

## **Streaming Video**

- Allows Producer to broadcast to a large audience (product announcements – special video playbacks).
- Cannot be saved to the users computer. View Only.
- Requires a separate Streaming Served to Host the video to a Web Server.
- If you use an external ISP to Host your site Streaming video will cost you extra money on A per user / bandwidth basis.
- If you host your own site on a Macintosh server you can get the streaming server software for free from Apple.

## **Progressive Download**

- Can be downloaded from a standard Hosted site
- While the file is downloaded the movie can start playing (why it called Progressive Download).
- Video can be saved to client hard drive if author wants them to.
- If you tried to do a broadcast type video chances are you site would be overloaded and would halt.

## **MPEG**

- MPEG stands for “Moving Picture Experts Group” and is the working group within the International Organization for Standardization (ISO).
- MPEG1 was developed for video playback on computers. The size is 320 x 240. It is often pulled out to a larger size For multimedia CD-ROM presentations .

- MPEG2 You know it as DVD Video. Encoding can be modified to provide 60, 90, 180 or more minutes on a DVD Disc.
- MPEG4 is the current incarnation of MPEG. In this product The quality can be better that that of MPEG2 and the file size can still be smaller.
- MPEG4 also includes Advanced Audio Coding (AAC) which is taking over the audio field with a encoding that provides CD Quality with a compression that is better than MP3.

## **Build a Worst Case Video Test Master**

- One thing I wanted to do was to produce the most encoding intensive master video I could. This would provide a worst case product that I could use to build various videos using different encoding.
- I used Final Cut Pro (my non-linear editor of choice) to produce a master with as much motion as possible. (rapid motion creates a harder subject to encode).
- I made it one minute in length so I could multiply the one minute time by whatever lengths our clients wanted
- I used "Compressor" to encode the various versions of the master video. (We also used Media Cleaner for encoding.)
- Your encoder is where you can modify the video to fit your requirements.

## **Examples**

### **H264\_100Kbs-Streaming Video**

- Could be used to play back from a 56k Modem connection.
- Small Screen Size 160 x 120
- Soft Image
- 10 Frames per second
- 1 minute video = 848 k (thousand bytes)

## **H264\_300Kbs-Streaming Video**

- Larger Screen Size 320 x 240
- Sharper Image
- 15 Frames per second
- 1 minute video = 2.36 MB (million bytes)

## **H264\_800Kbs-Streaming Video**

- Screen Size 320 x 240
- Sharper Image
- 30 Frames per second
- 1 minute video = 6.35 MB (million bytes)

## **H264\_LAN-Streaming Video**

- Screen Size 640 x 480
- Sharper Image
- 30 Frames per second
- 1 minute video = ? MB (million bytes)

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