

Setting Up Your Streaming

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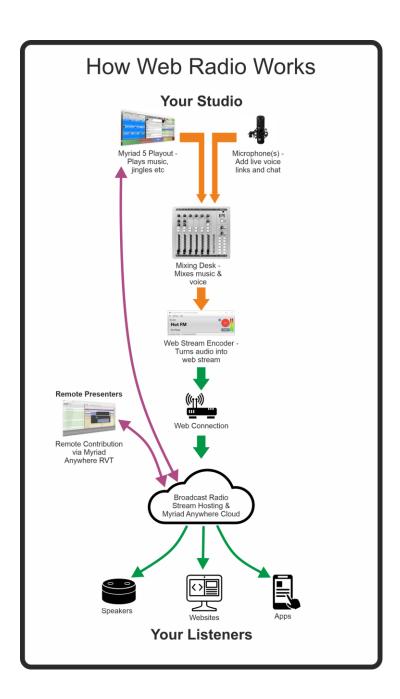
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Broadcast Radio Streaming Setup Guide

Thanks for choosing Broadcast Radio as your streaming provider for your radio station. This guide will walk you through the process of setting up your new radio stream as well as covering some of the more advanced features such as adding 'pre-roll' audio files and accessing basic listener statistics.

Introduction

In the context of internet radio, streaming refers to the process of converting the audio output from your station to a digital format that can be accessed by listeners on a range of digital devices. The diagram below shows the basic principle for streaming a radio station.



The Broadcast Radio streaming platform consists of the following elements:

- BR Encoder This is software that runs on a PC at your radio station. The stations audio
 output is ingested by the software and converted into a digital audio stream (usually MP3 or
 AAC format).
- Broadcast.Radio This is our streaming and web hosting platform. We receive a single stream from your station and distribute that to your listeners via unique stream address or using the advanced Web Player built into the platform that can be used with your Broadcast.Radio Website or a website hosted on a 3rd party platform.
- Optional Mobile Apps & Smart Speakers You can also upgrade your basic streaming
 package to include your own mobile apps on iOS and Android as well as 'skills' for Alexa
 enabled devices such as smart speakers.

This guide will help you setup the BR Encoder and configure your Broadcast.Radio portal to complete your streaming setup.

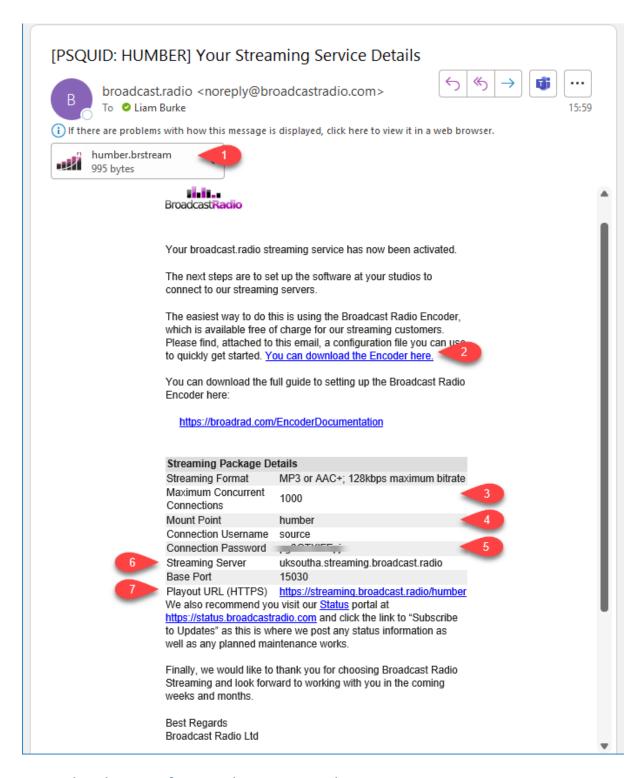
If you would like to know more about enhancing your streaming with mobile apps and Alexa skills, please email hello@broadcastradio.com

Welcome Email

Once we have enabled streaming on your account, you will receive an email that includes all the connection details for your stream. It is worth saving this information for future reference.

The email includes the following key information:

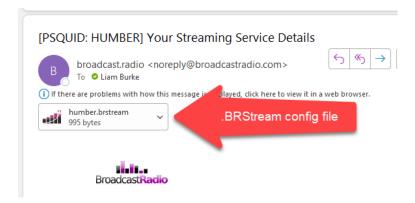
- 1. BR Encoder Configuration File (Attachment) file that can be used to configure the BR Encoder software for your stream.
- 2. Download BR Encoder download the BR Encoder installer file.
- 3. Maximum number of concurrent connections the maximum number of listeners you can have at any one time.
- 4. Mount point unique name for your stream.
- 5. Password needed to send your stream (but not listen to your stream).
- 6. Streaming Server the location of the server hosting your stream.
- 7. Base Port the port number your stream needs to use to connect. You may have to open this port on your firewall if you operate strict security settings.
- 8. Playout URL (HTTPS) secure location of your stream that listeners can use to listen to your station.



Download & Configure The BR Encoder

The easiest way to encoder your audio for streaming is by using the free BR Encoder application as it is designed to work with the Broadcast.Radio platform and Myriad Playout.

The first thing to do is save the *StationName*.BRSTream file that was attached to your welcome email, in a suitable location on your PC.



You will need to be able to access this file in a few minutes so make sure you save it somewhere you can remember.

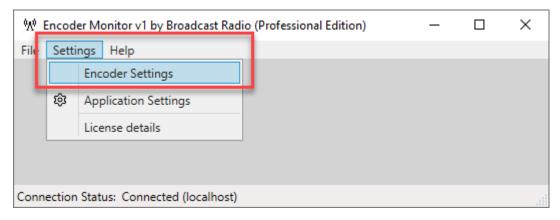
Next you need to download and install the BR Encoder application, to download the BR Encoder, either click on the link in your welcome email.

The easiest way to do this is using the Broadcast Radio Encoder, which is available free of charge for our streaming customers. Please find, attach the this small, a safety of the gradient o

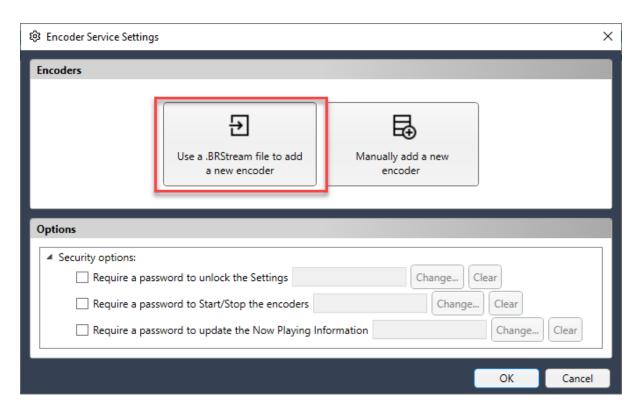
Or you can access directly using the URL below.

https://www.broadcastradio.com/utilities-sql-installers#BREncoder

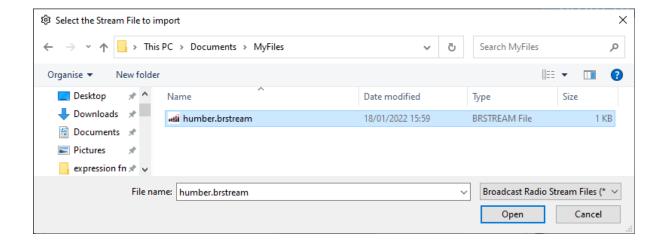
Once the installer has downloaded, run the installer and follow the onscreen instructions. Once the BR Encoder has successfully installed, run the Encoder Monitor application (which should start automatically.



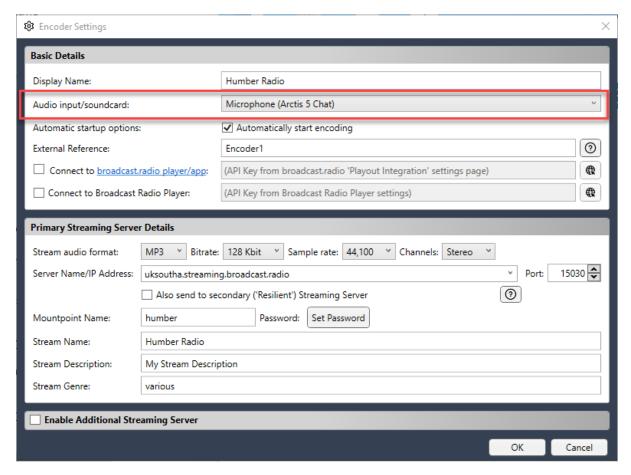
Click on the **Settings > Encoder Settings** menu option.



Next click on the **Use a.BRStream file to add a new encoder** button and navigate to the location you saved your *MyStation.BRSTream* file to a few moments ago.

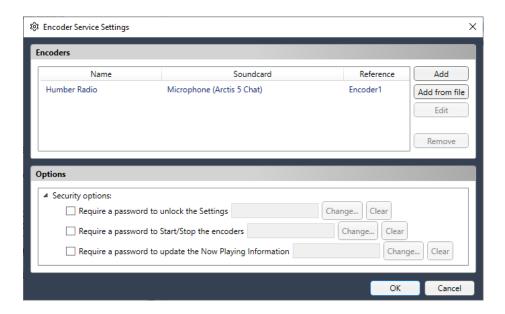


Select the file and click **Open.** This will load the configuration information into the BR Encoder.



Check that the correct Audio Input/Soundcard is selected then click on OK.

You will see an Encoder has been added using the contents of the .BRStream settings file. If you need to add another encoder using a different .BRStream file then click on the Add From File button.



When you have finished adding all your Encoders (you will normally only have one), click on OK.



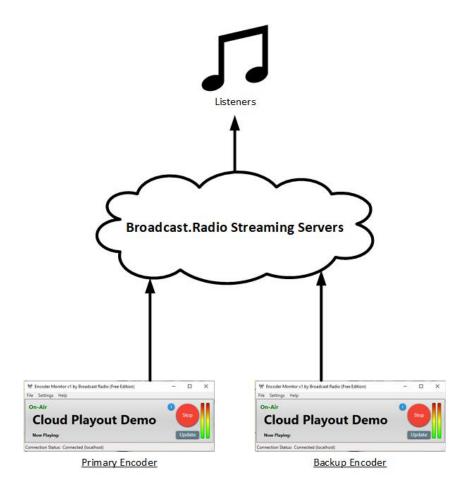
The BR Encoder is now encoding your audio and is connected with the Broadcast.Radio streaming platform.

For full details on using the BR Encoder, please refer to the BR Encoder documentation.

https://broadrad.com/EncoderDocumentation

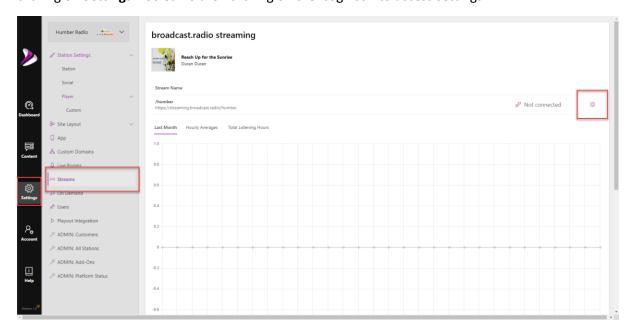
Setting Up A Backup Stream

Each streaming mount point created within Broadcast.Radio will automatically have a Backup Stream created and be configured such that if the system detects that the encoder feeding the main streaming mount point is disconnected, it will automatically switch listeners to hear the audio from the backup streaming mount point.

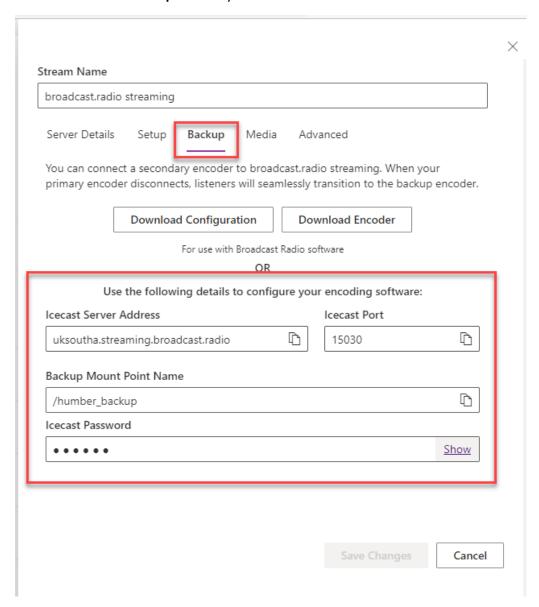


This feature allows you to easily switch to stream from an alternative location so allow you to include 3rd party content or simply remain broadcasting while you perform maintenance on your primary source of content.

There is no need for additional configuration to use this facility, all you need is the connection details for your backup stream mountpoint to use for your backup encoder. You can get these details but clicking on **Settings > Streams** then clicking on the 'cog' icon to access settings.



Then switch to the **Backup tab** and you will see the connection details listed.



Please note that the Backup Tab was added after initial launch and may be missing from some of the other screen shots in this documentation.

For more details on how you could use the Backup facility, see the **Backup Tab** section towards the end of this document.

Please note, the Backup Stream is different to the Fallback Media File which is a static audio file that can be uploaded to be played when no live streams are available.

Broadcast.Radio will automatically switch between the primary stream, backup stream and fallback audio file in the following order:

- 1. Primary streaming mount point.
- 2. Backup streaming mount point.
- 3. Fallback audio file.

Using A 3rd Party Encoder

If you would prefer to use a 3rd party encoder such as BUTT or Samcast, you can use the connection information included in your welcome email to enter the details in to the relevant section in your chosen encoders setup section. You can use any encoder compatible with Icecast streaming servers.

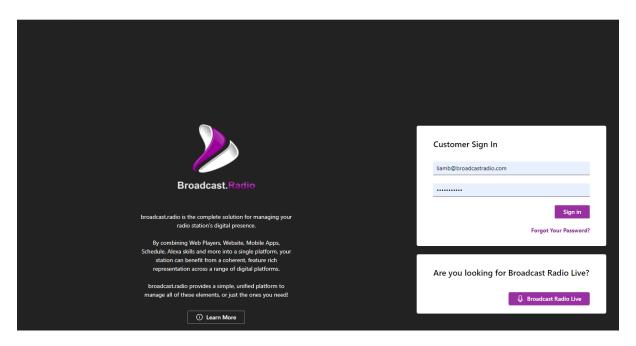
Streaming Package Details				
Streaming Fackage De	reaming Fackage Details			
Streaming Format	MP3 or AAC+; 128kbps maximum bitrate			
Maximum Concurrent Connections	1000			
Mount Point	humber			
Connection Username	source			
Connection Password				
Streaming Server	uksoutha.streaming.broadcast.radio			
Base Port	15030			
Playout URL (HTTPS)	https://streaming.broadcast.radio/humber			
We also recommend you visit our Status portal at				
https://status.broadcastradio.com and click the link to "Subscribe				
to Updates" as this is where we post any status information as well				
as any planned maintenance works.				

Please note we are not able to offer assistance with the setup of 3rd party encoding solutions.

Testing Your Stream

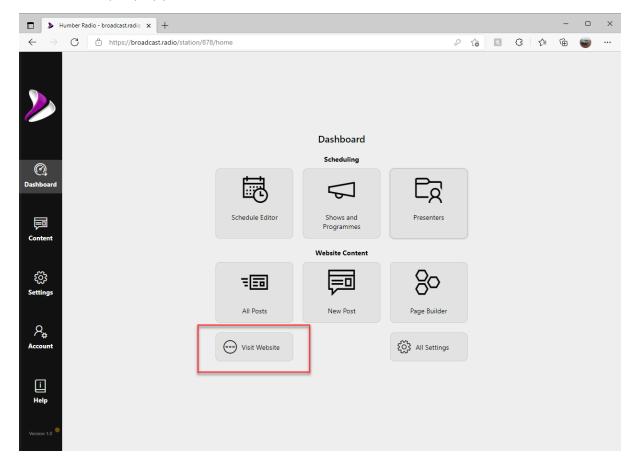
To test your stream, you will need to access your Broadcast.Radio account. If you are new to the platform, you will have received an email inviting you to login and set your password. If you have used the platform before, login as normal to access your account.

Visit: https://broadcast.radio



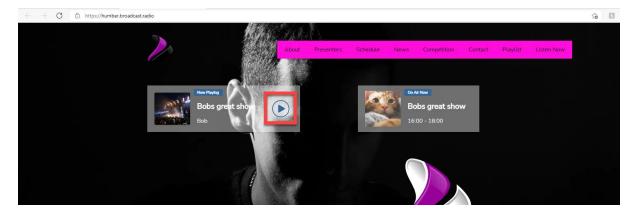
Login using your credentials.

Your streaming details will have been automatically added to your account so your Web Player should be ready to play your stream.

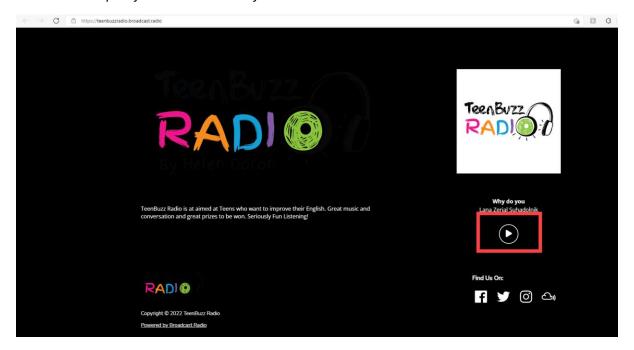


To test your stream, click on the **Visit Website** button on the **Dashboard** tab. This will open either your one page microsite or your full website (depending on which option you have).

Click on the **Play** button to launch your Web Player.

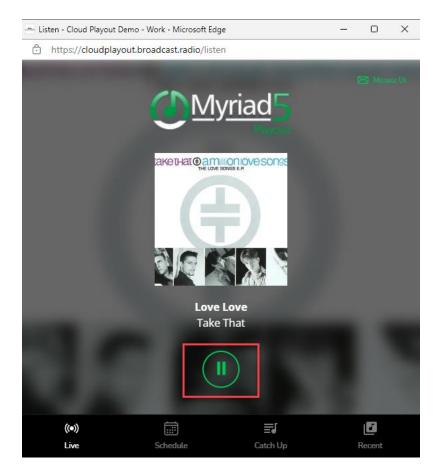


This is an example of a Broadcast.Radio full website.



This is an example of a one-page microsite.

In either case, your configured Web Player will be loaded.



Your stream should start automatically but some browsers do block automatic playback in which case you will need to click on the Play button to hear your stream.

For details on how to customise the Web Player, please refer to the Broadcast.Radio help section.

Designing Your Web Player – Broadcast Radio Help

The other option for testing your stream is to click on the **Playout URL** link provided in your Welcome Email. This will open a web browser which will connect directly to your stream.

Streaming Package Details			
Streaming Format	MP3 or AAC+; 128kbps maximum bitrate		
Maximum Concurrent Connections	1000		
Mount Point	humber		
Connection Username	source		
Connection Password	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
Streaming Server	uksoutha.streaming.broadcast.radio		
Dasc Port	15000		
Playout URL (HTTPS)	https://streaming.broadcast.radio/humber		
We also recommend you visit our Status portal at			
to Updates" as this is wh	https://status.broadcastradio.com and click the link to "Subscribe o Updates" as this is where we post any status information as well		
as any planned mainten	ance works.		

Please note this is also the address you will use to link your stream to 3rd party platforms, apps or services.

Adding Intro & Fallback Audio Files.

You can add an Intro audio file that will automatically be played whenever a user connected to your stream. Once the Intro File has finished playing, the listener will be connected to the live stream.

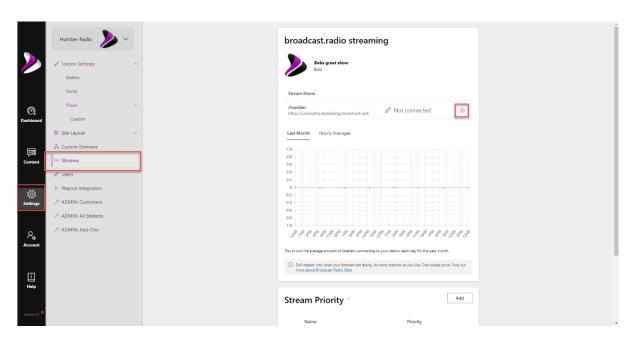
In addition, you can also add a Fallback audio file which will be used automatically in the event that your live stream (and your backup stream) is interrupted. If you stopped your encoder (or your internet is down) then after a few seconds, your listeners will start to hear your Fallback audio file. Once you resume broadcasting, your listeners will automatically be transferred back to your live stream.

Please note that streaming silence will not trigger the Fallback Audio File, it is only triggered if both the primary and backup streams have no encoder connected.

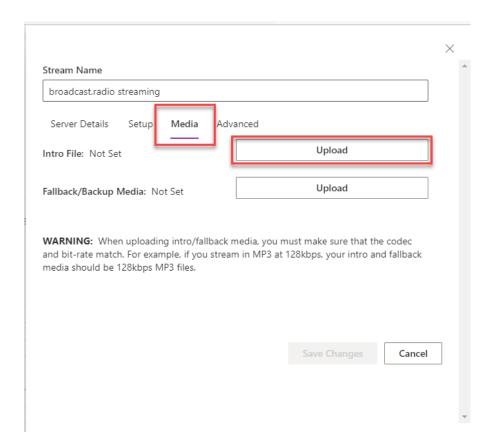
Warning: When uploading intro/fallback media, you must make sure that the codec and bit-rate match. For example, if you stream in MP3 at 128kbps, your intro and fallback media should be 128kbps MP3 files.

To add an Intro file or Fallback file to your stream follow these steps:

- 1. Login to https://broadcast.radio using your normal login details (you must have sufficient rights to access the settings section).
- 2. Click on the Settings option on the left hand tab.
- 3. Click on the **Streams** menu option. This will access the Streams page.
- **4.** On the Streams page, click on the 'Cog' button.



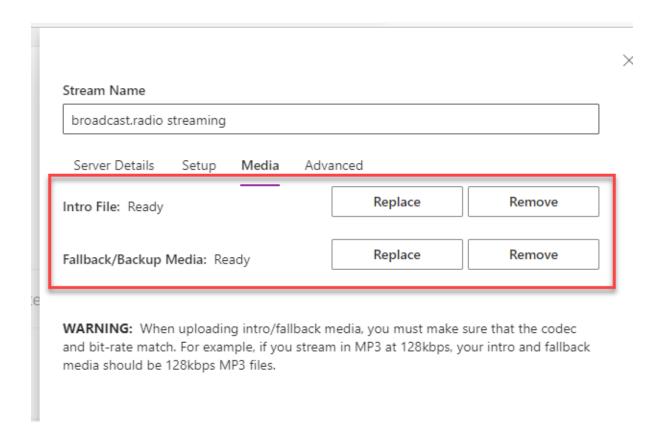
5. The options will slide in from the right-hand side, click on the **Media Tab**.



- **6.** To add an **Intro File**, **c**lick on the **Upload** button in the **Intro File** section and browse to the audio file you want to use.
- **7.** To add a **Fallback File**, **c**lick on the **Upload** button in the **Fallback File** section and browse to the audio file you want to use.

WARNING: In both cases, the audio file must be the same format and bitrate as your live stream (usually 128kbps mp3).

8. You can also **Replace** or **Remove** your Intro/Fallback files from the same place once you have uploaded them.



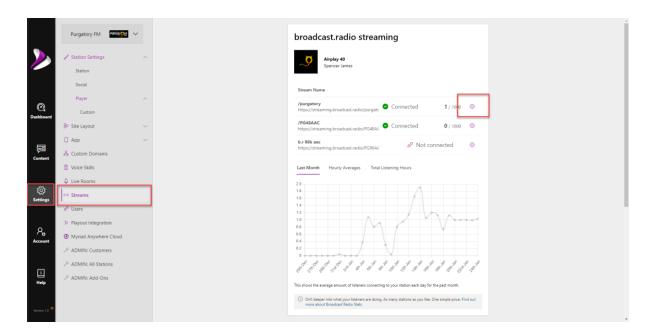
9. Your Intro / Fallback files will now be active.

Setting Up Which Countries Your Stream Will Be Available In (Geo-Availability)

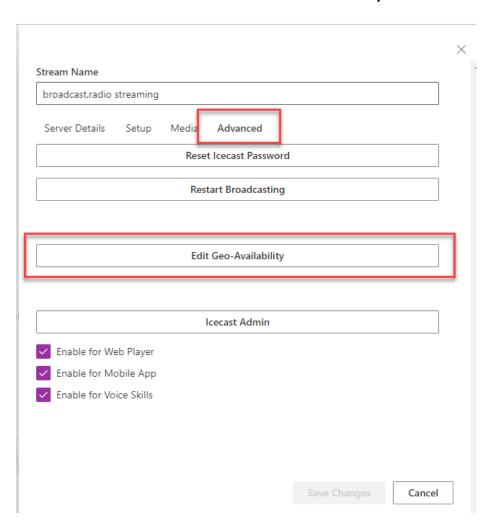
You may wish to control the Countries where listeners can listen to your stream, for licensing or creative reasons. By default, your Stream will be available to listeners in all Countries but you can select the specific Counties you want to broadcast to using the Geo-Availability feature.

To change the Countries that your Stream will be available in, follow these steps:

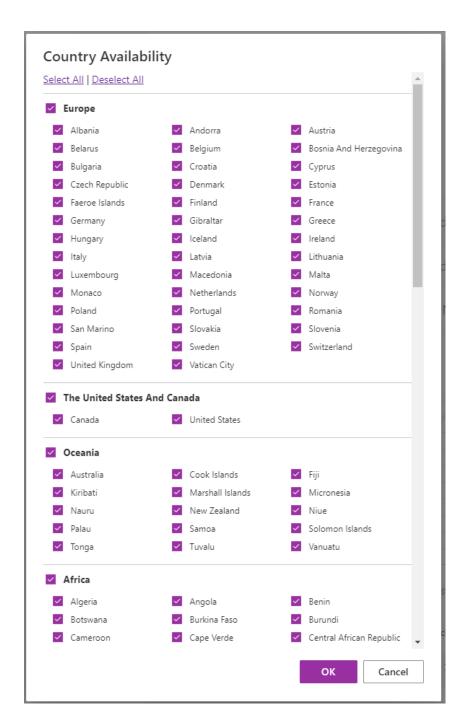
- **1.** Login to https://broadcast.radio using your normal login details (you must have sufficient rights to access the settings section).
- 2. Click on the **Settings** option on the left-hand tab.
- 3. Click on the icon for the Stream you want to edit.



4. Click on the **Advanced Tab** and then the **Edit Geo-Availability** button.



5. This will open a list of all available Countries along with a tick by them if your Stream should be available in that Country.



So if you do not want your Stream to be available in specific Country or Region, untick the option for that Country or Region. You can also select or de-select all Countries and Regions using the options at the top of the window.

6. When you are happy, click OK.

Adding Existing Streams To The Stream Priority List

If you have existing streaming providers that you want to use in conjunction with your Broadcast.Radio stream, you can add them to the Streams Priority list. Listeners that access your stream by the methods listed below will be connected to your highest priority stream first, then if that fails to connect, they will connect to the next highest priority stream. This continues until there

are no more streams to try at which point the Fallback Audio File will be played (if you have configured on).

Listener methods that will use the Stream Priority List include:

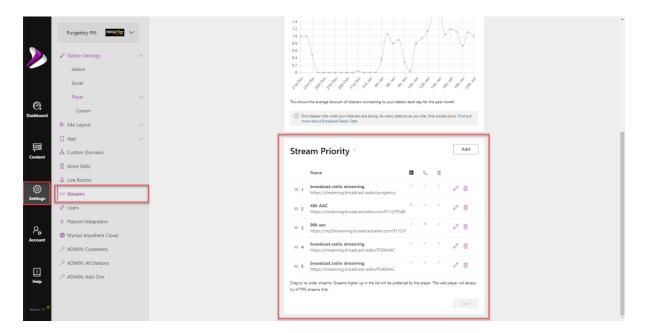
- Broadcast.Radio Web Player (embedded on 3rd party sites).
- Broadcast.Radio Websites (both Launch Box player and popup player).
- Broadcast.Radio Mobile Apps (both iOS and Android).
- Broadcast.Radio Smart Speaker Skills (inc Alexa and Google Home skills).

Please note that any 3rd party site or app that uses the Playout URL listed in your Welcome Email will only connect to that stream directly and will not use the Stream Priority List.

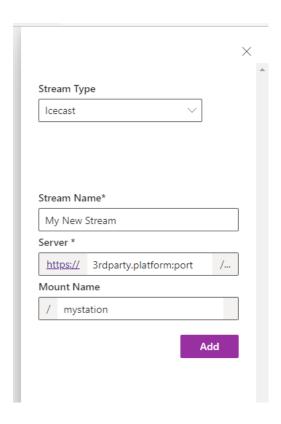
Please note that your Broadcast.Radio stream will be added to your Stream Priority List by default.

To add other streams follow these steps:

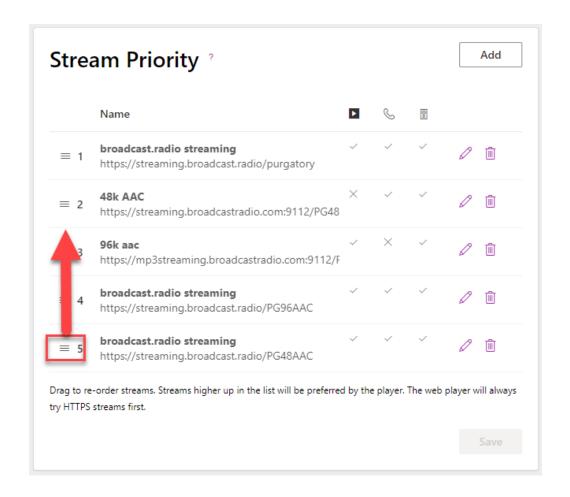
- 1. Login to https://broadcast.radio with sufficient access rights to access the settings.
- 2. Click on **Settings** and then **Streams** to open the Streams Settings page.



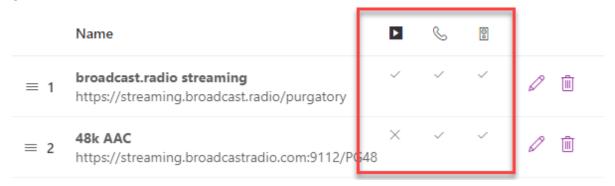
- 3. You will see your **Stream Priority** List in the Stream Settings page directly bellow you listeners statistics. In the example above, there are two Streams configured in the Priority List.
- 4. To add a new Stream to the list, click on the **Add** button.



- 5. Fill in the details for your stream as provided by your 3rd party stream provider. You will need:
 - a. Stream Type (Icecast or Shoutcast).
 - b. Stream Name
 - c. Server:Port The URL of the server followed by the port number (ie 3rdparty.platform:9999)
 - d. Mount Name (ie mymount)
- 6. You need to ensure these details match those provided exactly. When you have finished click on **Add.**



- 7. Your new stream will be added to the bottom of the Stream Priority List. If you need to change the order of the list, drag the \equiv icon to move streams up or down the list.
- 8. You can also click on the icons to access the **Edit & Delete** options.
- 9. Finally, you can see whether a Stream is enabled for Web Player, Mobile App or Voice Skill at a glance.



In the example above, the top Stream is enabled for Web Player, Mobile Apps and Voice Skills (Smart Speakers) but the second Stream is only enabled for Mobile Apps and Voice

Skills. You can alter these settings by clicking on the

0

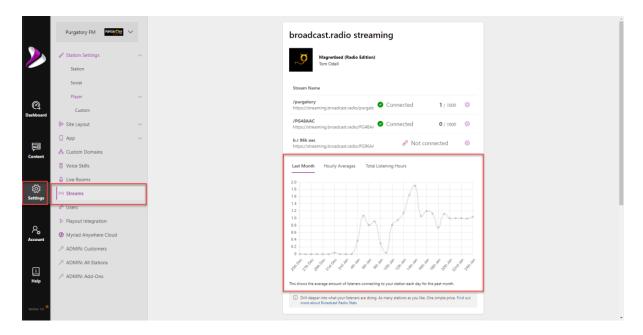
icon to the right of each Stream.

You will only see these items if you have added Mobile Apps and / or Voice Skills to your Broadcast.Radio account.

Viewing Basic Statistics

Your Broadcast.Radio Streaming service includes some basic statistics to give you an overview of your recent listener activity. To access your basic listener statistics:

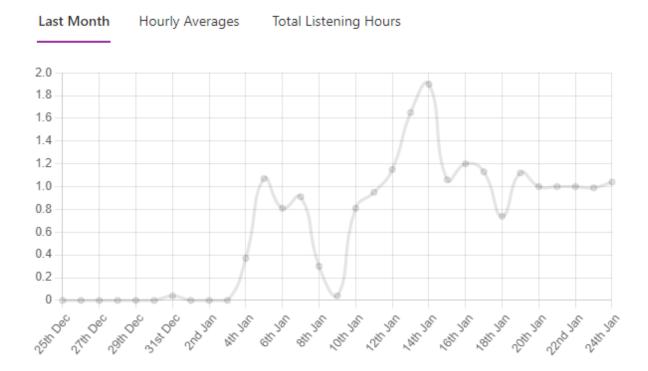
- 1. Login to https://broadcast.radio with sufficient access rights to access the settings.
- 2. Click on **Settings** and then **Streams** to open the Streams Settings page.



3. You can now view the basic listener stats in the Streaming Settings Page.

Last Month

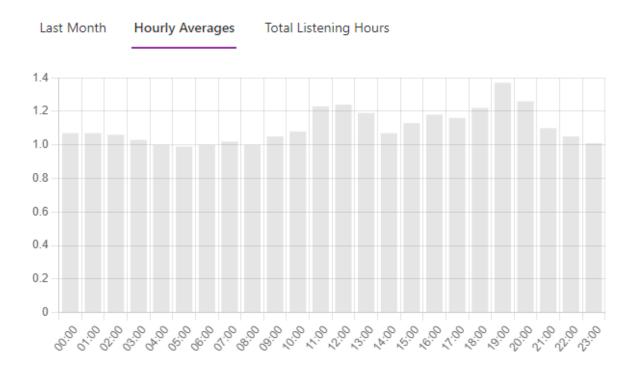
Click on the **Last Month** tab to view the average number of listeners connected each day for the past month of broadcast.



This shows the average amount of listeners connecting to your station each day for the past month.

Hourly Average

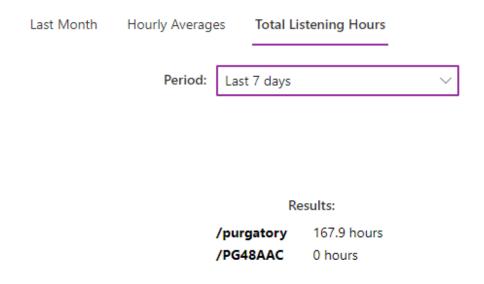
Click on the **Hourly Average** to see the average number of listeners connecting each hour of the day, over the past seven-day period.



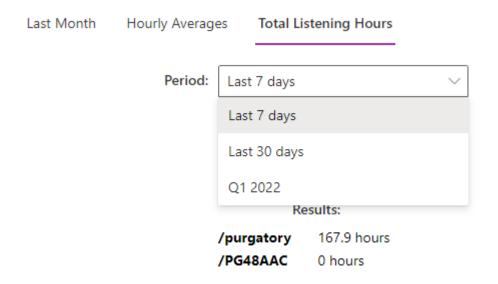
The hourly listener statistics above are an average of the last 7 days.

Total Listener Hours

The **Total Listener Hours** section will display the total listener hours streamed in the selected time period.



To change the time period, use the drop down options.



This information will be useful if your copyright body requires you to report your total listener hours (usually combined with average number of songs played per hour which you will need estimate yourself), for each quarter.

If you are running multiple 'mount points' in your stream, they will all be listed (/purgatory & /PG48AAC in example above) and you will need to add them together to report total listener hours across all mount points.

Advanced Stats Using The Optional BR Stats Application

If you would like more in-depth statistical analysis of your station listeners including:



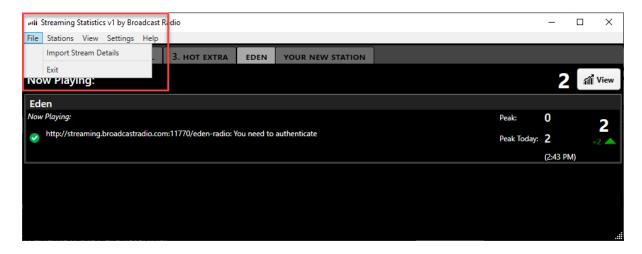
- Summary
- Connections
- Listeners
- Total Connections
- Average Session Duration
- Total Listener Hours
- Country of Origin (overall & by date/time)
- Devices (overall & by date/time)

You can purchase a copy of the BR Stats application which needs to be run on a PC that is operating 24/7 and will regularly contact Broadcast.Radio to gather listener statistics. Over time, this information will build to provide valuable insight into your station listens.

You can learn more, purchase and download the BR Stats application from the link below.

Broadcast Radio Stats - Listener statistics for online radio

Once you have downloaded and installed the BR Stats application, you can use the .BRSStream configuration file (the one we used when setting up the BR Encoder) to easily add your station streaming details to the BR Stats application. Simple click on the **File Menu > Import Stream Details** option and select the .BRStream file you saved from your Welcome Email.



This will configure BR Stats to record stats from the Broadcast.Radio stream.

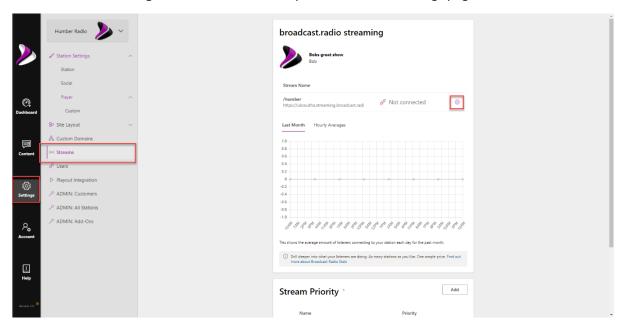
Please note that you will need to access these stats via the BR Stats application, not through the broadcast.radio portal.

Advanced Settings & Options

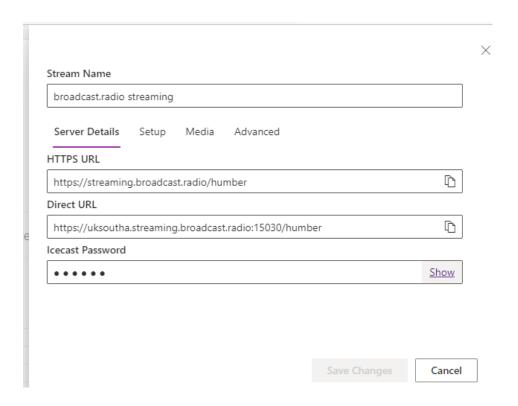
There are a number of other useful tools and additional information available from the **Stream Settings** page.

To access the Stream Settings page, follow these steps:

- 1. Login to https://broadcast.radio with sufficient access rights to access the settings.
- 2. Click on **Settings** and then **Streams** to open the Streams Settings page.



- 3. Click on the 'Cog' icon for the stream you want to work with under the Stream Name section. You can also access this from the Edit icon in the Stream Priority List.
- 4. This will open the details for the stream which allows you to view and alter a number of options.



Stream Name

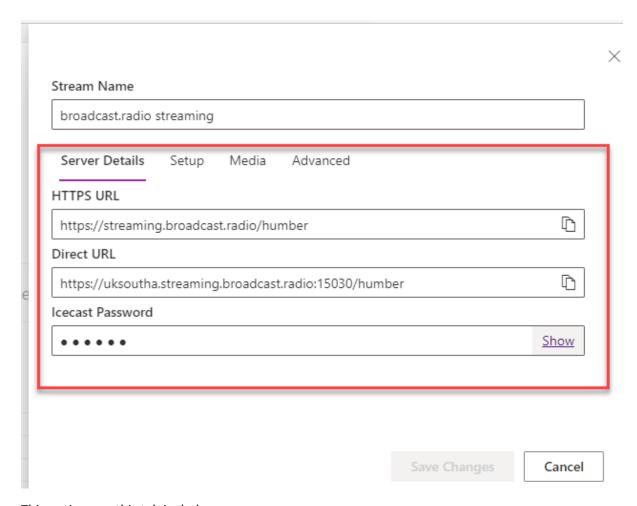
You can change the Stream Name that will be used within Broadcast.Radio but this will also be the name that is used if the Playout URL is accessed directly.



Server Details Tab

This tab can be used to view (and copy) key information about your stream.

Please note, you cannot edit these fields, they are for information only.



This options on this tab include:

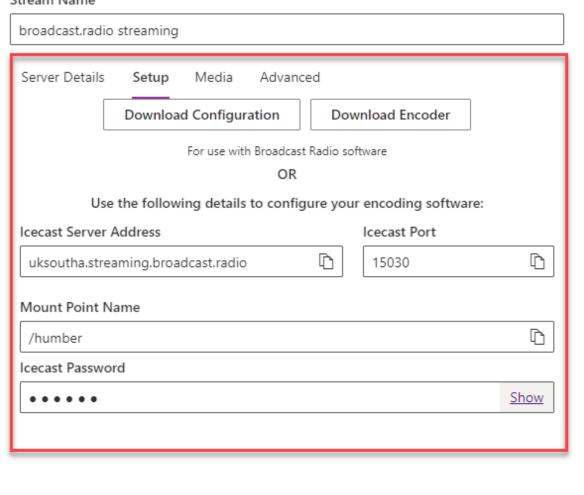
- HTTPS URL This is the link that can be used to access the secure version of your stream. This is the link you should use for listeners, 3rd party websites and apps.
- Direct URL This is the direct link to your stream which you can use for testing but we recommend using the HTTPS URL for public facing connections.
- Icecast Password You can view your Icecast Password which you will need to add to encoding software.

Setup Tab

This tab contains all the information you will need to your encoding software to send your encoded radio station audio to the Broadcast.Radio Streaming platform.

Please note, you cannot edit these fields, they are for information only.

Stream Name



Save Changes Cancel

>

The options are:

- Download Configuration You can use this to download the .BRStream file which is used to automatically configure both BR Encoder and BR Stats to work with your stream. This is the same file that was attached to your Welcome Email.
- Download Encoder If you want to use the free BR Encoder application then you can download the installation file using this button.

The information in the next section is used to manually configure the BR Encoder application or other 3rd party encoder applications. This information was also provided in your Welcome Email.

- Icecast Server Address This is the server address that the encoder software needs to send to.
- Icecast Port This is the unique port that will be used for your stream. Please note that you may have to 'open' this port on your firewall if your network runs enhanced security.
- Mount Point Name This is a unique name for your station stream.

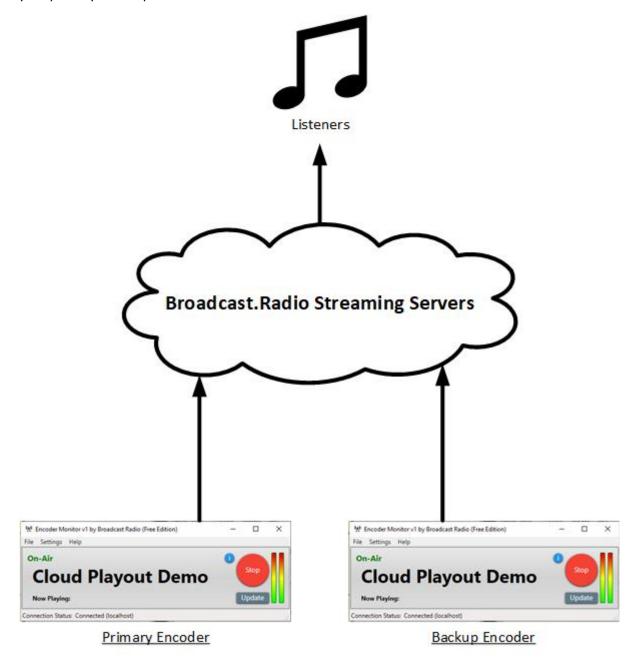
• Icecast Password – You can view your Icecast Password which you will need to add to encoding software.

If you are viewing a stream that has been setup for Shoutcast then the appropriate information will be displayed.

Backup Tab

Please note: This feature was added after initial release, so the Backup tab does not appear in some of the screen shots in this documentation.

When your Broadcast.Radio streaming mount point is created, the system also creates a backup streaming mount point that will be automatically used in the event that no encoder is connected to your primary mount point.



In the diagram above, we have two encoders running, the Primary Encoder is streaming to the primary stream mount point and the Backup Encoder is streaming to the backup stream mount point.

In the event that the primary encoder looses its connection to the primary stream mount point (due to an error or a deliberate action), the system will automatically switch all the listeners to the backup stream mount point.

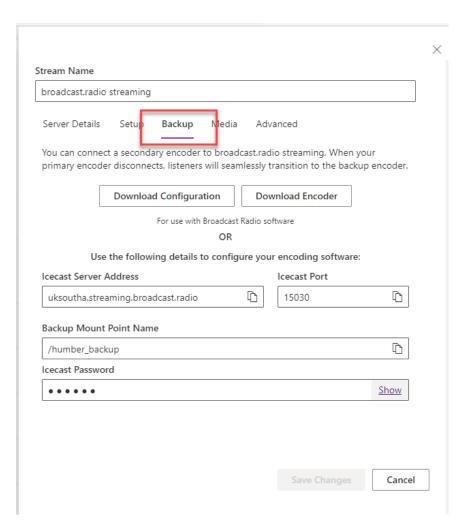
Once the primary encoder reconnects, the listeners will be automatically switch back to the primary mount point.

This feature can be used in two different ways:

- Controlled Switch to an alternative stream: If you run your main station output on the primary stream mount point then you could allow presenters to stream their own content on the backup mount point and then by stopping the primary encoder, you could switch your listeners over to the backup content. As you can start and stop the BR Encoder using Commands in your Myriad Playout log, you could use this method to switch to an external 'source' for a period of time (by stopping the primary encoder) and then switch back when you are ready (by starting the primary encoder).
- Automatic Switch to an alternative stream: The method above requires you to control the switching by starting and stopping the primary encoder but what if you want to automatically switch to your alternative stream and only switch back when the alternative stream ends? You can achieve this by reversing the logic in the previous example. By connecting your Backup Encoder to your primary stream mount point, it becomes the main source of audio for your station. You then set the Primary Encoder to stream to your backup stream mount point so that becomes the audio source whenever your primary mount point does not have anything connected. A real world example of this is if you run a station that generally wants to play music from your Myriad Playout systems but you want to 'take over' the station to broadcast live events. By setting up your live event stream to feed the primary stream mount point and your playout system to feed the backup mount point, when there is no live event, your listeners will be listening to your playout system but as soon as you connect a live stream, your listeners will be switched to this until you disconnect at which point they will return to your playout audio.

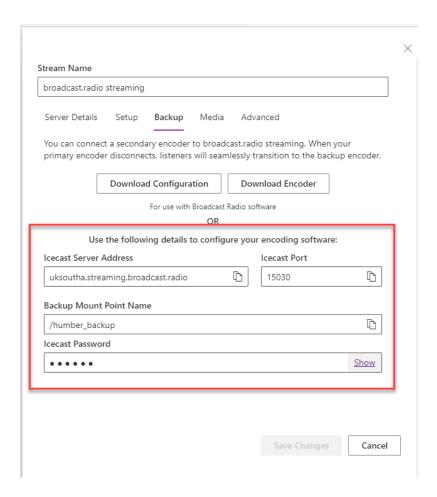
This setup can also be very useful in a much simpler scenario. If you need to reboot your playout system or decommission a studio for repairs, you can setup a backup stream to keep your station 'on air' while the work is carried out.

Keep in mind that by 'disconnected' we mean that either the encoder is not running (stopped) or cannot connect (web connection issue). Streaming silence will not trigger this as there is still a stream connected, just the audio volume is zero!



As your backup stream mount point is automatically created and configured as part of the stream setup, there are no settings that need to be altered to start using your backup stream.

What you will need are the connection details that you can add to your encoder in order to connect to the stream. You will find them on the **Backup** tab.



The Backup stream is different to the Fallback Media File which is a static audio file that can be uploaded to be played when no live streams are available.

Broadcast.Radio will automatically switch between the primary stream, backup stream and fallback audio file in the following order:

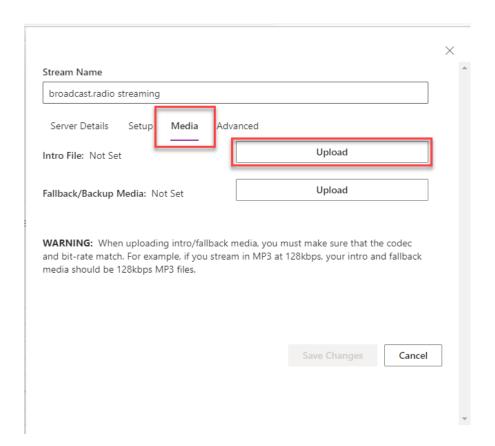
- 1. Primary streaming mount point.
- 2. Backup streaming mount point.
- 3. Fallback audio file.

Media Tab

This allows you to upload, replace or remove both an Intro audio file and a Fallback file.

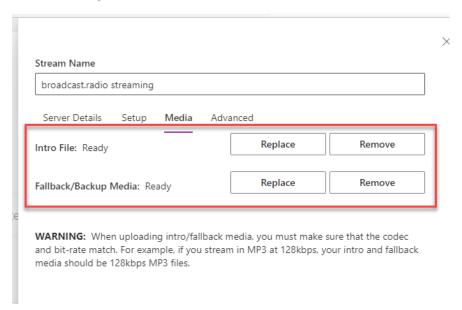
You can add an Intro audio file that will automatically be played whenever a user connected to your stream. Once the Intro File has finished playing, the listener will be connected to the live stream.

In addition, you can also add a Fallback audio file which will be used automatically in the event that your live stream is interrupted. If you stopped your encoder (or your internet is down) then after a few seconds, your listeners will start to hear your Fallback audio file. Once you resume broadcasting, your listeners will automatically be transferred back to your live stream.



To upload a new Intro file or Fallback file, click on the **Upload button** and select the file you want to use. Please note it must be the same format (MP3/AAC) and bitrate (128kbps) as your live stream.

Once you have uploaded files, you can use the **Replace** or **Remove** buttons to replace the file or remove it altogether.



Advanced Tab

Stream Name broadcast.radio streaming Server Details Setup Media Advanced Reset Icecast Password Restart Broadcasting

>

Icecast Admin

Edit Geo-Availability

- Enable for Web Player
- Enable for Mobile App
- Enable for Voice Skills

The advanced tab allows you to access advanced features which include:

- Reset Icecast Password Allows you to change your Icecast password. If you change this,
 you will need to update your encoding software accordingly. You should not use a password
 that would be easy to guess!
- Restart Broadcast This option will restart the Icecast instance that is running your streaming. You should only do this if your stream is not working and you have already checked your encoder.
- Edit Geo-Availability This option allows you to set the Countries where your stream will be available to listen to.
- Icecast Admin This opens the Icecast Admin Page which provides additional information about the Icecast instance your stream is using.
- Enable for Web Player This tick option allows you to toggle whether streams are available to the Web Player (and Website).
- Enable for Mobile Apps This tick option allows you to toggle whether streams are available to the optional Mobile Apps (iOS & Android).
- Enable for Voice Skills This tick option allows you to toggle whether streams are available to the optional Voice Skills (Alexa & Google Home).

Please note that the Mobile App and Voice Skill options will only be visible of you have added Mobile Apps and/or Voice Skills to your Broadcast.Radio subscription.

More Information

To learn more about using the Broadcast.Radio platform, please visit the dedicated section on the Broadcast Radio Helpdesk.

 $\frac{https://help.broadcastradio.com/hc/en-gb/sections/360004923860-broadcast-radio-formerly-MyStation-$

Also keep an eye on our youtube channel for all the latest tutorial videos.

https://www.youtube.com/c/Broadcastradio