

The Player

Free, Fully Customizable, Secure Flash Player to Engage Your Audience and Monetize Your Content Streams



In order to broadcast over the Internet, you need a player. The DaCast player is a very powerful, interactive system and is included as part of the DaCast live streaming service.

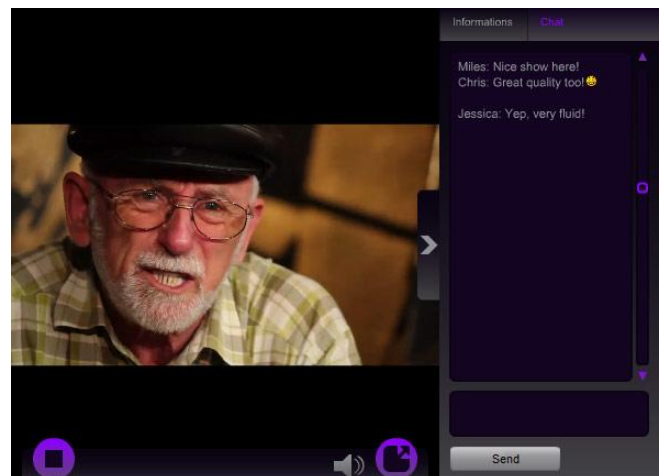
Although many other companies charge a licensing fee for a player, DaCast has integrated it for free, making this solution both more convenient and less expensive.

Key Features

- Customizable player design allows changes such as sizing, changing color, etc.
- Built-in interactive chat capability lets audience members communicate with each other
- Playlist scheduler allows for pre-scheduling of content streams
- Player enables High Definition quality streams, up to 5 Mbs
- Video can be presented in different aspect ratios such as 4:3 or 16:9 (widescreen) ratio
- Secure platform allows selection of which websites and countries can view hosted content
- Operating system (OS) support includes Mac, PC and Linux
- Supports a variety flash video formats, such as H264 and VP6, with support for other video and audio types including MOV, MP4, FLV, F4V, M4V, MP3, M4A and AAC
- Additional text descriptions of content to aid viewers
- Can be easily embedded into a website
- Integration with Facebook for easy sharing and posting streams directly on profiles
- White label service, allows the player to be rebranded with unique logos
- Player buttons and sidebar will disappear when not selected, allowing for a seamless presentation

Advantages of Using the DaCast Player

- ✓ Interact with your audience through live chat
- ✓ Match the player to the look and feel of your website or other themes
- ✓ Provide enhanced information to your viewers, such as description of the program, channel, etc.
- ✓ Improve the time viewers spend on your streams by offering multiple channels all in the same player
- ✓ Broadcast full screen video in top quality
- ✓ Easily make money with the payment system already incorporated directly into the player
- ✓ View through Flash which is already integrated in 99.9% of browsers

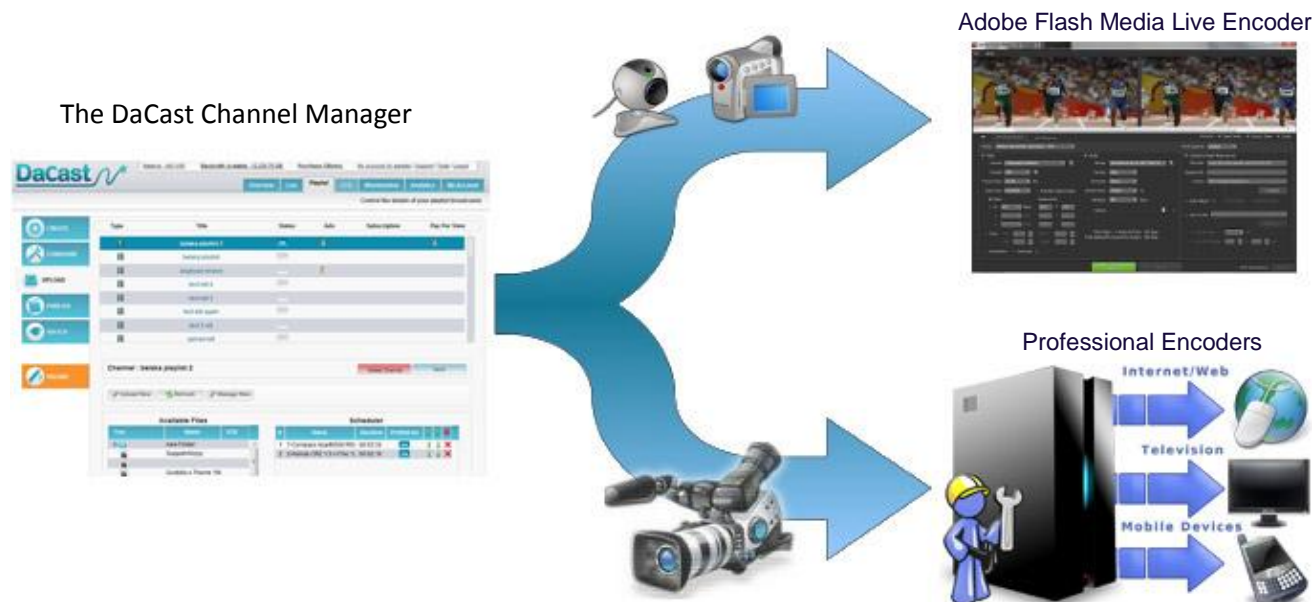


The DaCast Player allows users to easily customize and 'skin' the player to their own preferences.

The Channel Manager

Core Module of the DaCast Platform Used to Create and Manage All Streaming Channels

The Channel Manager is the main interface that allows a user to control exactly how a stream is managed. It uses the Flash Media Live Encoder to transcode the streams to the DaCast servers that distribute them through EdgeCast, one of the top Content Delivery Networks (CDN) in the world.



The DaCast Channel Manager is used to set up a profile which defines and controls your stream and then broadcasts it by using the Flash Media Live Encoder or a professional encoding provider.

Key Features

- Complete broadcasting system for live video or audio events
- Flexible management system to create and control an unlimited number of channels
- Comprehensive streaming system for audio or video playlists
- Scheduler to sequence and manage the timing of playlists
- Top quality Content Delivery Network (EdgeCast) to ensure high quality streaming
- Online help and demos to assist in getting started and navigating the platform
- Security system to control content so it only broadcasts from specified websites and countries

Advantages of Using the DaCast Channel Manager

- Start streaming in less than 20 minutes
- Take advantage of the high quality premium network
- Control how and where your content is delivered
- Robust playlist options allow for an integrated content experience
- Built-in customization options allows the look and feel to match your other services
- Content is outputted through a Flash player that is already compatible with most browsers

Subscription and Pay Per View

Get Immediate Earnings from your Premium Content

The DaCast platform offers users a very flexible way to directly and immediately monetize streams. In addition to advertising, the service lets users apply either subscription or pay per view pricing to their streams. Each is customizable, and can be tailored to best suit the broadcaster's monetization needs.

Subscription

Channels can be set up with a subscription requiring viewers to pay a one-time fee to access it as much as they want during a given period. Broadcasters can define rates along with the duration of subscriptions, such as weekly, monthly or annual.



Pay Per View

DaCast users can create channels with pay per view settings, requiring payment to access a stream for a specific amount of time or during a certain event. Content owners can define how they want pay per view access to work, with flexibility that allows for use over a day or that lets users pay for only a certain amount of time.

powered by DaCast

Terms & conditions Privacy policy

Your Total: 4.99 USD

Pay-in-Play

To help convert a viewer into a paying customer, DaCast has also developed a payment system located entirely within the player. Called "Pay-in-Play", this feature simplifies the payment process and creates a situation where the viewer never has to leave the page. Pay-in-Play supports both subscription and pay per view options, while it automatically sends an e-mail receipt of the transaction to the viewer. To pay for a stream, all the viewer needs is an e-mail address or an existing DaCast account and then they can input their credit card information to complete the transaction.

Key Features

- Integrated Pay-in-Play payment system
- Broadcasters can specify pricing down to the cent
- Users can specify up to three subscription options and up to five pay per view options
- Several subscription schedule options may be specified, including weekly, monthly and annually
- Flexible pay per view time settings, allowing for viewers to pay by minute, hour or day intervals
- Subscription and pay per view settings can be toggled on or off and are retained for future use
- Broadcasters can use both subscription and pay per view together
- Payments can be made with major credit cards, including Visa, MasterCard and Discover

Advantages of Using the DaCast Subscription and Pay Per View Service

- Pay-in-Play allows viewers to easily pay for content while never leaving your site
- Integrated payment system makes the process quick for viewers wanting to see content
- The platform's flexibility lets users monetize single event or ongoing programming
- DaCast handles the payment process, so broadcasters only need to define the rates
- Integrated merchant account system eliminates the need for additional software or sign up
- The easy to use, self-service model is simple to understand
- The payment system can be started immediately after signing up for an account
- The payments are managed by one of the most secure and established merchant account providers: Bank of the West (Elavon)

The Advertising Manager

Monetize Your Live Stream with High Value Advertisements

Many streaming platforms have ways to insert advertising into your content, often times with complicated methods that require a third party. With DaCast, however, those video ads are already available in the system for immediate use upon sign up!

Broadcasters only need to select the video ads or overlays from the DaCast database, and they'll have them instantly added to their stream to generate immediate revenue.



Key Features

- Access to hundreds of high value ads from advertising networks like Scanscout and Adap.tv
- Access to many ad formats like preroll, midroll, overlay and companions
- Broadcasters are in control of what kind of ads are included with their streams
- Keyword and filter tools to find the most appropriate ads
- Built with a real time system where all advertisement changes are instantly reflected in the player
- Broadcasters can request certain kinds of ads just by filling connected keywords in the appropriate section of the DaCast platform

Advantages of Using the DaCast Advertising Manager

- Average advertising revenue available on the platform is \$8 CPM (Cost Per Thousand Impressions)
- Ads cover the cost of bandwidth and enable an immediate profit
- DaCast is a pay-as-you-go platform, so by using advertisements it's guaranteed users will never lose money
- Broadcasters can completely recoup costs of HD broadcasting, and even make money, which is a unique aspect of the DaCast service



Analytics

Built in Detailed Analytic Support for Streams



The DaCast platform comes equipped with a robust analytic dashboard, available to users the minute they begin to broadcast to other viewers.

The analytic interface is highly detailed, allowing for instant familiarity for viewing audiences. It is structured for easy and quick results, and offers specific views for ads and subscription statistics.

Key Features

- Analytics available for each channel, making it easy to compare similar content
- Hourly statistics for users to determine ideal times for live broadcasting
- Geographic statistics track countries to let broadcasters see where their viewers are located
- Subscriptions and pay per view revenue can be tracked for immediate verification
- File and ad analysis lets you optimize revenue
- Data can be instantly exported as a CSV file

Advantages of Using the DaCast Analytic Interface

- Features a wealth of broadcasting information directly relevant to your content
- All information and analytics available in one place
- Easy to quickly analyze and understand your viewers
- Perfect as a reference point to tailor ads and content to viewer regions
- Simple to build reports from using exported CSV files
- Readily available source to track past successes and peek broadcast times

Specifications and Configurations

The DaCast platform interface is compatible with most retail computers. Below is a more complete list of compatibility and appropriate specifications.

Compatible Operating Systems

- Windows
- Mac
- Linux

Compatible Internet Browsers

The flash proprietary DaCast player is compatible with 99.9% of internet browsers. Below is a list of some of the more common browsers supported:

- Internet Explorer
- Safari
- Firefox
- Opera
- Google Chrome

Compatible Flash Video Formats

- H264
- VP6

Supported Video and Audio Types

- MOV
- F4V
- M4A
- MP4
- M4V
- AAC
- FLV
- MP3

Compatible Capture Cards

Adobe Flash Media Live Encoder is compatible with most digital video webcams. Many current computers already integrate video capture cards, and can begin streaming instantly. Below is a list of some other popular video capture cards compatible with Adobe Flash Media Live Encoder:

- Osprey 100
- Osprey 440
- Osprey 450e
- Osprey 230
- Osprey 240e
- Osprey 530
- Osprey 560
- Osprey 700HDe
- Digital Rapids DRC500
- Digital Rapids DRC1600
- Pinnacle PCTV pro PCI
- Epiphan VGA2USB LR

Compatible Encoding Software

There are many companies that provide professional encoding software and services (to stream in Real Time Messaging Protocol, RTMP). These are compatible with DaCast, but not required if you use Adobe Flash Media Live Encoder. Below are just a few examples:

- www.abdglobal.com
- www.aprico.tv
- www.brin.com
- www.envivio.com
- www.satstream.com
- www.softtron.tv