



ClickStreamTV

Professional Online Video Made Simple



On Demand & Live



Pay Per View



Video Email



On Demand & Live to Mobile



Statistics



Social Publishing

Overview

ClickStreamTV is a Do-It-Yourself open source video platform designed for Small to Medium businesses. The ClickStreamTV system delivers video to any desktop or mobile device. Stream On Demand, Live, Pay-Per-View and Subscription, Mobile and Live to Mobile, from the same platform without requiring additional applications for multiple device streaming. The system auto-archives your live events for On Demand viewing later. Video email is included at no charge along with complete statistics for reporting.

You can stream on demand & live video with ClickStreamTV to the following:



Operating Systems



Browsers



Portable Devices

The ClickStreamTV Interface

The ClickStreamTV interface provides a centralized video library for viewers. There are two ways that businesses can use video through our system: 1) Embed the player onto their website or 2) Launch the interface from the existing web page. The ClickStreamTV system also allows you to combine both of these features to have the optimum success for targeting the messaging to the viewers.

Embedded Interface

The embedded video feature is unlike any other embedded video application on the market. The ClickStreamTV embedded video tool gives you the flexibility to: 1) embed the video only, 2) add thumbnails and playlists to the embedded video player, 3) embed the video, add playlists, then add social sharing channels, and 4) combine the launched interface advantages with the embedded player.

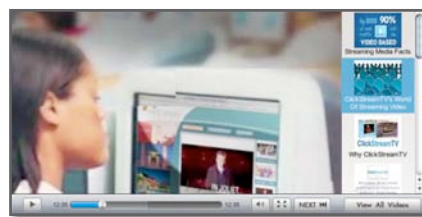
Standard Embed



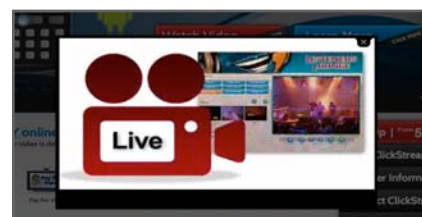
Embed, thumbnails and social sharing



Embed plus Thumbnails



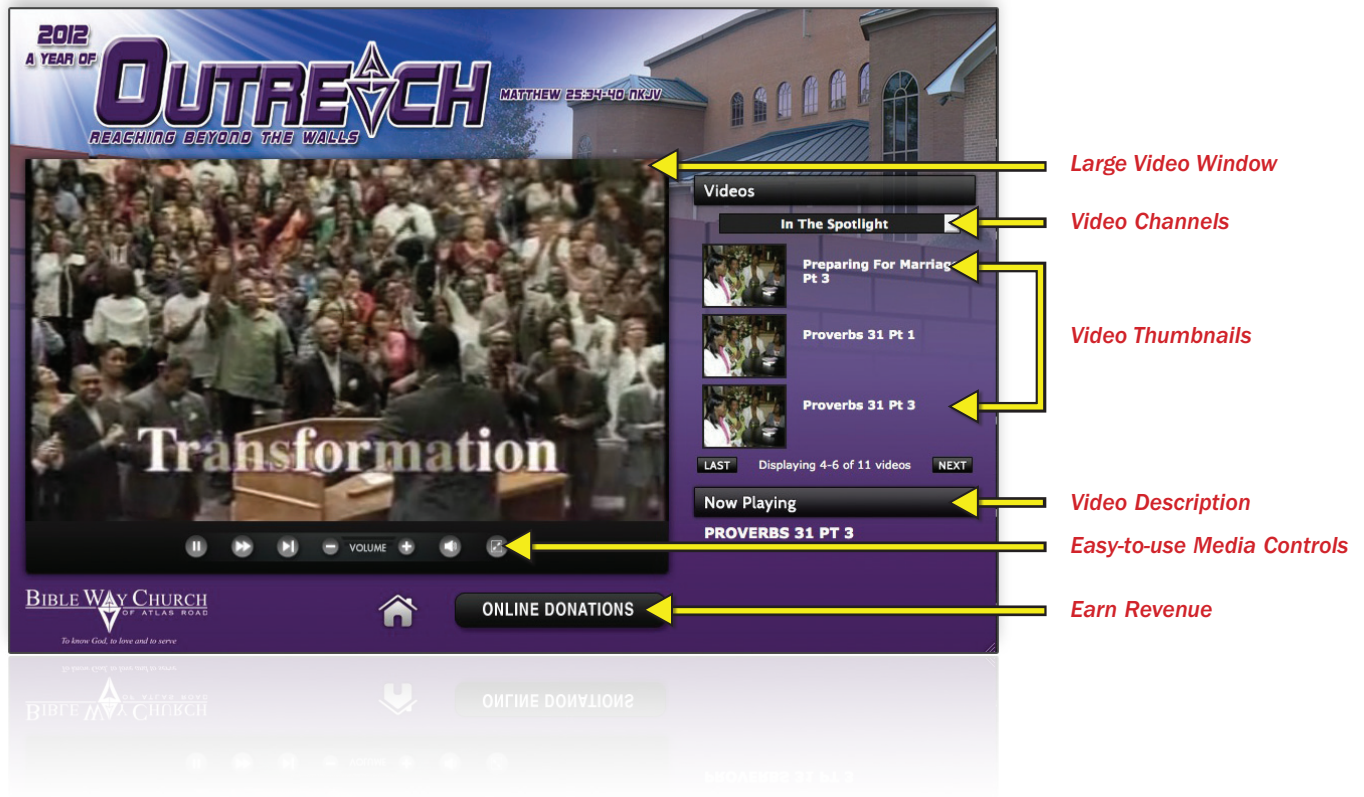
Professional Embed – video fades in front existing webpage showcasing video content



Launched Interface

The interface launches over an existing webpage without any external distractions, assuring that viewers will stay focused on the videos and won't navigate away from the home website environment. The customizable interface design and layout creates a consistent branding opportunity and gives you full control of the video library.

Video channels streamline navigation of the interface and give full control of video library presentation. These channels help organize the video library and make it easy for viewers to navigate and locate specific video files. It's also possible to provide additional information for viewers by adding downloadable files (such as PDFs) to the interface.



Do-It-Yourself (DIY) Design Studio

The ClickStreamTV DIY Design Studio provides you with the tools to design and brand your player to match your website. The tools provided give you the option to choose from numerous backgrounds or upload and re-size your own image or logo. The system allows you to create multiple designs to test advertising, promote new product launches or continually update your design to match your changing audience.



On Demand and Live Video Streaming

From speeches and sporting events to church services, ClickStreamTV streams video of any event either as it happens (Live) or posted for your customers to see at their leisure (On Demand) all from a single platform. Live events are automatically archived, placed in your account and made available for On Demand viewing. All videos are viewed in the same player, reducing the risk of customers leaving your website!



Pay Per View / Subscription

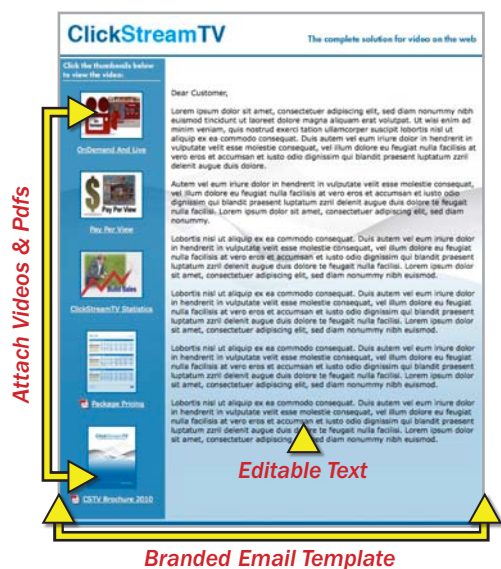
Generate new revenue streams from your content! Offer your customers the ability to Pay-Per-View or subscribe to your streaming videos all from one system. Training, continuing education, certifications, entertainment, special events, sports and live events are just a few examples that have a proven success record using Pay Per View videos. Generate a second source of revenue with a ClickStreamTV Pay Per View account by selling ad space on your custom video player interface.



On Demand and Live to Mobile Video Streaming

The world is mobile and with ClickStreamTV...so is your video! ClickStreamTV is the only streaming video service that enables your video to be seen not only on any computer, but on any smartphone as well.

Videos on your website streamed with the ClickStreamTV system can be viewed on Blackberry, iPhone, iTouch or any mobile device enabling mobile phone viewers the ability to view uninterrupted video content on their mobile device all from one system. ClickStreamTV's system allows you to deliver your content live to mobile devices all from one system. The system uses software native to the specific mobile device is used to deliver the stream. Using this delivery system means there is no software or app to download, the ClickStreamTV system recognizes your mobile device and delivers the on demand or live stream in the correct format.



Video Email

Video email (V-mail) is a totally new way to market and distribute a video message. A unique feature of ClickStreamTV, the V-mail tool creates email campaigns containing links that take viewers directly to the ClickStreamTV interface to view individual videos or complete video playlists. Metrics such as video viewing and V-mail click-through rates are available through the ClickStreamTV dashboard to measure V-mail effectiveness. The Address Book tool provides a fast, organized way to send V-mail to a targeted list. You also have the ability to create custom email templates.



Statistics

The Media Control Center offers a wide variety of analytics, including content viewership, session traffic, content summary, storage use and availability data and viewer preferences. Analyze and monitor video effectiveness, encouraging to improve of both videos and messaging.



Speed and System Wizard

The Speed and System Wizard determines and delivers the highest quality video format for the viewer's system. When the ClickStreamTV interface is launched the Wizard automatically checks the browser, operating system, plugins and connection speed of the viewer, identifies deficiencies and provides links (if needed) to solutions or missing plugins. The Wizard functions without user interaction, creating a hassle-free, seamless video experience for all viewers.



Multi-format Capabilities

Offering multiple speeds and formats makes the ClickStreamTV video library “platform-neutral” so that it's watchable by all viewers regardless of their computer system. ClickStreamTV automatically delivers the highest quality stream possible for each unique viewer's connection speed, desktop, laptop or mobile device. Video formats include Windows Media, Flash Media, MPEG Media and more. New formats will be added as online technology evolves.



Media Control Center

The Media Control Center is an online dashboard which provides all the tools needed to create and manage ClickStreamTV video library, including online encoding, video email, linking code generator, RSS feed creator, media management and analytics, support ticket system and “How To” video tutorials.

The centralized location of the Media Control Center gives full control over the ClickStreamTV video library and interface, making it possible to organize and fine-tune every aspect of a video, from its title and description to its rank in a playlist. The automated, single-click tools (discussed below) simplify online video library management while maintaining a professional presentation.



My Account Module

From the My Account section of the Media Control Center, you can modify your encoding settings, choose which devices to encode for, create a mobile interface for your videos, update your user settings and add additional users to access your Media Control Center.



Media Manager Module

In the Media Manager module you can add, edit and remove your video content. You also have the capability of doing much more like:

[Create Video Playlist](#) | [Create Live Events](#) | [Publish Videos to Social Networks \(Facebook and Twitter\)](#)
[Get Links for Your Videos to Place on Your Website](#) | [Create Embeddable Players](#) | [Create RSS Video Feeds](#)

With the Media Manager you have complete control over all your video content and how it's presented to your customers



Pay Per View Module

With our Pay Per View module you can track users sessions, view transactions, create video packages, create subscriptions and view monthly balance sheets of all activity on your account.



Email Campaigns Module

From the Email Campaigns module you can easily create, edit, send and delete email campaigns. In any email campaign you can add video content and/or pdfs to go along with your message. New to this module is the "Template Creator," which allows you to create different email templates. This new feature gives you the ability to create a custom email template to match your message. You also can add contacts (individually or upload a spreadsheet) to your address book and create contact groups to target different users with different email blast.



Reporting Module

In the Reporting module you can view:

[Total Number of Visits](#) | [Visits By Weekdays, Hours, Countries and States](#) | [Top Played Videos & Playlists](#)
[Browsers, OS, Screen Resolution and Connection Speed a Viewer Has](#) | [Bandwidth & Storage Usage](#)



Support Module

In the Support module you are able to submit support tickets to our customer support staff. You can view the status of your ticket and correspond with the tech that is assigned to your ticket. In the Help Desk, there are step-by-step tutorials on every element in the Media Control Center allowing you to learn the system by yourself.



Delivery of Video

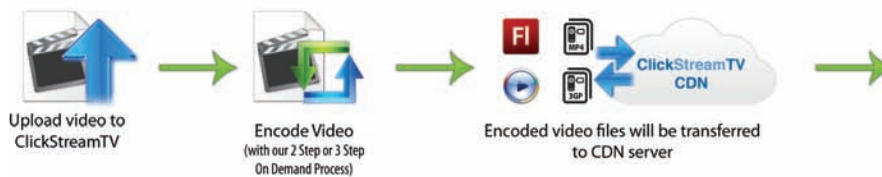
ClickStreamTV utilizes Content Delivery Networks (or CDNs) to deliver your media. CDNs are companies that own and operate media specific servers, using Edge technology and geographic distribution to deliver Windows Media Files and Flash Media Files via the fewest number of hops possible. This minimizes network congestion (such as latency and interruption).

When media files are stored on non-media servers (this includes personal and free hosting), the quality and speed of the stream are greatly reduced. Unfortunately, CDNs have expensive minimums and require long-term commitments, so companies with smaller bandwidth requirements generally can't afford to invest in CDN delivery. However, ClickStreamTV aggregates CDN bandwidth, therefore giving smaller users the ability to deliver their media with the same technology larger users do, but without the commitment and cost factor of direct CDN partnership.

Delivering video via a CDN also increases your company's scalability. This means that sudden surges in traffic to your website and video content will not effect the quality and delivery of your content. CDN networks are designed to handle individuals to thousands of viewers equally well.



Our CDNs



Video will be streamed to devices from the CDN to your viewers from the link you provide

Pricing Details

Standard \$59*		Premium \$79*		Product Features					
On Demand & Live		Pay Per View		<ul style="list-style-type: none"> • Cloud Based System • Stream Video Live or On Demand • Embed or Launched Player • CDN Delivery • Stream Live and On Demand video to mobile devices • Online Encoding • Video Email • Content Management & Library • Analytics & Stat Tracking 					
Bandwidth	20 GB	Bandwidth	20 GB	Start Up Fees <table border="1"> <tr> <td>ClickStreamTV Player (Standard)</td> <td>\$0</td> </tr> <tr> <td>Pay Per View Player (Premium)</td> <td>\$150</td> </tr> </table>		ClickStreamTV Player (Standard)	\$0	Pay Per View Player (Premium)	\$150
ClickStreamTV Player (Standard)	\$0								
Pay Per View Player (Premium)	\$150								
Storage	15 GB	Storage	15 GB						
Additional Bandwidth	\$.60/GB	Additional Bandwidth	\$.60/GB						
Additional Storage	\$1/GB	Additional Storage	\$1/GB						

*Online encoding is included in the price.

Storage & Bandwidth

The two most frequently asked questions by potential customers are:

- 1) How many videos can they store?
- 2) How many viewers can watch their videos per month?

With this in mind, we've created this chart outlining storage and bandwidth numbers for customers. Most videos average between 3-5 minutes, so our standard package is preferred by most ClickStreamTV clients.

File Length	1 Min	2.5 Mins	5 Mins	10 Mins	20 Mins	30 Mins	60 Mins	90 Mins	120 Mins
Estimated File Size (MB)	2.25	5.6	11.13	22.25	44.5	66.75	123	205	270
Number of Videos That Can Be Saved Per 2GB	900	360	180	90	45	30	15	10	6
Additional Files Per GB (\$1 per GB)	450	180	90	45	23	15	7	5	3
Monthly Viewer With 20GB Included Bandwidth	9000	3600	1800	900	450	300	150	100	64
Additional Viewers Per GB (60¢ per GB)	900	360	180	90	46	30	14	10	6

FAQs

Getting Started

What is ClickStreamTV?

ClickStreamTV is a service that enables websites to stream video. With ClickStreamTV videos can be seen on by anyone, anywhere, anytime. What that means is users can go to your website and regardless of whether they are using a PC or a Mac or an iPhone or a Blackberry, they can view your video.

Why is ClickStreamTV better than YouTube?

There are a variety of reasons for this including (but not limited to):

1. Video is delivered in your customized, branded video player, in an uninterrupted stream, which results in a more professional delivery.
2. When videos finish playing on YouTube, their service suggests related videos, which can often either be one of your competition or something different entirely. By clicking on these it will either introduce your potential customer to your competition or it will change their focus to something different entirely - either way both of these instances are detrimental to your business!
3. You keep the viewer on your website with no risk of losing their interest and chance of returning.

What is streaming video?

In layman's terms, think of it like a television broadcast. Streaming video enables visitors to view your video in 'real time.' The difference between streaming video and progressive download is streaming video never downloads to the viewers computer. A progressive download allows visitors to view video as it slowly downloads to their computer.

The more technical definition is Streaming video is a sequence of visual data that is sent in compressed form over the Internet and displayed by the viewer as it arrives. Streaming media refers to the combination of visual and audio data. This guide uses the term streaming video to refer to visual data that may or may not contain audio. With streaming video, a Web user does not have to wait to download a large file before seeing the video or hearing the sound. Instead, the media is sent in a continuous stream and is played as it arrives. The user needs a player, which is a special program that uncompresses data and sends video data to the display and audio data to speakers.

Streaming media is multimedia that is delivered in a constant stream to the viewer (instead of having to be downloaded). Flash and Windows Media formats are the most popular and viable formats for streaming media.

How much does it cost?

ClickStreamTV's monthly plans start as low as \$59 a month and comes with a 30 day money back guarantee. Customers are not required to sign any long term contracts. Contact us via email (info@clickstreamtv.com), phone (1-877-98-CLICK) for additional pricing plans and packages or simply [click here](#) to view all of our programs.

How much technical experience do I need to use ClickStreamTV?

None. Our user-friendly interface transforms a once-complex process into a single-click solution. The reason why you don't need any special tools or staff to easily put video on your website is our online Media Control Center, an easy-to-use video management and publishing system that is accessible anywhere at any time.

Overview

Is it easy to do a live stream?

ClickStreamTV has designed our system so that anyone can use it. There is no need for any extensive web knowledge or an IT staff.

How can I make money from streaming video?

Think of it in the same manner as you pay to see a movie. With ClickStreamTV's Pay-Per-View system visitors can pay to see your content. Whether it be educational content for business or colleges, athletic contests, church services, entertainment or anything else you can imagine.

How many people can watch my video at once?

There is no limit to how many people can watch your video simultaneously.

Is it easy to get started?

It is extremely easy to get started. Many of our clients have literally no web experience and no access to an IT staff and all were pleasantly surprised at how easy it was to get started and operate on their own.

Why does my website need to include video content?

Good question. Online video has had a profound impact on both the Internet and the corporate world and has become the single most important media tool for businesses worldwide. As noted by recent Nielsen reports and the PEW Internet & American Life project, online media keeps viewers focused on a website ten times longer than static content will, and 75% of broadband Internet users report watching online video daily at home and at work. When you offer video content on your website, every viewer becomes an engaged participant in your company's message.

Do viewers have to have a PC to watch ClickStreamTV video?

No. We're totally format-neutral, meaning that all operating systems, web browsers and mobile devices(iPhone, Android, BlackBerry) and iPod Touch and iPad are compatible with our interface.

Technical

Why is launching the ClickStreamTV player better than embedding a video on my website?

Embedding the video on your site not only takes up a lot of real estate on your website, it also keeps all your videos in one centralized location. By keeping your video library on the ClickStreamTV player, they are all grouped together and easily seen by your viewers. You ensure that viewers see all of your videos rather than leaving it to chance that they will visit each individual page where your videos may be.

Why does the ClickStreamTV interface launch over a website?

The ClickStreamTV interface provides a single point of video library reference for viewers, and simplifies navigation of your website. As recent Nielsen reports and the PEW Internet & American Life project notes, online media keeps viewers focused on a website ten times longer than static content will. Since the interface launches over your home website without any external distractions, viewers will stay focused on your website and your media, and the customizable interface creates a prime branding opportunity for your organization's message.

What difference does it make if content is streamed, rather than downloaded?

Streaming media delivery is similar to broadcasting on your computer, meaning you will see and/or hear continuous picture and audio as it arrives. Your only wait is to allow a few seconds for a “buffer” to be built up, which helps the content avoid interruptions caused by internet traffic problems. Users are able to view the content without storing it on their computer.

In contrast, downloading content may take minutes or hours to complete, causing you to have to wait to watch and/or hear it. Progressive download formats have to be fully or partially downloaded before they can be watched. Also, unlike streaming videos, videos with downloading and progressive downloading formats are stored on your computer’s hard drive.

In addition, streaming video’s direct content-to-consumer delivery is more difficult to pirate than video in download formats, making it easier for you to maintain and control the dissemination of your content. Since downloaded content is stored on a computer, it can be easily copied and dispersed.

How can I estimate my monthly rate of bandwidth usage?

ClickStreamTV has a bandwidth calculator that estimates this for you.

What is a CDN?

“CDN” is short for Content Delivery Network.

Why are CDNs important??

CDN’s are important for a variety of reasons. In addition to CDN’s housing your videos taking the stress off your network, they have numerous ‘hubs’ across the country. This allows your video to be delivered to your viewer from the hub geographically nearest to them, that way when a user requests to see your video it streams from the closest hub thus delivering a fast, continuous, stream alleviating any lag time or traffic delays.

In addition to this, CDN’s use specially configured media servers that deliver video more efficiently than normal web servers.

Can I do a live stream and then save it for on demand viewing later?

Yes there are 2 ways available to you. First, when you stream through a Flash publishing point, your file will be automatically saved into your account to be placed into a playlist for on demand viewing later. Second, would be to make sure to use a digital camera when streaming your video. When you are setting up your encoder, simply check the option where to save the video as it streams, then upload into your account after your live stream has ended.

How many videos can my ClickStreamTV online video library hold?

There’s no limit to the number of videos you can add to your video library. Whether you’ve got four or four hundred videos, ClickStreamTV’s turn-key streaming media interface will display them in an organized, professional manner.

What's so special about the ClickStreamTV Video Email Tool?

As a totally new way to distribute your video message, Video Email is a great example of how ClickStreamTV doesn't just put video on your company's website - it fully integrates video with the rest of your website.

Video emails contain thumbnails that launch the ClickStreamTV interface (from individual videos to entire playlists) when clicked. Tracking and viewership rates for your video emails are located in the Media Control Center, allowing you to analyze the effectiveness of each email campaign. This standard feature of ClickStreamTV helps drive traffic to your online video library.

What are my limits on emails I can send at once or per month?

UNLIMITED. ClickStreamTV allows you to send an unlimited amount of video emails each month to an unlimited amount of recipients.

What is encoding?

Encoding is the conversion of a file from one format (usually the original format) to another. These include Windows Media files, Flash Media files, iPod video, and more. You don't need any special IT staff or knowledge to create multiple encodes of your files, just a click of a button and a few spare minutes. Upload your content to Digital One's online encoding system via an FTP client (a program that uploads files to the Internet without a browser, thereby cutting back on technical problems associated with browser uploads).

What video formats do you accept?

This is both an easy and a complicated answer. ClickStreamTV supports the following listed formats however, there are exceptions where the codec's embedded within are not supported by our system. To learn more about this, [click here](#).

.ASF .AVI .DV .MOV .MPEG .MPEG-1 .MPEG-2 .MP4 .WAV .WMV .WMA

Why do you offer multiple video formats?

We believe that streaming should be a democratic process. Our multi-format technology can deliver videos in Windows Media, Flash Media and more, including the option to add new video file formats in the future. Additionally, ClickStreamTV also offers multiple bit rates (or streaming speeds) for each video.

The Speed and System Wizard checks each viewer's technical specs (such as browser type, operating system, connection speed and plugins) and then determines and delivers the best video type for the viewer. No user interaction is required in this automated compatibility check, creating a seamless, platform-neutral experience so that everyone can watch your videos.