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Covers the best practices and instruction to stream out to third parties streaming platforms such as social media platforms

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# Getting started

If you require our operators to stream out to your, or partners, accounts on external platforms (i.e., Facebook, Youtube, Linkedin, Instagram, etc.) We will need to exchange confidential information.

If your project includes many output destinations, and many sources (i.e., different source for each output) the project complexity will increase and the management on both ends can be time consuming and source of errors.

Please read this article and the [related ones](#) to get familiar with our processes.

In general, to preserve security and confidentiality best practices, [Brainsonic Live](#) recommends its client to not communicate any credentials to outside the organization, even to Brainsonic Live.

To avoid useless complexity we ask organizers to fill and use our template for simulative and third parties streaming projects. It's available in [Microsoft Excel](#) format.

Depending on the third party (social media platform) we would prefer organizer:

1. To add a Brainsonic Live account as content administrator to your account or page
2. To share the streaming destination values (i.e., stream key) with Brainsonic Live

However in some cases it can be necessary for Brainsonic to get those credentials.

Those scenarios are:

- Organizer wants Brainsonic Live to create and manage the live event using the third party application
- The third party platform does not provide a appropriate way to delegate live event management to another account
- Getting the streaming destination values requires a complex workflow

## Related articles

- [Third parties specifics](#)
- [Live streaming from pre-recorded material \(Simulative\) \[TTT\]](#)

# How to work with third parties live streaming platforms

How to work with third parties live streaming platforms

## LinkedIn Live

There is two ways to stream out to your LinkedIn page:

In any scenario, your page needs to meet the LinkedIn Live access criteria.

Please refer to the [official LinkedIn Live access criteria documentation](#).

Be aware that this enablement can take time.

Regardless of who is streaming, LinkedIn has a **maximum of 4 hours** for each stream.

### 1. You create a LinkedIn Live event on your own

You login into your account, schedule and create your event and send us Stream Key

Please refer to the [official LinkedIn Live documentation](#)

- You need a LinkedIn Page with >150 subscribers
  - Once you are eligible go there <https://www.linkedin.com/video/golive/now/>
  - Setup your event as you which on the left pane
  - Then on the bottom pane, Stream settings tab, select the region Europe, West where Brainsonic Streaming Infrastructure is originating its streams
  - Click on Get URL button
  - Copy and send Stream URL and Stream Key to you Brainsonic representative
  - When the stream will start to be pushed you will be able to watch it from the Live control center. Once ready you just have to press the Go live button.
- Once done, the page you are acting on behalf of, will post the live stream directly on the feed.

### 2. Our operators act on your behalf

You authorize our operators to manage your LinkedIn Page on your behalf  
Please add our operation LinkedIn account [Camille Faussaire](#) (  
<https://www.linkedin.com/in/camille-streamaura/>) by referring to the [official LinkedIn Pages permission management documentation](#)

Do not communicate your password under any circumstances.

And we need the following items:

- A title (75 car.)
- Description (5000 car.)

If scheduled :

- Date, time and timezone
- Preview image (1920x1080 - <2MB)

How to work with third parties live streaming platforms

# Youtube Live

There is two ways to stream out to your Youtube channel:

In any scenario, your channel needs to request access to live streaming.

Open the [Youtube Creator Studio](#) then request the activation.

Be aware that this enablement take up to 24 hours.

Youtube has no limit of time for the live stream. However, there will be no recording if it lasts more than 12h so we advise you to stay under this limit.

## 1. Our operators act on your behalf

You authorize our operators to create content on your Youtube channel on your behalf  
Please add our operation Youtube account [brainsonic.exchange@gmail.com](mailto:brainsonic.exchange@gmail.com) with the **Editor** role by referring to the [official Youtube channel permission management documentation](#)

Do not communicate your password under any circumstances.

And we need the following items:

- A title (Mandatory -100 car.)
- A description (5000 car.)
- A category
- Date, time and timezone
- Preview image (1280x720 - <2MB - JPEG/PNG/GIF)
- A type of audience/ age limit

## 2. You create a Youtube Live event on your own

You login into your account, schedule and create your event and send us Stream Key  
Please refer to the [official Youtube Live documentation](#)

- Once you are eligible go there <https://studio.youtube.com/channel/UC/livestreaming>
- Choose between schedule an event and immediate start of a show at the question When do you want to go live?
- At the step Pick the type of stream to begin select Streaming software
- Under Stream settings > Stream key > Select stream key dropdown, select "Brainsonic Live" or Create a new stream key if it doesn't exist
- Name the new key "Brainsonic Live", select RTMP as streaming protocol then CREATE
- Once back on the Studio interface, make sure that the newly created Stream Key is selected, then copy the Stream Key and send it to your Brainsonic representative.
- If you are not planning any interaction between the audience and the content streamed (i.e. pre-recorded material), choose Normal latency as Stream Latency
- The livestream will start once the Brainsonic Streaming Infrastructure will start streaming. Despite wanting to start as late as possible we recommend starting streaming way before show start (i.e., 20min) to avoid any issue and take no chance to miss the live show start. Alternatively you may want to create a scheduled event and then be able to go live by pressing a button.

To access or launch a scheduled live stream, go to the [Live Control room](#) and select **Manage**

How to work with third parties live streaming platforms

## X / Twitter

There is two ways for to stream out to your Twitter account:

In any scenario, you need a Twitter account with Media Studio enabled by a Twitter representative

Please refer to the [official Twitter Media Studio enablement documentation](#).

Be aware that this enablement can take a few days.

### 1. You create a Twitter live broadcast on your own

You login into your account, schedule and create your event and send us Stream Key

Please refer to the [official Twitter Media Studio documentation](#)

- You need a Twitter account with [Media Studio enabled](#)
- Once you are eligible go there <https://studio.twitter.com/producer/broadcasts>
- On the Live tab, click Create Broadcast
- Enter the information that qualifies your event
- On the Source section, select Create a new source, then name it Brainsonic Live
- Select the EU (Paris) region as well as the RTMP Source type, then Done
- Copy Source URL and Stream key values then send them to your Brainsonic representative
- You can define if you want to start now or later.
- When the stream will start to be pushed you will be able to watch it from the Live control center. Once ready you just have to press the Go Live button.

### 2. Our operators act on your behalf

You authorize our operators to manage your Twitter account on your behalf

Please add our operation Twitter account `@bsevent_dev` by refering to the [official Twitter Media Studio permission management documentation](#)

Do not communicate your password under any circumstances.

And we need the following items:

- A title (same constraint than a tweet, 280 car.)
- Pick a categorie
- Tweet content

If scheduled :

- Date, time and timezone
- Preview image (16:9 ratio, PNG)

### See list of available categories

Automotive (Cars, Trucks, Racing)  
Comedy  
Digital Creators  
Entertainment & Pop Culture  
Esports & Video Games  
Financial & Business News  
Food & Drink  
Lifestyle (Fashion, Travel, Wellness)  
Music  
News & Current Events  
Politics  
Science & Education  
Sports  
Technology  
Television

How to work with third parties live streaming platforms

# Facebook Live

There is two ways for to stream out to your Facebook page:

## 1. You create a Facebook Live event on your own

You login into your account, schedule and create your event and send us Stream Key  
Please refer to the [official Facebook Live documentation](#)

- On the New Post box, click on Live Video
- Select Go Live (you could also select Live Event to create a Facebook Event)
- Add the Title
- Select Streaming Software under Select a video source
- Enable Backup stream toggle
- Copy the Streaming Key that just shown up (it should look like `FB10159995604943449-0-Abz68JtzS__fskdfbe`)
- Send it to your Brainsonic representative
- The livestream will start once you receive feed from Brainsonic and click . Despite wanting to start as late as possible we recommend starting streaming way before show start (i.e., 20min) to avoid any issue and take no chance to miss the live show start.

## 2. Our operators act on your behalf

You authorize our operators to manage your Facebook page account on your behalf  
Please assign Editor role to our operation account `liveteam@brainsonic.com` to the [official Facebook Pages permission management documentation](#)

Do not communicate your password under any circumstances.

And we need the following items:

- A title
- A description
- Date, time and timezone
- Preview image (16:9 ratio, PNG)

How to work with third parties live streaming platforms

# Instagram

## Prerequisite

Your IG account need to be eligible to IG Live Producer. Please contact your Brainsonic Live representative to obtain such an access.

We do not use nor promote the usage of applications such as Instafeed or Promovgram. These providers are offering an integrated Web solution to get Instagram stream key from a mobile device emulator.

However this solution not being officially supported by Meta, and those services being hosted outside of EU. We cannot expose our clients to potential credentials leaks.

It is not possible to disable comments on an IG Live video that was initiated though IG Live Producer. Therefore IG proposed a few options, [see below](#).

## 1. You create an Instagram Live event on your own

You login into your account, schedule and create your event and send us Stream Key  
Please refer to the [official Instagram Live Producer documentation](#)

- Login on instagram.com.
- From le left menu clic on Create > Live video
- Set title and audience
- Communicate the stream key (should look like `18180500569288623?s_bl=1&s_fbp=fra3-1&s_prp=cdg4-3&s_sw=0&s_tids=1&s_vt=ig&a=Abyn4PLX7HRFZY1F`)
- Brainsonic will start streaming.

Click on Go Live. Despite wanting to start as late as possible we recommend starting streaming way before show start (i.e., 5-10min) to avoid any issue and take no chance to miss the live show start.

## 2. Our operators act on your behalf

If you choose to communicate your credentials (which is not recommended - you can still change it before the live and change it for the old one after the live) make sure that you are able to

1. Provide a username and a password to your Brainsonic representative
2. Provide a direct communication channel between the Brainsonic operator and the person supposed to provide the 2FA temporary code.
3. This person will be asked to provide a 2FA code when the Brainsonic operator try to login to the platform to start pushing the livestream
4. We strongly recommend to perform a test of all this chain including the direct communication channel, >24h before the live show.

We need the following items:

- A title
- A comments setting

## Handling comments

This is the only way a partner can theoretically “disable” comments on a live on Instagram Live Producer as no true option is available. This allows only pages you follow to comment which gives a bit of control. You can effectively unfollow people and then follow them back once the live is over. However, choosing this option will restrict comments on the entire account (will apply to comments on live broadcasts, reels, stories and posts).

- Click More
- Click Settings
- Click Privacy & Security
- Click Edit comment settings
- Click People You Follow.

How to work with third parties live streaming platforms

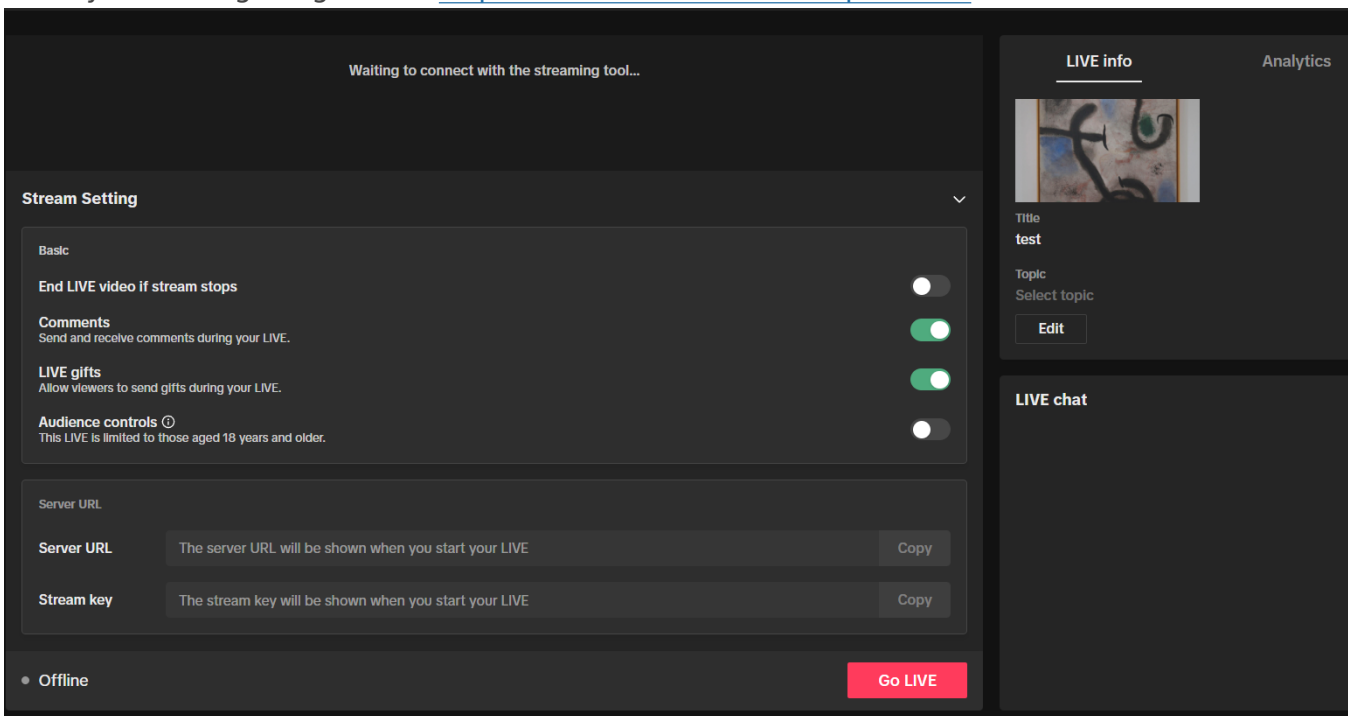
# Tiktok

## Principle

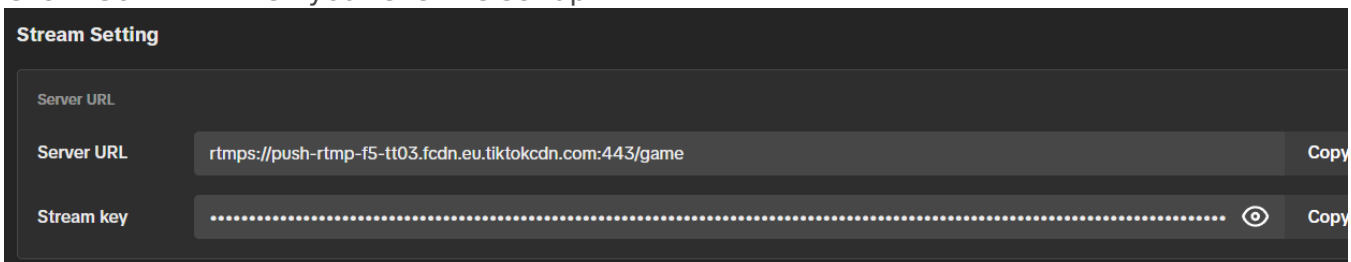
You login into your account and send us Stream Key

## Steps

1. You need a Tiktok account with >1000 followers (to keep the live access, you need do stream regularly)
2. Once you are eligible go there <https://livecenter.tiktok.com/producer>



3. Click "Go LIVE" when your event is set up



4. Copy the Server URL and Stream key and send them to your Brainsonic representative

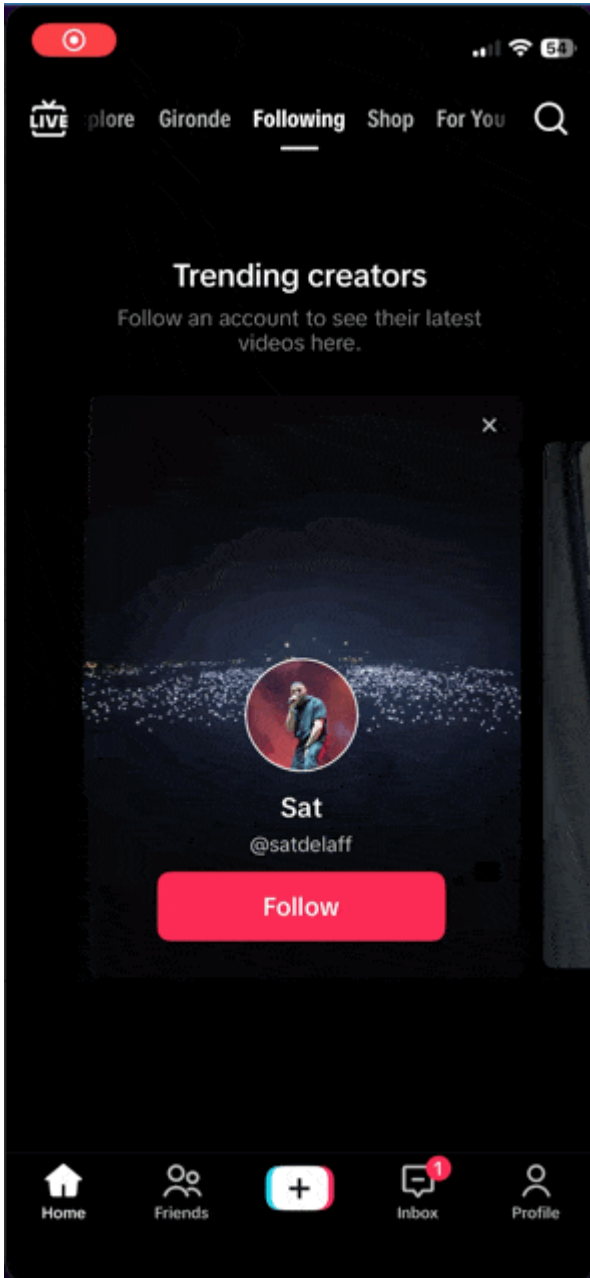
## Live fonctionnality access

We might need your account UID to assist getting live capabilities enablement.

Note that we have to contact Tiktok for this so it might take some time.

UID can be obtained from the TikTok mobile application

1. Install and login on TikTok app
2. Go to **Profil** from the bottom menu
3. Click on the three lines icon on the top right then on **Settings and Privacy**
4. Scroll down to the bottom of the menu
5. **Click multiple times** on the version number
6. Get the UID



## Going live

The livestream will start once the Brainsonic Streaming Infrastructure will start streaming. Despite wanting to start as late as possible we recommend starting streaming way before show start (i.e., 5-10min) to avoid any issue and take no chance to miss the live show start.

How to work with third parties live streaming platforms

# Twitch

## Principle

You login into your account and allow us to stream on your behalf

## Steps

1. Once you are logged in go there <https://dashboard.twitch.tv/settings/stream>
2. Scroll down to authorisations and click on "People allowed to stream on your channel"
3. Add our email : [camille.faussaire@brainsonic.com](mailto:camille.faussaire@brainsonic.com).
4. We will receive a stream key dedicated to us on your channel (so we don't have access to your stream key)

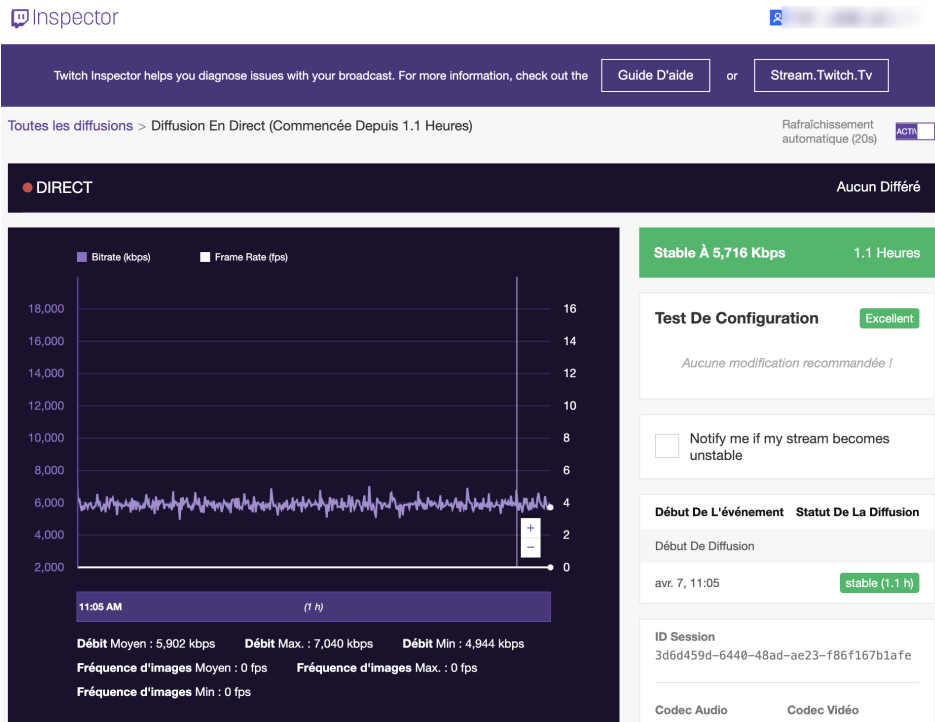
## Going live

The livestream will start once the Brainsonic Streaming Infrastructure will start streaming. Despite wanting to start as late as possible we recommend starting streaming way before show start (i.e., 10min) to avoid any issue and take no chance to miss the live show start.

## Check stream settings

Twitch does not provide the ability to preview the stream before going live. You can still perform a test that won't be visible on the channel by adding `?bandwidthtest=true` at the end of the stream key when you paste it on your streaming software.

Once ready to perform a test, account owner needs to login to <https://inspector.twitch.tv/>

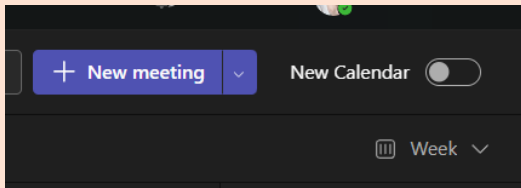


Information about stream health will be visible during the test.

How to work with third parties live streaming platforms

# Teams Live Event

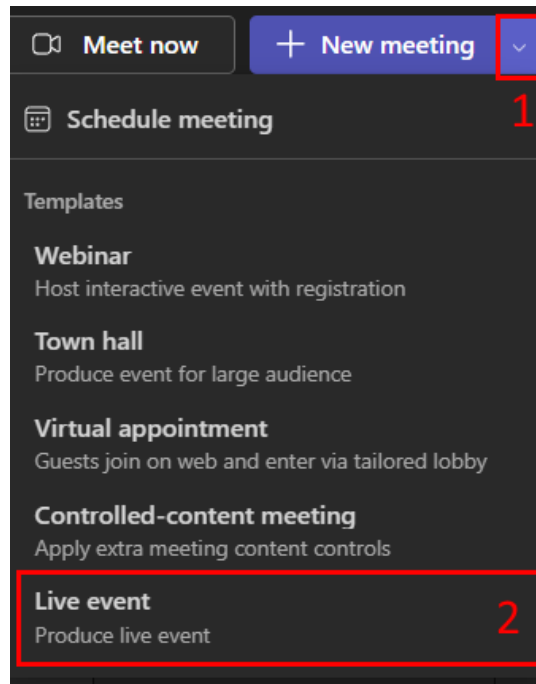
Disclaimer : when this documentation is written, there is a new display appearing in teams calendar. However, the new display doesn't show options to create live events at the moment so this documentation requires to use the older display by making sure that the option "New Calendar" is unchecked at the top right corner of teams' window.



## Create a live event

### Creation

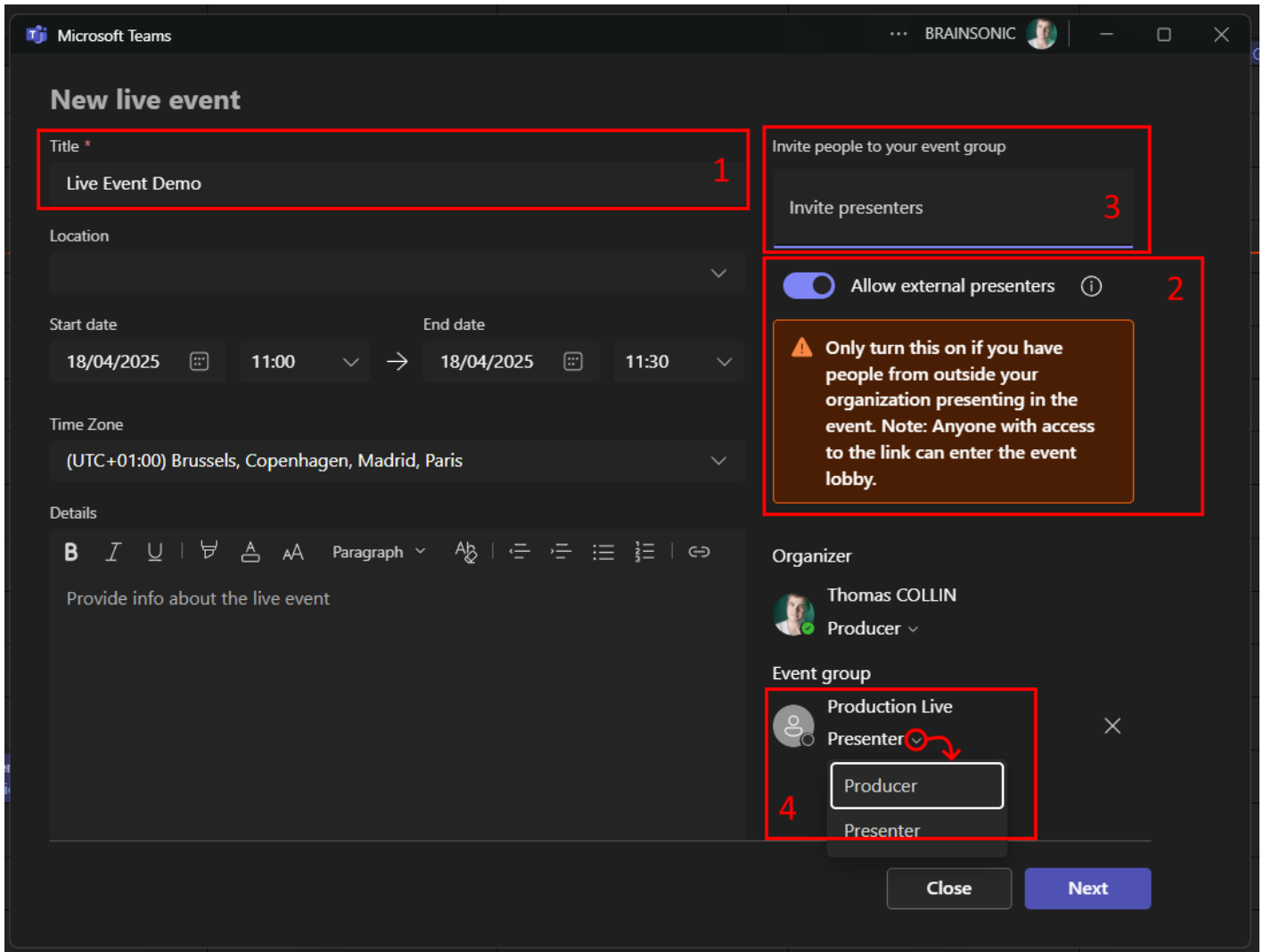
In order to create a Teams Live Event, you need to unfold the menu on the "New meeting" button (1) then select Live Event (2).



### Settings

Once you've clicked on Live Event, a new window pop up for the configuration.

There, you can set the title (1) as well as the details of your event. In order to allow us to join your event, you will need to check "Allow external presenters" (2) and add our email address (3). Once this is done, the new presenter will be displayed bellow the organizer. Click on it to change it's role to producer (4). You can then click "next"



This part can be updated after the event creation by opening on it from the calendar.

In the next windows, you can change some other settings according to your need. Make sure that "Teams Encoder" is checked on the "How will you produce" section.

**How will you produce your live event?** **Teams**

All content shared—people's video and screen sharing—are managed through the Teams app.

 **Teams Encoder**

An external encoder connected to Teams to manage the event. Available for org-wide and public events.

We also recommend to uncheck "Recording available to attendees" as we will provide you a version of better quality after the live.

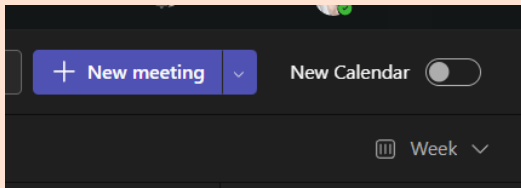
Once you're ready to go, you can click on schedule to finish the creation.

This part can also be updated after the event creation by opening the event on the calendar the by clicking on "Settings".

How to work with third parties live streaming platforms

# Teams Town hall

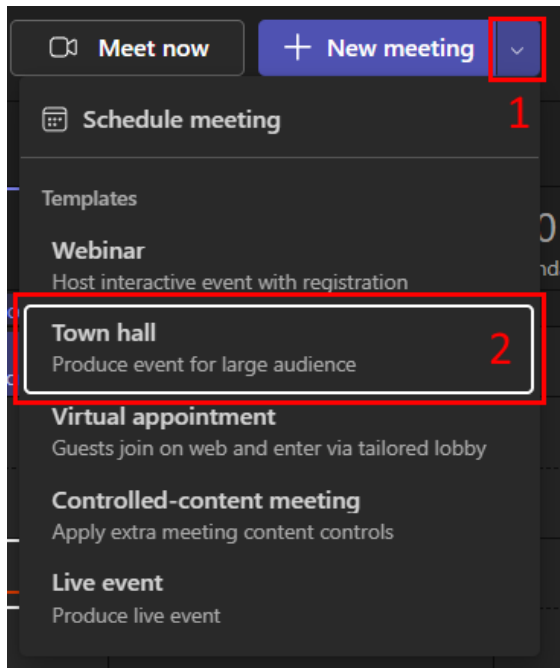
Disclaimer : when this documentation is written, there is a new display appearing in teams calendar. However, the new display doesn't show options to create town hall at the moment so this documentation requires to use the older display by making sure that the option "New Calendar" is unchecked at the top right corner of teams' window.



## Create a town hall

### Creation

In order to create a Teams Town hall, you need to unfold the menu on the "New meeting" button (1) then select Town hall (2).



## Settings

Once you've clicked on Town hall, a new window pop up for the configuration.

There, you can set the title (1) as well as the details of your event. In order to allow us to join your event, add our email address (2) as co-organizer. The new presenter will be displayed below the organizer. Once you're done with your own settings, click on "Meeting options" (3) to continue.

New town hall

BRAINSONIC

### Town hall

Co-organizers: ①

PL Production Live X

Meeting options 3

#### Basic info

Title \* 1

Town hall

Start date: 18/04/2025 14:30 → End date: 18/04/2025 15:00 30m

Description

Event group

Organizer: ①

Thomas COLLIN

Co-organizers: ① 2

Add people to help organize the event

Co-organizers: ①

PL Production Live X

Presenters from your org: ①

Add external presenters

Chat with event group

#### Event access

Public

Your organization

People and groups

#### Invite attendees

Enable attendee emails ①

#### Attendee experience

Manage what attendees see ①

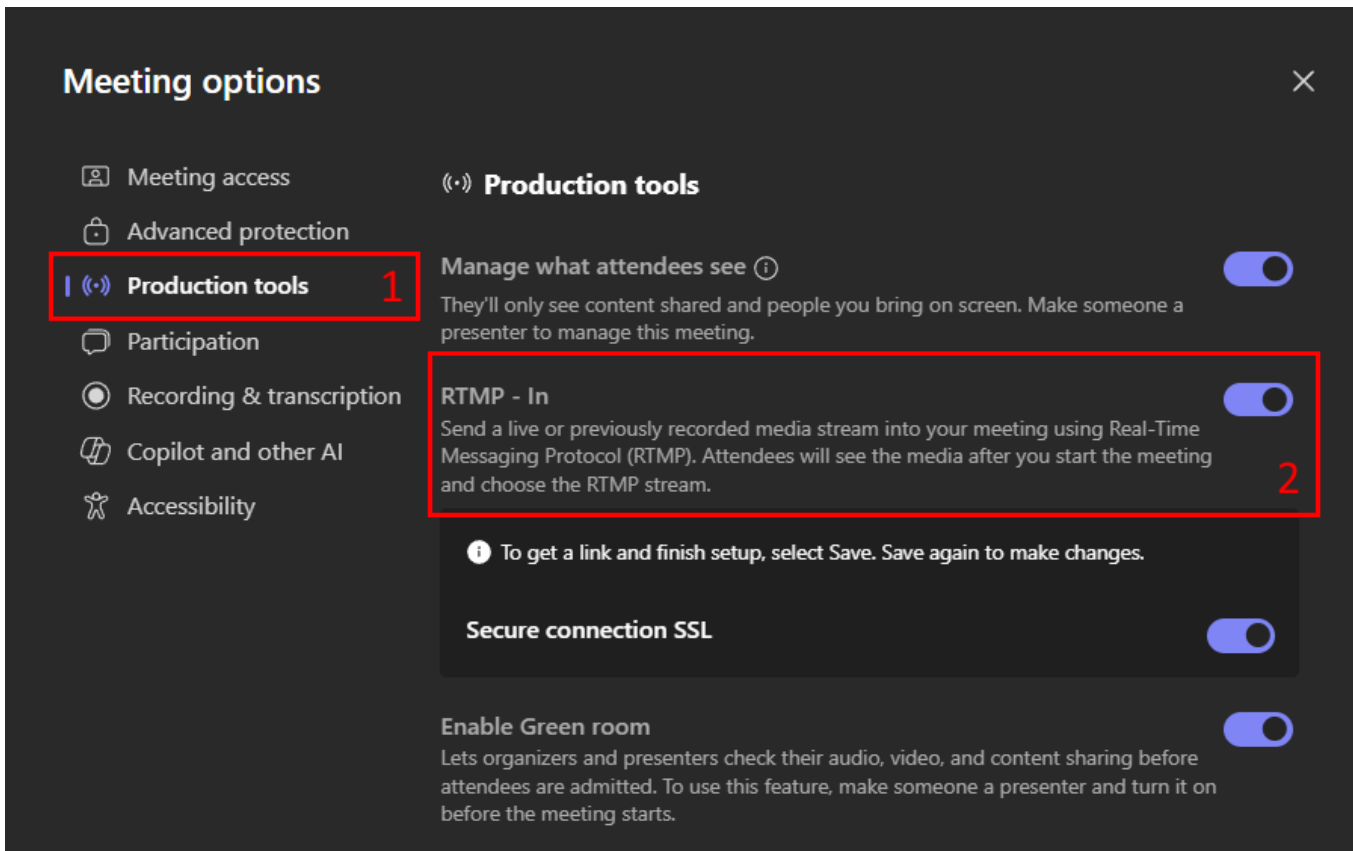
Q&A ①

Meeting chat: In-meeting only

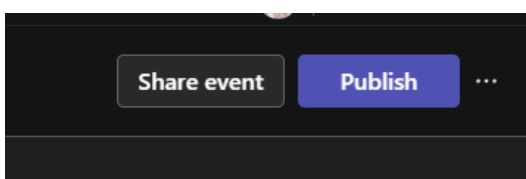
Allow attendance report

Edit more options

In the new window, under the "Production tools" menu (1), enable "RTMP-in" (2). You can do your other configurations then click on "apply" and then, back on the previous window, click on "Save and send invites".



You can now finish your configuration and click on publish on the top right corner to finish and get your attendees link.



You can modify your settings after the creation by double-clicking on the event in the calendar then clicking on "Manage event"

# Event Engine State API

Brainsonic Live is relying on an in-house application called Event Engine. For each digital event, an Event Engine instance is created.

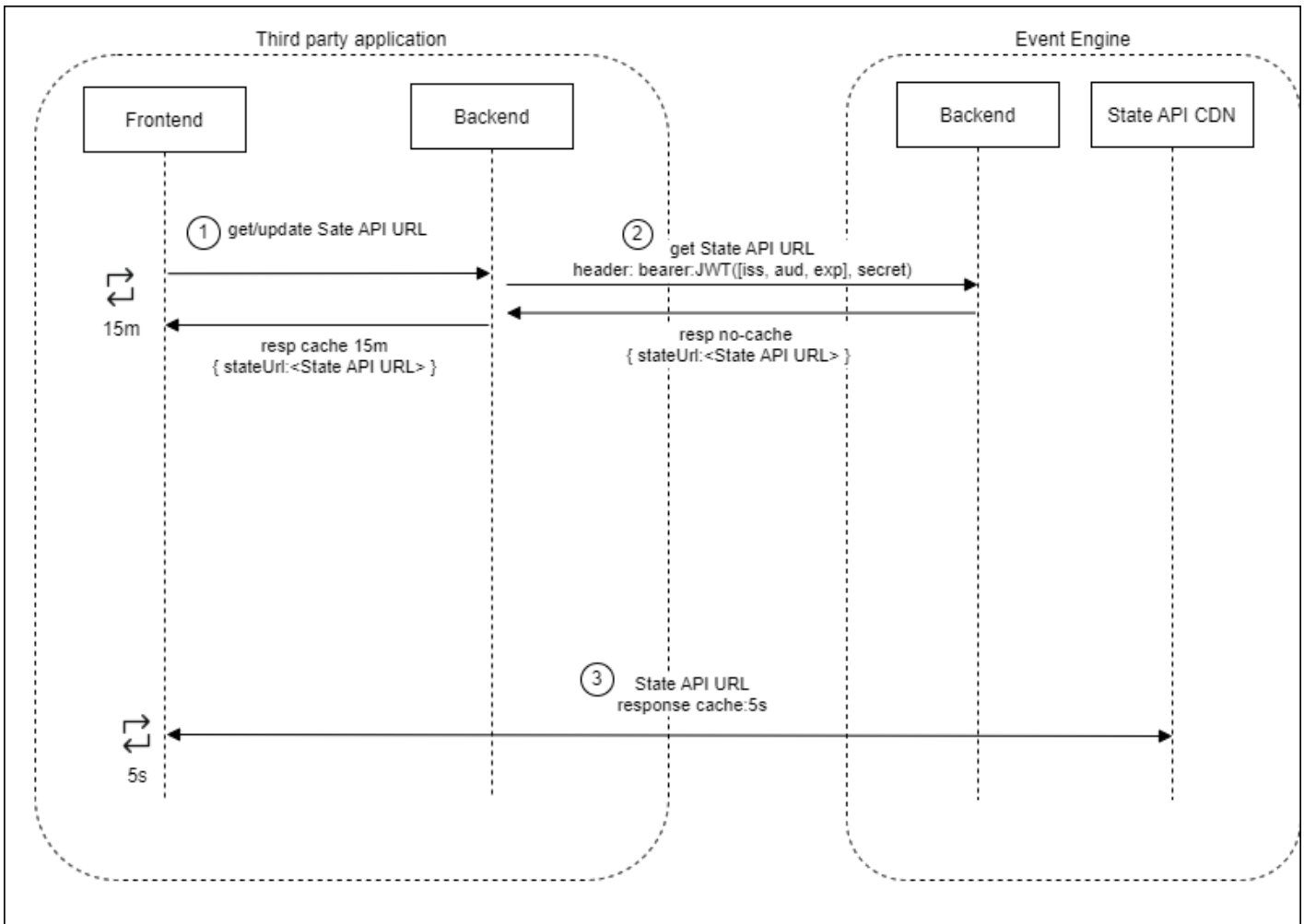
This API allows third party applications to get information about an Event Engine instance configuration and state.

The access to this API may incur additional charges  
To obtain an API key and secret get in touch with your Brainsonic Live representative

We assume that this third party application is split into a frontend application that is executed on client environment and a backend application that runs on a server.

This information is provided thanks to two requests :

- `getStateURL` intends to be requested from a backend application. This returns the endpoint URL that frontend application will need to request.
- `getState` allows the frontend application to request Event Engine instance state every 5s.



1. The frontend application get the State URL from the backend application
2. The backend application get the Event Engine instance state URL
  - Carries a bearer token. JWT HS512 format,
  - The token is signed with a secret (API key)
  - Payload contains a service ID (`aud`), a client ID (`iss`) and an expiration date (`exp`)
  - TTL range = 30s - 60s
  - To be cached on backend for 15 minutes
3. Every 5 seconds, the frontend application pull the Event Engine instance state
  - Response is cached for 5 seconds

## Exemple use case

1. Frontend application request the State URL to backend application (request 1)
2. If the backend application obtained the State URL more than 15 minutes ago then it needs to be requested again (request 2).  
There is no need to maintain a state on the backend server. A 15 minutes cache on request 1 is enough.

3. Frontend application uses the State URL to pull Event Engine instance state every 5 seconds (request 3)
4. Frontend application requests a new State URL to the backend application every 15 minutes.

## get State URL

```
request Method GET
request Header Authorization: Bearer <JWT>
response Cache: no-cache
```

## Success response

a json object holding the following properties

- stateUrl `string` URL that need to be requested by frontend application

## response Statuses

- Success 200
- Unauthorized Status 401
- Error Status 400

## Properties

The token carried by the request is a Json Web Token (JWT) encrypted with a shared secret. Secret is shared between Event Engine and the third party backend application

- alg: HS512
- iss: <your site/application ID>
- aud: <service ID>
- exp: 30s or 60s

## get Sate

```
request Method GET
response Cache 5s
```

response Status

## Success response

a json object holding the following properties

- **playerState** `string` : `custom` | `prelive` | `live` | `postlive` | `replay` | `interruption`  
 playerState values relates to the corresponding site states
  - custom: the site displays a custom layout. A typical setup is a countdown as long as a video loop background
  - prelive: on the site a "Live is about to start" waiting card or equivalent is visible
  - live: the live player is loaded and visible
  - postlive: the site displays a "Live has ended" message or equivalent
  - replay: the replay is available
  - interruption: the site displays an interruption "Live will resume soon" message or equivalent
  
- **playerManifest** `string` HLS URL  
 The manifest loaded by our live player. NB. the value can change from one request to the other.
  
- **countdown** `object` Countdown properties
  - **visible** `boolean` : `true` | `false`  
 When true, the countown is visible on our site above the player or waiting card
  
  - **end** `unix timestamp` : countdown end time  
 When reached the countown displays an end message
  
  - **serverTime** `unix timestamp` server current time  
 You can adjust end on the client with respect to the local and server time difference
  
- **Example of assets properties**
  - **customText** `Array` an array of strings. The `custom` countdown text split in lines.
  - **customTextIsDark** `boolean` true when the text color is dark, false otherwise.
  - **logoImg** `string` URL of the logo image for `custom` states.
  - **customUseVideo** `boolean` when `true`, hints that the customBgVideo916 is available
  - **customBgVideo916** `string` URL of the video to playback (loop) on `custom` state, 9:16 ratio
  - **customBgImg916** `string` URL of the background image on `custom` state, 9:16 ratio
  - **customFgImg916** `string` URL of the foreground image on `custom` state, 9:16 ratio

- preliveUseVideo `boolean` when `true`, hints that the preliveBgVideo916 is available
- preliveBgVideo916 `string` URL of a video on `prelive` state, 9:16 ratio
- preliveBgImg916 `string` URL of the background image on `prelive` state, 9:16 ratio
- preliveFgImg916 `string` URL of the foreground image on `prelive` state, 9:16 ratio
- postliveUseVideo `boolean` when `true`, hints that the postliveBgVideo916 is available
- postliveBgVideo916 `string` URL of a video on `postlive` state, 9:16 ratio
- postliveBgImg916 `string` URL of the background image on `postlive` state, 9:16 ratio
- postliveFgImg916 `string` URL of the foreground image on `postlive` state, 9:16 ratio
- interruptionUseVideo `boolean` when `true`, hints that the interruptionBgVideo916 is available
- interruptionBgVideo916 `string` URL of a video on `interruption` state, 9:16 ratio
- interruptionBgImg916 `string` URL of the background image on `interruption` state, 9:16 ratio
- interruptionFgImg916 `string` URL of the foreground image on `interruption` state, 9:16 ratio

## Response statuses

- Success 200
- Unauthorized Status 401
- Error Status 400

## Limitations

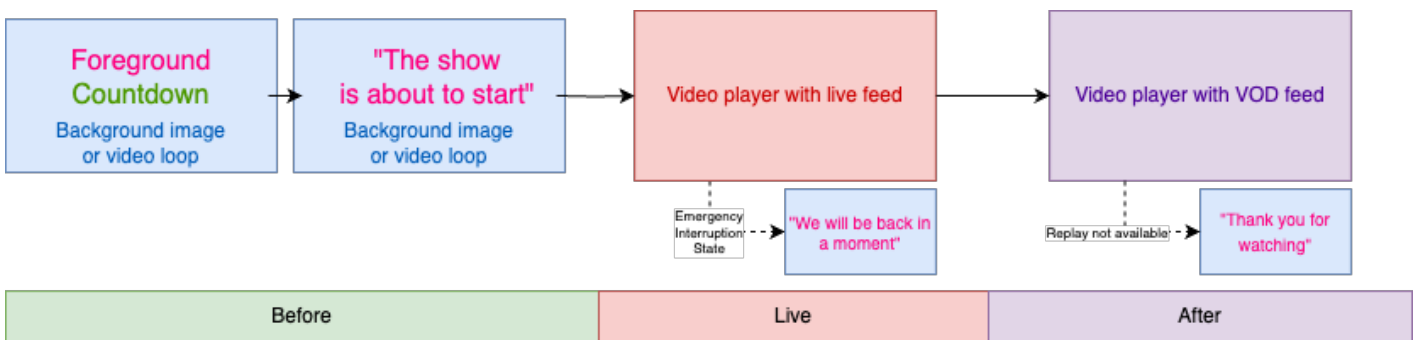
### get State URL

- Hit/s = 1
- Maximum Hit/minute = 4

# Embedded Player Customization

Event Engine can be customized with event-specific assets. In order to simplify integration workflow, especially for last minute assets delivery, the following settings are mandatory.

## Different states



## Layers composition



## Expected material

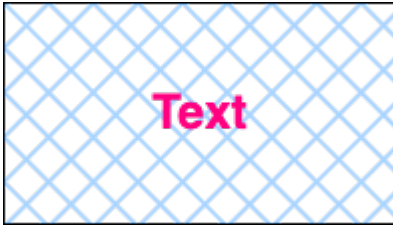
The following list will help us integrate quickly and seamlessly your custom design to

1. Event Engine Web interface, i.e., for embedded digital event,
2. [Event Engine State API](#),
3. Preshow video/image slates

If you are using **Figma** please

- name the elements with unique label (i.e., `myLabel-language-[ratio:169|916]`)
- group elements by `language` then `ratio`
- use the `/` character as folder/group prefix

- All 16:9 slates (prelive, postlive, interruption, custom)
  - including foreground and background



- PNG format
  - 1920x1080
  - 960x540
- All 9:16 slates (prelive, postlive, interruption, custom)
    - including foreground and background



- PNG format
  - 1080x1920
  - 540x960
- All 16:9 slates (prelive, postlive, interruption, custom)
    - foreground only with transparent background (with bounding box)



- PNG format
  - 1920x1080
  - 960x540
- All 9:16 slates (prelive, postlive, interruption, custom)
    - foreground only with transparent background (with bounding box)

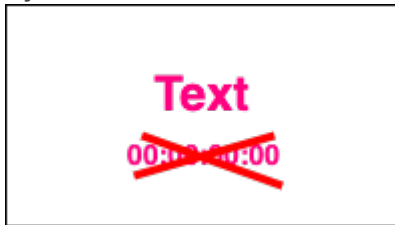


○

- PNG format
- 1080x1920
- 540x960

- All 16:9 dynamic foreground

- foreground only with transparent background (with bounding box and without dynamic content like countdown)



○

- PNG format
- 1920x1080
- 960x540

- All 9:16 dynamic foreground

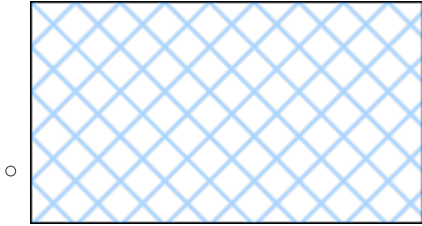
- foreground only with transparent background (with bounding box and without dynamic content like countdown)



○

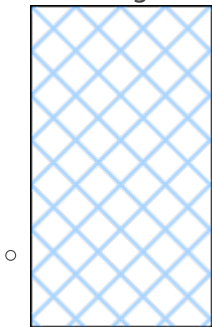
- PNG format
- 1080x1920
- 540x960

- 16:9 Background



- 
- PNG format
- 1920x1080
- 960x540

• 9:16 Background



- 
- PNG format
- 1080x1920
- 540x960