

Windows Media Streaming Guide



Introduction

Streaming media--audio or video--is more and more popular on the Internet. If you are reading this guide, you have already realized you need the advantages of streaming media on your website.

SimpleUpdates.com, is uniquely qualified to deliver your audio and video to audiences all over the world. Since 1995 SimpleUpdates has been a leader in streaming media services, providing hundreds of hours of original media content watched in the thousands of hours by end users all around the world. We are ready to host your media project as well.

This guide will serve as an introduction and guide for your Windows Media 9 Series project.

Windows Media 9 Series Overview

Windows Media 9 Series has many features which improves the end user experience:

- **Media Compression** -- The audio compression method has been improved 20%, and the video 15-30% over previous versions.
- **Instant On** -- New technology reduces buffering time so the video starts playing almost instantly.
- **Multiple Bit Rates** -- You can now encode into one file the streams that can serve a variety of connection speeds. The player and server will work together to deliver the appropriate stream to give the best user experience possible.
- **Scalable** -- Windows Media Server 2003 can serve approximately twice as many concurrent streams as compared with the previous version.

Elements of the Windows Media 9 Series Platform

Windows Media 9 Series technology is a comprehensive set of integrated tools: the encoder, the server and the player.

- **Windows Media 9 Encoder** -- The Windows Media 9 Series Encoder compresses the content to your target audience(s) so it can be streamed over the Internet. We suggest 3 bit rates: 43k for dialup via phone line, 80k for ISDN and 282k for broadband.

- **Windows Media 9 Series Server** -- The Media Server connects the end users to your content. It measures the available bandwidth of the user and presents the best stream for that user.
- **Windows Media Player 9** -- The Windows Media Player 9 is available on nearly all PC's preinstalled, and is available as a free download for Macintosh computer users. This format features very robust streaming technology.

Professional Encoding Services

SimpleUpdates Hosford Web Service can provide full service media encoding packages for your project. We encode your content per your specifications, upload the media files, and even make the media links on the websites we maintain. This is a one-stop service, where we can quickly and professionally prepare your media for Internet streaming. We charge per the encoded hour, in one hour increments.

- **Media formats we accept** -- We accept source content via VHS tape, Video 8, Digital 8, DVD, CD, Cassette tape or other media format that is in a digital file (like AVI, MP4 QuickTime, etc).
- **On-Site services** -- On-site encoding and live streaming services are also available. This means we would bring our hardware to your event and encode the live content for you. Please contact us for more information about this service.

How to Get Started

The process is simple:

1. Compress / encode the media content.
2. Upload the content to the media server.
3. Make a link on the website to the media server file name.

The first step is to encode the media content into digital format which can be streamed via the Windows Media 9 Series server. Each step will be outlined in the following pages.

Step 1: Compress / Encode Your Media to WM9 Format

If you have the technical skills and if keeping costs down is a priority, you can encode your media yourself.

Microsoft has provided the Windows Media 9 Series Encoder as a free download for encoding media files.

What you would need:

1. Hardware:
 - A fast computer
 - A video capture card
 - Connection to media source
2. Software:
 - WM9 Encoder
 - FTP software
3. Internet connection to upload the media files to the Windows Media 9 Series server.

Step 2: Upload Your Files Using an FTP Program

FTP stands for File Transfer Protocol, and this is how your encoded content is placed onto the media server. SimpleUpdates suggests and supports a free FTP program, called File Zilla FTP. You can search for this download on the Internet, and easily install the FTP client program.

You can record here your login information for easy reference:

Server name: _____

User name: _____

Password: _____

Step 3: Making a Link on Your Website

Once the media file has been placed on the media server via FTP, all you need to do is link to it. The link would be in this format (all on one line, with no breaks):

mms:// server name / media publishing point / file name
mms://media.simpleupdates.com/mediapublishingpoint/filename.wmv

Server name: _____

Media publishing point: _____

File name: _____

Pricing Information

SimpleUpdates has a simple pricing plan, based on the amount of disk space you need to store media content files.

Each media account has a \$10 per month baseline fee. An account can be for either live streams or on-demand media file streaming.

- Disk space -- Disk space is billed at \$10 per 500 megabyte increments. The more disk space you use, the lower the cost.
- Windows Media and HTTP progressive download servers are available for the same content.

Resources

There are many resources available on the web to help you learn more about Windows Media 9 Series technology. SimpleUpdates is also available to answer your questions. We look forward to learning more about your project, and of being of service.

Helpful Websites:

- Microsoft Windows Media Website:
www.microsoft.com/windows/windowsmedia/
- Windows Media 9 Series How-To:
www.microsoft.com/windows/windowsmedia/howto.aspx
- Windows Media Technical Resources:
www.microsoft.com/windows/windowsmedia/Enterprise/TechResources/default.aspx
- Simple Updates:
www.SimpleUpdates.com
Support@SimpleUpdates.com
269-473-3687

Conclusion

We look forward to assisting you in your media streaming project. Call us at 269-473-3687. We can show you how simple it is to use Windows Media 9 Series and SimpleUpdates.com combined to make a simple, reliable and affordable streaming media solution.

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