USTREAM Stylebook

About Ustream

"Our mission is to empower businesses and societies to be more transparent, more productive and create deeper relationships through the power of video."

Empowerment

Live video shines the spotlight on world events, and has brought a level of visibility and transparency to the way societies are governed. Until relatively recently, the ability to transmit live video around the world was accessible only to major news organizations and global media companies. Ustream's unique service allows anyone to be a broadcaster, exposing truth and the need for change in every corner of the globe. The results of this transparency have included: rapid evolution of mindsets, unprecedented change in regimes, and a profound affect on people's lives.

The Ustream Pro Broadcasting platform can also bring the power of this instant visibility to businesses and organizations of any size, allowing them to reveal their products, evangelize about their mission and spread their philosophy around the world more persuasively than ever before.

Transformation

Unlike any business communication tool of the past, live video produces deeply affecting connections between the broadcaster and the viewers, due to it's real time, social, highly engaging nature. Compared to predecessors like press conferences, webinars, and even on-demand video, Ustream allows customers to transform humdrum business communications into immersive visual experiences.

A Foundation For Change

Ustream believes that the goal of a company should be greater than simple technological evolution. We wish to be a force for change and democracy in the world. The Ustream Foundation is a non-profit that allows agents of change to harness the power of live video. Guided by the employees of Ustream, a specific fund has been created which provides free-of-charge access to the Ustream Pro Broadcasting platform to groups who are assessed to have the greatest potential for dramatic impact on advancing democracy, peace, or cultural understanding. Every quarter, up to X% of the company's resources will be placed in service of these groups to broadcast their message through the Ustream Pro Broadcasting platform.

# #

360 Panoramic Viewer
Allows 360-degree interactive pan/tilt viewing experience

A

Account Manager
A named customer success manager is available to provide phone support.

Additional services
also see LiveAd, Production, and Promotion

Ad-free broadcast
Allows the user to broadcast on Ustream without ads

Ad-free view
Allows the user to view Ustream without ads

Ad Integration
Configures IAB standard ad pre-roll, mid-roll, or overlay on channel

Advanced viewer analytics
View and download detailed viewership data with breakouts by state and country by device/OS. Also shows viewers by embedding domain.

Age-gate
Requires viewers to enter their age before viewing; rejects underage viewers

Amazon Extension
Allows user to create a link for viewers to purchase media on Amazon.com

Analytics
also see Basic viewer analytics, Limited viewer analytics, and Advanced viewer analytics

Analytics Console
With our easy to read dashboard, broadcasters can monitor performance and metrics for both live and recorded content. Pro Broadcasting plan subscribers unlock additional features, such as the ability to segment their views by geographical location, device and platform used — even see which websites are embedding their content.

API Access
Provides access, documentation, and support on Ustream's APIs; allowing expanded integration and functionality for broadcasting, channel settings, data discovery, and embedded player interaction

Authenticate viewers
Requires viewers to complete a login or authentication step using a database/login system provided by the user. Requires custom development work

Autoplay for embeds
Allows user to set embedded players to automatically start playback when the page loads

Auto Record
Enables automatic recording of all broadcasts

B

Basic Viewer Analytics
View a simple summary of real time live video view totales

C

Channel Page

Customize your page to align with your brand and highlight past broadcasts, upcoming shows, and other important information. Pro Broadcasting subscribers can also add links to their own Facebook and Twitter accounts, or add a Paypal donation widget.

Citizen Journalist

an alternative and activist form of newsgathering and reporting that functions outside mainstream media institutions, often as a response to short-coming in the professional journalistic field, that uses similar journalistic practices but is driven by different objectives and ideals and relies on alternative sources of legitimacy than traditional or mainstream journalism.

Closed Caption

Enables closed captioning when source video is captioned and supported encoder is used

Combined embed

Allows the user to customize a responsive embed-dable widget containing the player, video gallery, and social stream

Concurrent Viewer cap

Limits number of simultaneous viewers to a specific maximum

Content Management

also see Video storage limit, Ad-free broadcast, Ad-free view, Auto-record, Video upload, Transcode to 240p, Transcode videos to MP4, and Rapid iOS availability CSR Program (Corporate Social Responsibility) also see Ustream for Change

Custom Development

Access to Ustream engineers to custom feature development (extra cost)

Custom Sharing

Allows user to customize default message and click through URL for in-player Share controls

D

Donation Widget (PayPal)

Adds a PayPal donation button below the player

E

Email Capture

Allows user to capture name and email of viewers before they can view broadcast

Embed

Ustream's HTML5 Smart Player is ready to embed on your site — or anywhere on the web. Our embed function is copy-and-paste easy, so you don't even have to know any code to seamlessly integrate it into your website or blog.

Embed Restriction

Allows user to define which website URLs are able to embed the player

F

Facebook Integration

Ustream is the largest live video site to integrate with Facebook — sharing viewing, following and commenting activity within the Facebook Timeline. This integration also aggregates viewing activity, making it more likely that your broadcast will gain traction on the social graph.

Ustream also offers a dedicated Facebook App where you can stream live to friends and fans. You can even restrict access to only those viewers who have "liked" your Facebook page.

Facebook Widget
Adds a Facebook 'like' button below player

G

Geo-blocking
Restricts viewers to specific geos only. By country of DMA.

H

HD Broadcasting
Allows higher resolution HD broadcasts

Hide your channel page
Removes user's channel page from the Ustream site, making embedded players the only way to view live and recorded video

Highlights
Broadcasters can create highlights and share great clips to generate buzz and drive virality; viewers can create their own highlights and share them on their Facebook timeline, Google+ and Twitter — no video editing software or experience required.

I

iFrames
Allows user to add custom, interactive modules to their Ustream channel page

Inline Playback on Facebook
Allows live and recorded video from the user to be played back directly in the Facebook news feed

IP Filtering
Restricts viewers to those with a specific IP address range. Allows corporate 'inside' viewers only

iTunes extension
Allows user to create a link for viewers to purchase media in iTunes store

J

K

L

Large Custom Banner Ads
also see Small Customer Banner Ads
Allows user to place a static banner ad with customizable click-through URL on their channel page

Limited viewer analytics
View and download detailed viewership data with break-out country and desktop/mobile

LiveAd
Promotes users event by embedding live feed in an interactive ad unit, placed across the internet, targeting the viewing demographic.

Live Playlists

Allows the user to schedule or loop playback of previously recorded videos as though they were live

M

Managed Services

An event-specific package of support for a mission critical event, along with pre- and post- event assistance in testing and configuration.

Multiview

Allows viewers to select between multiple parallel video sources of the same event through in-player view chooser

N

O

On-Demand Viewing

Easily record your presentation. Instant playback makes the video immediately available to viewers right after you finish.

P

360 Panoramic Viewer

also see #

Allows 360-degree interactive pan/tilt viewing experience

Password Protection

also *Password stream protection*

Prevents broadcasts from being viewed unless a password is entered (same password for all viewers)

Pay per View

Requires viewers to purchase ticket before viewing

Phone Support

Call during support hours 7 days a week for live human support assistance. Available between 6am and 6pm Pacific Time

Playback features

also see Password stream protection, Live playlists, Email capture, Authenticate viewers, Closed caption, Multiview, 360 Panoramic viewer, Geo-blocking, Age-gate, IP Filtering, Concurrent Viewer cap, Custom development, Ad integration, and API access

Polls

Ustream provides a simple but powerful polling service to launch your own straw polls.

Premium Membership

A Ustream Premium Membership allows you to view streams without ads and browse the Ustream site without seeing any banner ads. If you are a broadcaster, your viewers still see ads. A premium membership only allows one person (the premium membership account owner) to view without ads while this person is logged into their premium account.

Premium Profile Icon

Adds premium member logo and status to Ustream user page

Premium Social Stream.

Adds bold highlight and premium member badge to social stream messages created by user

Pro Broadcasting

A Pro Broadcasting account allows you as a broadcaster to deliver a stream to viewers without ads. Pro Broadcasting is priced based on how many people watch your stream and for how long they watch. This measurement is called "viewer hours." Even if you only broadcast one hour, if 10 people watch for the entire time, then you have racked up 10 viewer hours.

Producer Pro

Producer Pro is a desktop broadcasting application that allows you to broadcast to Ustream. It has no relation to ads on your stream. The only way to remove ads from appearing on streams you broadcast is through a Pro Broadcasting account.

Production

also see Video Production

Video productions services and equipment for more complex broadcasts

Promotion

A range of web-based and social media promotion services to drive viewership of a live broadcast

Publishing

also see iTunes extension, Amazon extension, Pay-per-View, Small custom banner ads, Large custom banner ads, Donation widget, Sharing control, Embed restriction, Watermarking, Remove Ustream Branding, Hide your channel page, iFrames, Combined embed, Autoplay for embeds, HD broadcasting, and Vanity URL

Q
R

Rapid iOS Delivery

Enables faster playback startup for mobile streams

Remove Ustream Branding

Removes all Ustream branding from the player

S

Self-help Site Access

Support site provides easy searchable access to answer many questions

Sharing control

Allows the user to remove the in-player sharing functionality, preventing viewers from re-embedding content

Small Custom Banner Ads

also see Large Custom Banner Ads

Allows user to place a static banner ad with customizable click-through URL on their channel page

Social Sharing

also see Facebook widget, Twitter widget, Inline playback on Facebook, Premium social stream, Custom sharing, and Social stream pre-moderation

Social Stream

also see Premium Social Stream

Our social stream and chat interface empower broadcasters and viewers to interact and connect

instantly and effortlessly. Comments are published on Twitter and Facebook with quick links back to your channel — drawing even more viewers to your content. Conversations within the stream can even be filtered and moderated to protect against unwanted commenters and spam.

Social Stream Pre-Moderation

Allows user to approve or delete messages before they appear in the social streamSupport options also see Self-help site access, Web support ticket, Phone support, Account manager, Managed services, and VIP 4-Hour support

Syndication

Using an IAB-compliant syndicated player, broadcasters are able to reach a targeted and qualified audience of any size, garnering insight from engagement metrics within the Ustream Analytics Console. Syndicated streams are embedded across relevant websites from Ustream's network of tens and thousands of sites

T

Transcode of 240p

Automatically creates a lower bit rate 240p version of the live stream

Transcode videos to MP4

Automatically converts recorded videos to .mp4 format

Twitter Integration

Ustream works seamlessly with Twitter hashtag campaigns and live or recorded Pro Broadcasting streams can be viewed from within the Twitter feed. Enterprise customers can also keep the conversation alive on a channel page by importing tweets into the social stream.

Twitter Widget

Adds a Twitter 'follow' button below player

U

Ustream Certified

For those in a professional broadcast environment, Ustream integrates seamlessly with high-end encoding and switching equipment, software encoders, portable devices like the Teradek Vidiu, dedicated encoding hardware and all-in-one production systems such as the NewTek TriCaster. Ustream plug-ins and built-in configuration presets ensure error-free configuration of industry standard devices.

Ustream for Change

Ustream's new CSR philanthropic program that seeks to advance the company's mission of empowering businesses and societies to be more transparent and productive through the innovative use of video.

Ustream Producer

Our powerful desktop application makes it easy to add graphics, videos and music to broadcasts; experienced users will appreciate advanced features such as multiple camera support, HD broadcasting, screen sharing, VOD file playback, and support for Firewire, HDMI and HD-SDI cameras.

V

Vanity URL

Provides a shortened URL to reach the user's channel page

Video Production

also see Production

Video productions services and equipment for more complex broadcasts

Video Storage Limit

Sets the amount of storage allowed for the user

Video Upload

Allows direct upload of previously creative videos for later playback on demand

Viewer analytics

also see Basic viewer analytics, Limited viewer analytics, and advanced viewer analytics

VIP 4-Hour Support

Reserved time window for telephone support access to a customer success manager. Also, available outside normal support hours.

VOD (Video on Demand)

Have video content that was produced off-line or on another online video platform? Just drag-and-drop to add videos and ensure you have a complete portfolio of your video content available to your audience. You can even curate your Ustream channel content by including uploaded videos in Live Playlists. Add title tags and description keywords to aid in discoverability, too.

W

Watermark *or* Watermarking

Allows user to add a logo watermark to the player

Web Broadcast Console

Ustream's web broadcast console allows you to instantly go live with just a webcam and an internet connection. Our web broadcaster allows you to share and record your broadcasts and communicate with your followers in real time via the Social Stream -- Ustream's live chat module that syndicates comments to your viewer's Facebook friends and Twitter followers.

Web Support Ticket

Create electronic support request

X

Y

Z