

Box Line Box

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Live Broadcasting vs Live Streaming



One question we we get frequently has to do with defining the difference between live streaming and live broadcasting. To answer that question we need to first define what each of these mean as it pertains to our live surgery program designs.

Live broadcasting within the scope of our services is a video connection from point to point allowing interactive live discussions. We offer two connection packages, Satellite or Internet Protocol (IP). These avenues are run with tightly-coupled services to keep the delay between participants low enough for collaboration and a two-way conversation between points.

Live streaming services refer to video and audio being sent out to any number of end points but only one way, as if watching a program on traditional television. These streams are usually sent through an encoder and linked to a service with user interaction being limited to chat rooms, texting or email.

The primary difference with these tools is one-way fashion (live streaming) or a two-way collaboration (live broadcasting).

Another difference that is unknown to many presenters is the latency or lag in the stream. This is the amount of time between something that happens in the real world and the display of that event on the viewer's screen. This latency can be anywhere from a few seconds to a full minute of delay. This delay can make using the chat feature awkward.

With Box Line Box, we often offer to do both a live surgery broadcast allowing you to talk to your audience and an encoded live stream. The addition allows you to send a link out so that people that aren't able to engage in the live broadcast can watch and hear your event as it's happening.

We hope this helps in the decision making for your next live event. To learn more about our broadcasting and streaming services visit us at www.boxlinebox.com or email us at info@boxlinebox.com. We are here to help bring your events to the next level!