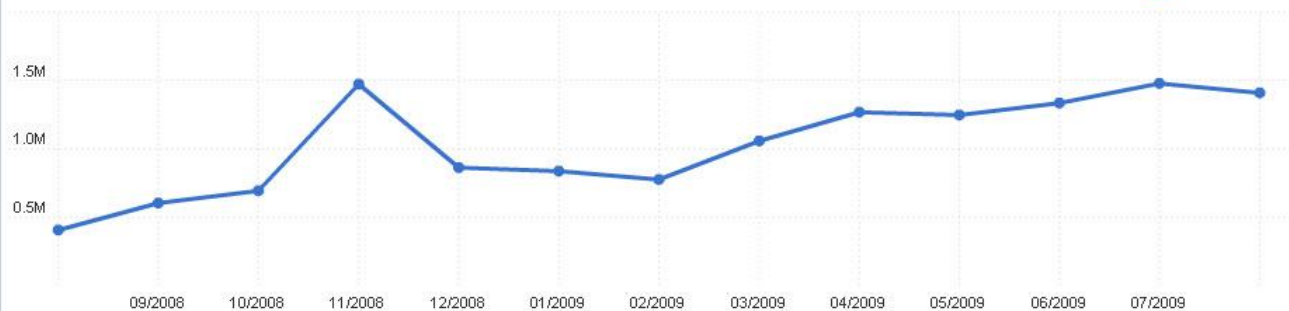
Unique Visitors

vs Compare Second Metric

7D 30D 3M 6M 1Y 2Y

[Save Graph Image](#) [Export CSV](#) [Embed Graph](#) [Permalink](#)

ustream.tv

 Unique Visitors

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Go To: <http://waystomakemoneyfastx.org/t/els.html>

Ustream.tv

10.8M

Monthly US People

39.9M

Global People

Five Month US Trend

Request Access

Inquire About Advertising

Add to Favorites

Summary

Traffic

Sites

Audience Segments

Syndicators

Videos

Geographic

Country

State

DMA

City

Demographics

Business

Small

Medium

Large

Daily Traffic

Updated 9/16/2009 • Next: 9/17/2009 by 9am PDT

People

per

day

week

month

Range

1w

1m

3m

6m

1y

All

Enter Domain

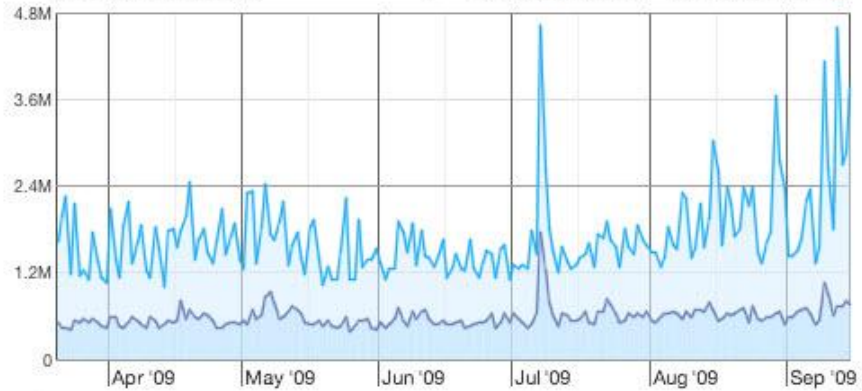
Compare

Chart Settings

Daily People

03/20/09 - 09/15/09

— Directly Measured ••••• Rough Estimate



Ustream.tv

Directly Measured α

● US	760K	Max: 1.7M	07/07/09
● Global	3.8M	Max: 4.6M	07/07/09

Embed

Justin.tv

Justin.tv

Justin.tv claims itself to be the leading LIVE video streaming/broadcasting site on the web, boasting of more than 41 million unique visitors every month and 428,000 channels broadcasting video.

The site's live video broadcasting platform is developed by a team of MIT and Yale graduates and is capable of supporting massive audiences. It has been proven to push more than 177 Gbps of video at peak usage which is equivalent to 16,946 standard DVDs per hour.

The screenshot shows the Justin.tv website interface. At the top is a dark navigation bar with the Justin.tv logo, a 'Live Channels' dropdown menu, a search bar containing 'Search thousands of live channels', and links for 'Sign In | Create Account', 'Language', and a red 'Broadcast' button. Below the navigation bar is a large black banner with the text 'Live broadcasting in one click' and a red 'Broadcast' button. To the right of the banner is a section titled 'Upcoming Broadcasts' featuring three video thumbnails: 'Chris Koon' (Tomorrow morning 7:30am), 'Chat Live with Two Hours Traffic' (September 17th 4am), and 'SF New Tech Meetup' (September 17th 10:30am). Below the banner is a search bar with the text 'Ever wanted to know what happens when you put a webcam underwater? Well these Koi are pretty curious about it too! http://bit.ly/cCTTA'. Below the search bar is a section with the text 'Millions of People Watching 1474 Live Channels' and a blue 'Watch Now' button. Below this is a section for 'Alexa Vega Chats with Fans' with a small image of her and text stating 'Over 93,000 viewers tuned in for a fun-filled chat with actress Alexa Vega who was on to talk about her new film "Broken Hill" that opens in theaters on September 11.'. To the right of this section are three promotional links: 'Cbs college football streaming', 'watch live football', and 'Beyond Today online video'. The bottom of the page is a white footer area.

Registering for a Justin.tv Account

Go to <http://www.justin.tv> and click on the **Create Account** link located near the top right corner of the page.

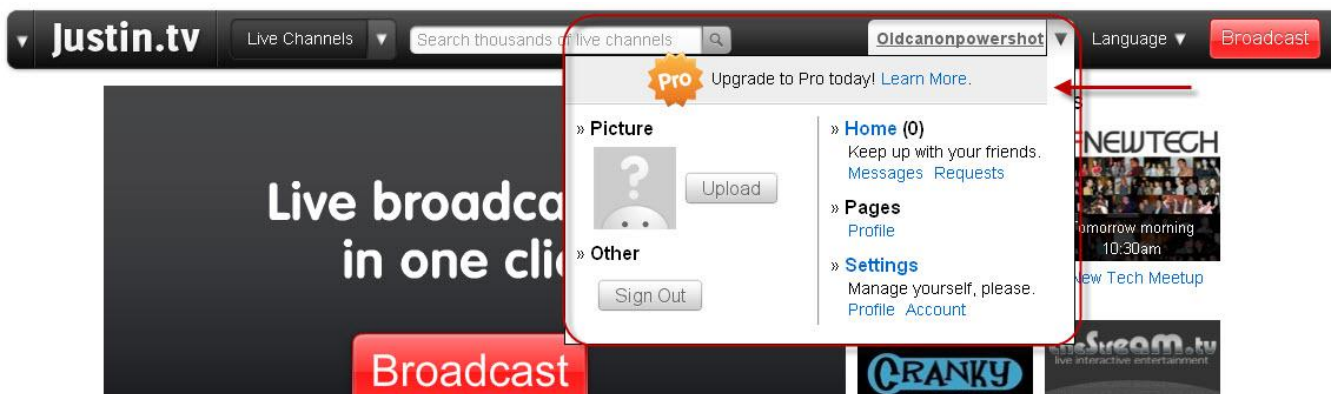
On the **New Account** form that appears, fill out the required information (e.g., your login/username, password, birthday, and email). Enter the word verification and click on the **Sign Up** button when you're done.

You'll be automatically logged in to the site afterwards, ready to use your Justin.tv account.

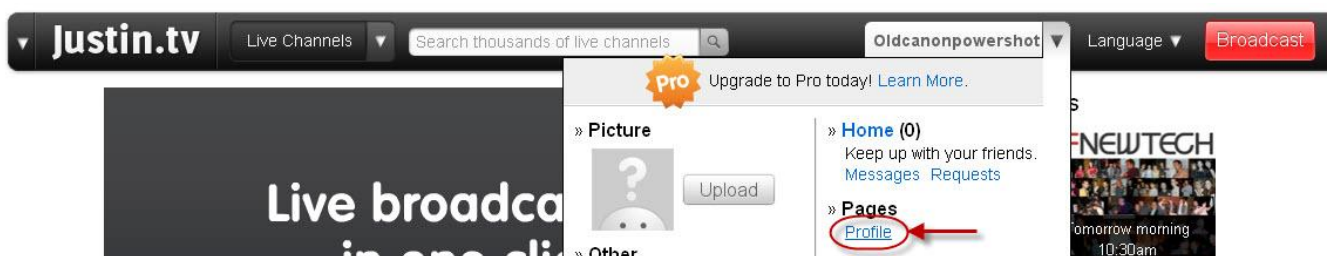
Dropping Links on Justin.tv

First, you need to be logged in to the site. If you're not yet logged in, head on to <http://www.justin.tv> and click on the **Sign In** link at the top of the page. Fill in your login details in the login window that appears and click on the **Sign In** button.

Once you're already logged in to your account, move your mouse pointer over your username at the top of the page until the tab expands.

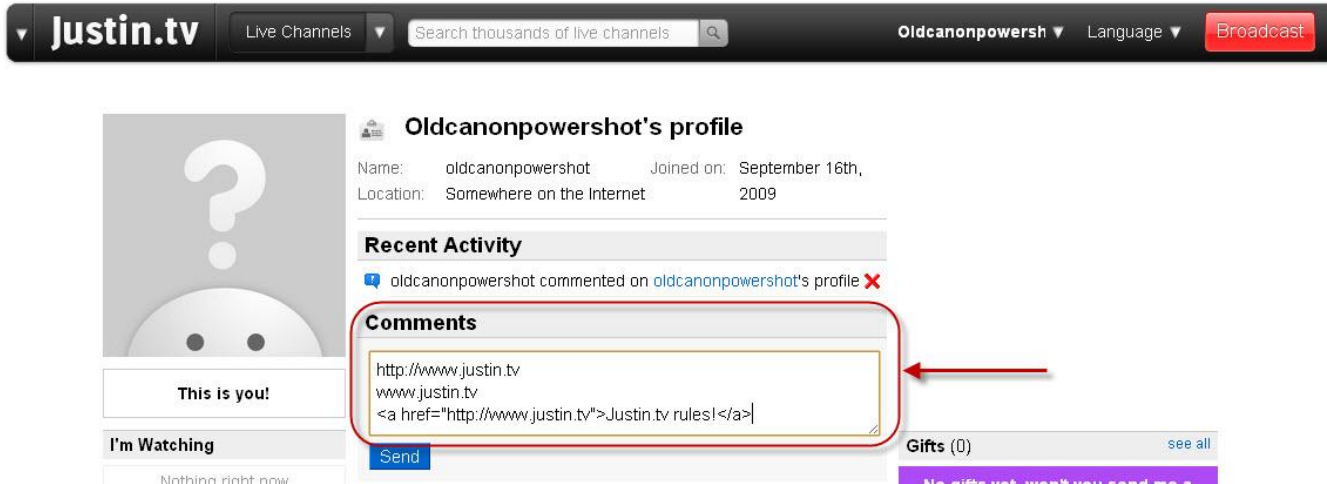


Click on Profile.



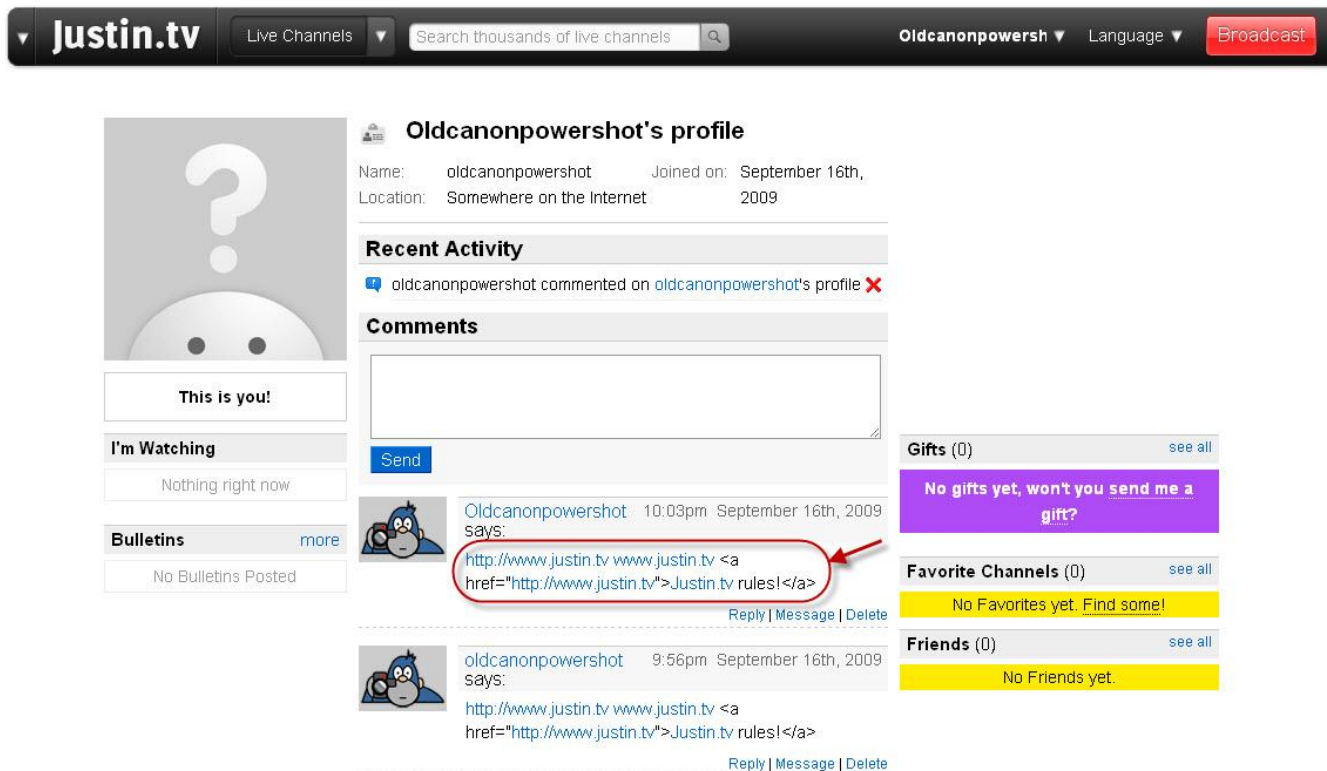
Drop your URLs in the comments box. URLs must be in the following format:

<http://www.yourURL.com> or www.yourURL.com (HTML tags won't work)



Click on the Send button when you're done.

Your links should appear on your profile page as shown below.



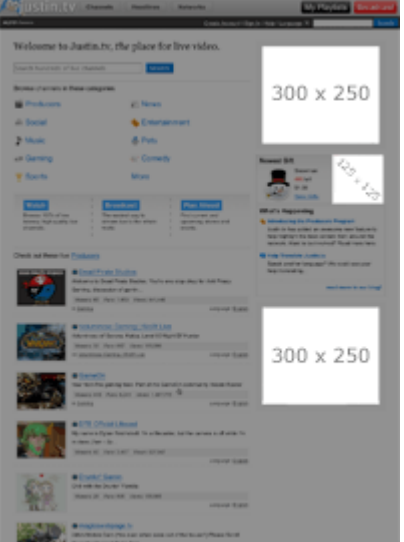


Advertising on Justin.tv

Taking pride in having over 4 million registered users, 389 million monthly pageviews, and 41 million monthly unique visitors, Justin.tv offers advertising and sponsorship opportunities to people and companies looking for ways of promoting their products and services, providing them with the opportunity to reach and engage with an interactive global audience.

Among the various custom ads and sponsorship opportunities that the site offers include custom video player skinning, broadcaster tool sponsorship, portal sponsorship, featured broadcaster sponsorship, brand integration in channel pages, custom homepages, custom homepage buttons and latest video picks unit, and text links. Available ad slot sizes (in pixels) are 300 x 250, 125 x 125, 200 x 90, 468 x 60, 728 x 90 (leaderboard), and 160 x 600 (skyscraper).

Ads are displayed on various pages of the site. These include the site's home, directory, news, networks, and channel pages, as well as on user's profile pages. Sample ad slots are shown in the table below.

 <p>728 x 90</p> <p>200 x 90</p> <p>468 x 60</p>	 <p>728 x 90</p> <p>200 x 90</p> <p>160 x 600</p>	 <p>300 x 250</p> <p>125 x 125</p> <p>300 x 250</p>
Channel	Directory	Homepage

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