



Easystream

Live Video Price list

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IFDNRG Ltd is a registered company No. SC 209392 -Registered Offices - 123 St Vincent Street, Glasgow, G2 5EA

Offices in Edinburgh and London Tel: 0207 371 9709 Fax: 07092 243337
Email: info@ifdnrg.com Web: www.ifdnrg.com VAT No. 778250892



Easystream Live Streaming Prices

Easystream Live pricing is based on 2 factors, the number of concurrent users you need to support and the bitrate (quality) of the stream.

In addition if you require us to archive files on the servers we have a simple charging model for disk space requirements.

If you are planning a live event which might only take place a few times a month or less please contact us for potentially reduced prices.

Bandwidth

Your streams are defined in terms of concurrent bandwidth. This is the amount of bandwidth used by a stream at any given time. Use this model if you want a fixed cost each month.

You simply tell us what bitrate you'd like and how many users you'd like to support.

Bitrate	Price per concurrent User	20 Concurrent Users	100 Concurrent users
20 kbps	£1.00	£20.00pm	£100.00 pm
48 Kbps	£2.00	£40.00 pm	£200.00pm
56 Kbps	£2.50	£50.00pm	£250 pm
100 Kbps	£5.00	£100.00 pm	£500 pm
256 Kbps	£10.00	£200.00 pm	£1000.00 pm
300 Kbps	£12.00	£240.00 pm	£1200.00 pm

Please note that users attempting to connect once you are at your peak limit will be unable to view the stream.

Please contact us if you require higher or custom bitrates. We can quote on an individual basis for multi-rate files/streams.

Disk Space/ Archiving

You will require disk space on our servers if you are uploading video on demand files or if you are archiving a live stream.

Pricing for disk space for either is on a sliding scale.

0-100 GB	=	£1.80 per GB per month
100-300 GB	=	£1.00 per GB per month

Please contact us if you require a quote for larger scale hosting.

Setup Costs

There is a one off charge of £25.00 for each live stream broadcast point.

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Management & Reports

All live stream broadcast points come with full administrative and reporting features as standard. We utilise a combination of log parsing tools and our own custom live real time tools to ensure you know exactly what's happening.

Live Stream requirements

To setup a live stream, you will need the following

- A static or semi permanent IP address. (Preferable but not essential)
- An internet connection capable of handling an upload stream equivalent to the Bitrate you wish to stream at.
- A computer capable of encoding source material into windows media format.

Please note that live streaming utilizes buffers in the encoder, the server and in the end player and that as a result streams at the client side can have a 10-20 second delay.

In a broadcast scenario, buffers play a significant role in assuring the quality of digital media. In general, the larger the buffer, the better is the end-user experience.

Buffering can be disabled at the server for a given broadcast point however the end clients will often still have buffering enabled in their player. *We can provide non-buffering players if required.*

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Case Study Examples

Radio Station

A well known and busy Internet radio station runs their live stream and their on demand archives through Easystream.

The live stream is 20 kbps and they average about 70 concurrent users at any one time.

General Useful Figures

1 user @ 20kbps for an hour = 9Mb
1 user @ 48 kbps for an hour = 21 Mb
1 user @ 56 kbps for an hour = 25 Mb

200 Gb transfer in a given month might consist of

22,755 x 20kbps 1 hr streams **or**
9,752 x 48kbps 1 hr streams **or**
8,192 x 56kbps 1 hr streams

Questions

We are pleased advise or to answer any questions you may have about any aspect of video streaming. Please feel free to get in touch.

Easystream

Easystream is a service created and managed by IFDNRG Ltd.

London

IFDNRG Ltd
453 Fulham Palace Road
London
SW6 6SU
Tel: (0207) 3719709
Fax: 07092 243 337

Edinburgh

IFDNRG Ltd
18/1 SHANDON PLACE
EDINBURGH
EH11 1QL
Tel: (0131) 4770730
Fax: 07092 243 337

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