



## **MultiMediaPros Quick Start Guide – Streaming Media Hosting**

All of us at MultiMediaPros.com wish you success with your online streaming venture. We have created this guide to get you up and running with the basic procedures for streaming your content. If you have further questions, please visit our online knowledge base on our website or you can contact us at: [support@MultiMediaPros.com](mailto:support@MultiMediaPros.com)

### **Step One – Encoding Your Content**

*If you have already encoded your media files or if we have encoded them for you, then you can move to step two.*

Depending on the file formats you intend to stream in, you will need to encode your audio/video content to one or more of these formats: Windows Media, Flash Video (FLV), or Flash h.264 (F4V).

There are many programs available to perform the encoding process:

All formats - Sorenson Squeeze (\$\$\$):

<http://www.sorensonmedia.com/>

Windows Media - Windows Media Encoder (Free):

<http://www.microsoft.com/windows/windowsmedia/9series/encoder/default.mspx>

Flash Video (FLV & F4V) - Flash Video Encoder (Free with Flash CS4 or CS3):

<http://www.adobe.com/products/flash/>

Riva FLV Encoder (FREE):

<http://www.rivavx.com/?encoder>

There are many settings and variables that can be adjusted when encoding to any of these formats. The best rule of thumb is to use a bitrate that is low enough so that your audience can view the file but just high enough to maintain the quality you need. This is a fine balance and may require some testing when you first start encoding and streaming.

A file that might look great when you play it locally from your hard drive might not yield the same results if it needs to fit through your viewer's cable, DSL or Dial-Up connection.

An average streaming video is in the 125-350k range with a frame size of either 240x180 or 320x240 at 15 frames per second. If your content has a lot of quick edits or high motion you may need to use a higher bit rate and frame rate.

When thinking about your audience's connection speed, remember that speeds from cable or DSL providers are not guaranteed and on a sustained basis are probably much lower than advertised. Even a large corporation using a T-1 line might only have 200-300k available for each individual user during peak times of the day.

You can do some quick research by going to this page and running the speed test from the closest server to your location:

<http://www.speakeasy.net/speedtest/>

Subtract 20-25% from the download speed for what you might use as the highest bitrate from that connection at that particular time.

Windows & Flash Video allow you to encode multiple bitrate files that will send the correct version based on a test the player performs when the viewer first connects. The alternative is to offer multiple versions of the encoded files with several links and let the viewer decide.

If you find that encoding is more of a hassle than you had planned, please contact us and we are always available to professionally encode your content for a nominal fee. Be sure to mention you are a streaming hosting client for special rates.

## **Step Two – Uploading Your Files to Us**

Once you have your encoded content ready to go, take some time to clean up the file names and develop a naming convention, for example:

*mmp\_video\_sample1\_125k.wmv*  
*mmp\_video\_sample1\_300k.wmv*  
*mmp\_video\_sample2\_low.flv*  
*mmp\_video\_sample2\_med.flv*  
*mmp\_video\_sample2\_high.flv*

It is very important that your file names do not have any spaces or punctuation, other than a dash or an underscore.

Only upload the correct file format to the proper folder. All other support files must be located on your **web server** – not the streaming network. For example:

Windows Media Folder – Only **WMA** and **WMV** files go here.  
Your ASX or other files should be on your web server.

Flash Video Folder – Only **FLV** and **F4V** files go here.  
Your SWF file should reside on your **web server** and it should call the FLV from our network.

**AVI** and **MPEG** are not streaming formats and need to be converted before you upload or try to view them online.

You will need an FTP program to send your content to us. Some common programs are:

WS\_FTP:

[http://www.ipswitch.com/products/ws\\_ftp/index.asp](http://www.ipswitch.com/products/ws_ftp/index.asp)

WinSCP:

<http://www.winscp.net/eng/index.php>

Cute FTP:

<http://www.cuteftp.com/cuteftppro/>

SmartFTP:

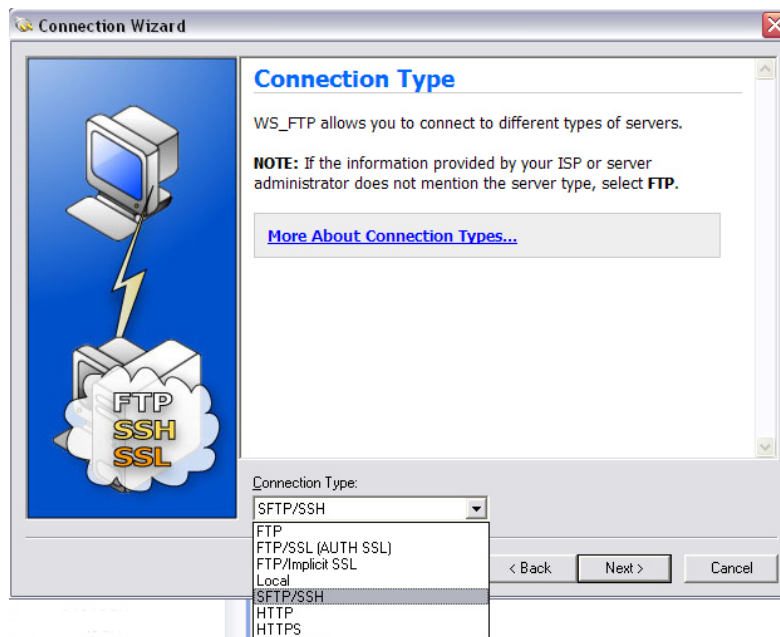
<http://www.smartftp.com/>

Fetch (Mac users):

<http://fetchsoftworks.com/>

Create a server connection using the FTP information found in your control panel at: <http://MultiMediaPros.com/mediastats/>

If you are uploading to our Flash network, you will need to establish a Secure FTP connection using port 22 in your FTP program. An example of what this setting looks like in WS\_FTP is shown below:



*Your username and password for the control panel were sent to you when you signed up for our service. Contact us if you need this information re-sent.*

All FTP programs work pretty much the same way with a display of the files on your local computer on one side and the remote server on the other. Consult each program's documentation for specific details of their use.

### **Step Three – Create Links to Your Content**

Now that you have encoded and uploaded your content, it's time to test the files and then tell the world about it!

In your control panel, you will find linking examples for your streaming files.

For Windows, you have a choice of a direct link to the file, which will cause it to play in the viewer's media player designated for that format, or you can embed the file to play inside of a webpage.

The sample links provided for you are specific to your account and all you need to do is change "FILE\_NAME\_HERE" to the full name of the file, including the file extension. For embedded codes, the file name is sometimes in more than one location.

For Flash Video, you have a choice of using the direct link to call the video from a Flash Movie (SWF) file or application that you create in Flash 8, CS4, or CS3, or you can place the embedded code into a web page to have the video play inside your website.

We offer a variety of Flash Player skins that you can use by clicking on the flash embedded code generator in your control panel and then inserting that code into your site.

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We hope that this has been an informative guide to the basics of streaming media encoding and hosting. Once you have published your first files, the process will become very familiar to you.

We also provide you with real time stats for each format you are using. Links to these statistics are provided in your control panel.

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