

Easy Live Stream Start-Up Guide

Getting Started

Why Live Stream?

If there was a place in your city where 90% of your community spent several hours every day, you'd go there and setup shop to win people for Christ. At the risk of stating the obvious, this is what social media is in your community. If you're holding church services, they need to be online. The benefits are far too great to pass up. It offers you the ability to:

- **Let People Take A Test Drive** - Nearly everyone will visit your website before walking through the front door. They want to know what you're like. Live services are a great starting point.
- **Encourage Supporters** - Watching live services is a great way for your friends, family, and supporters to follow your ministry. They're excited to see the ministry they're giving towards!
- **Broaden Your Reach** - The more people that share/interact/comment/like your live videos, the more people will see and hear about you. You will connect with people you never had the opportunity to elsewhere.
- **Stay Connected With Your Church Family** - Whether they're traveling or at home sick, you allow people who miss your service to stay connected.
- **And so much more!**

Let's Get Practical...

Technology can be complicated and doing anything live can be stressful. There are countless combinations of equipment, software, and online services you can use to go live. If you already have a plan to go live, you can stop reading and get cracking! But if you're looking for a simple solution to start live streaming ASAP here you go.

Equipment

Option 1: - Your phone plus a \$25 tripod

I know, I know, church planters are all *"ballin' on a budget."* There is nothing wrong with grabbing a tripod for your iPhone and pushing "GO LIVE" on Facebook. Smart phones offer excellent video quality and the audio isn't bad. If that's where you're at, GREAT!!! It's a start. *(Just make sure your phone is in 'do not disturb' mode so you don't get phone calls & messages during the service)*

- Just grab a [smartphone tripod from Amazon](#). - \$25
- Want an Upgrade? - If you're able to spend a few dollars, [BEASTGRIP.COM](#) has a ton of accessories to turn your iPhone into a more 'professional' video camera.

Option 2: - Approx. \$800 (Hardware + Subscription)

*cost does not including sound board or computer

There are countless ways to go live with new equipment and services coming out daily. If you're unfamiliar with live broadcasting, here's an inexpensive way to get started quickly.

Hardware Overview:



Sound Board

Line Input Adapter

Camera

Video Encoder

Computer

Step 1: Audio is king in live streaming. Sounds odd right? But it's true. People would rather watch a lower quality live stream video that has clear audio than an 8k picture with glitchy sound.

1. Sound people need to run 2 mixes. One for the house and one for the web. They are NOT THE SAME. *Do a simple Google search "mixing audio for church live stream" and learn more.*
2. You need a dedicated OUTPUT send from the sound board into the camera. However, you can't go directly into the camera because the signal will be too strong and distorted. That's what the LINE INPUT ADAPTER is for. It converts LINE LEVEL input to MIC LEVEL input (*If you're starting with a higher end camera that has a LINE LEVEL input, you won't need this*)

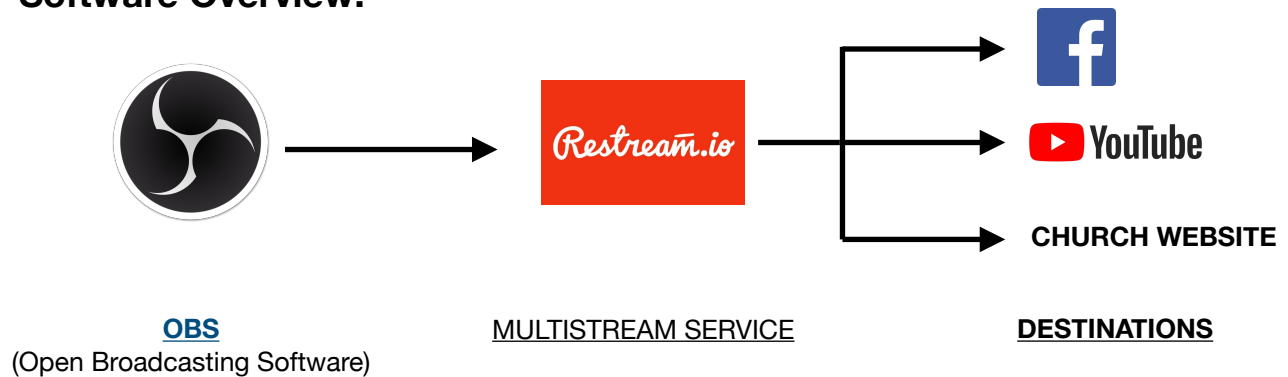
Step 2: There are dozens of camera options but the Canon VIXIA series is a great place to start. The camera itself is just \$250 brand new (\$300 for a nice kit with tripod/bag/accessories). It offers a MIC INPUT, an HDMI OUTPUT, and a HEADPHONE OUTPUT so you can monitor your audio. Which makes this inexpensive camera a great option for live streaming.

1. Just plug in the LINE INPUT ADAPTER with the signal coming from the SOUND BOARD to the MIC INPUT on the camera and you're set. You can adjust volume levels from the SOUND BOARD or inside the CAMERA SETTINGS.

Step 3: Now that you have audio connected to your camera you need to get that signal to the computer. Life would be easy if you could just plug and play but you need a VIDEO ENCODER to perform some video voodoo in order for it to work properly.

1. The HDMI MINI output from the camera goes into the standard HDMI input on the VIDEO ENCODER.
2. There are lots of VIDEO ENCODERS on the market, the AJA U-TAP is a little pricier than you would think but is highly recommended.
3. From the VIDEO ENCODER you can go into a standard USB input on whatever computer you are using. (Mac or PC)

Software Overview:



Step 1: Make sure you have a good internet connection!!! This can be difficult sometimes since church planters are at the mercy of their location. Offer to pay for your location's internet service in order to upgrade if necessary! You don't want to go through the headache of this process only to be thwarted by a slow internet connection.

Step 2: OBS or Open Broadcasting Software is a FREE SOFTWARE download that allows you to send a live broadcast wherever you need online. Setting up OBS isn't difficult but there are a lot of steps.

1. Watch this video to learn how to setup OBS: <https://www.youtube.com/watch?v=yTt5lxFWaEM>
2. You can go straight from OBS to FACEBOOK LIVE and you're up and running!

I know it's hard to believe but there are still people who are NOT on FACEBOOK. Crazy right?! That's why we recommend a MULTI-STREAMING service to send your live video to several places at once.

Step 3: Once you have setup OBS, subscribe to a MULTI-STREAMING online service such as [REASTREAM.IO](https://www.restream.io). The benefit of a MULTI-STREAMING service is that it takes the one send from OBS and sends it to several places at once. Their basic package allows you to send to TWO LOCATIONS online (i.e. Facebook LIVE & YouTube LIVE) They also offer a WIDGET you can embed on your website, which technically allows you 3 outputs from RESTREAM.

1. Watch this video to learn about RESTREAM.IO <https://www.youtube.com/watch?v=kYfZSHOfuxE>
2. **Want to make life simpler?** You can BYPASS OBS ALTOGETHER with RESTREAM STUDIO and setup your camera to send directly to RESTREAM.
3. ***** HACK ***** - *Restream is around \$19/mo or \$190 annually. But after you setup an account to test it out, CANCEL YOUR SUBSCRIPTION and they will offer you an incentive to stay. Get up to 35% off for life. Making it \$123 annually.*

* *The ProPresenter 7 presentation software is also capable of doing some great things with online service videos. You can watch this video to learn more about that <https://www.youtube.com/watch?v=wf4dNd4d9XE>*

Equipment Links - Amazon:

Option 1: \$25

[Selfie Stick Tripod](#) - (for using your phone to go live)

Option 2: - \$684

[1/4" M to XLR M Cable](#) - \$7 - (from soundboard to Line Level Adapter)

[Line Level Adapter](#) - \$42

[XLR F to 3.5mm M mic Cable](#) - \$12 - (from Line Level Adapter to Camera)

[Canon VIXIA HF R800 Bundle](#) - \$309 - (Includes tripod/camera bag/batteries/etc.)

[HDMI mini to HDMI cable](#) - \$9 - (from Camera to Video Encoder)

[AJA U-TAP HDMI video encoder](#) - \$305 - (USB cable to computer included)

Conclusion:

There are a thousand ways to go LIVE. These are a just a couple quick options for relatively little cost. If you're looking to get a quick bang for your buck, this is great.

If you're looking to invest a bit more, you can always upgrade the camera or go to a multi-camera setup. There are great package options by companies like [LIVING AS ONE](#).

** Try not to look too shocked when your worship or tech guys come back to you wanting to invest \$5,000-\$10,000 for a video kit to stream online.*

There is always room to grow and upgrade tech as you go. But whatever you do, DO SOMETHING! Get online any way you can afford.

Honestly, you can't afford NOT to be online.

That's where your people are!