Terminology for streaming

In this document you will find some of the terminology normally used in streaming. If you are missing a word, you might also want to take a look in the *Terminology A–Z.*

A

AAC – **Advanced Audio Coding** is the standard audio codec used for online video and live streaming. It's compatible with every device on the market today.

Adaptive player refers to a video player that dynamically adjusts the quality of content being streamed based on the internet connection speed of the viewer.

Adaptive streaming is a setting option within some encoding software interfaces. Makes it possible to stream video to the end user at the optimal viewable quality. The feature provides the highest video quality for each specific user.

Add-on lighting a precise lighting to illuminate details, especially faces to capture expressions and emotions.

Ambience is the sound character and atmosphere of a place.

Ambient lighting is the general indirect lighting for the shot to reduce shadows on people's faces and create a uniform light level throughout the space.

Ambient sound is background sounds which are present in a scene or location.

Audio visual sync is the synchronization of the live audio signal with the live video data. If the synchronization is off, the viewers will hear the audio ahead of the video, or vice versa.

B

B-roll is secondary footage to supplement or alternate with the main shoot. It is used in order to create a more engaging and professional-looking stream.

Background noise is the noise from all sources unrelated to a particular sound that is the object of interest.

Bandwidth is the total frequency range of any system. Usually specified as something like; 20-20,000Hz plus or minus 3 dB.

Boom is an extension arm used to suspend a microphone over sound or persons being recorded with the objective to keep production equipment out of the camera's view.

Brainstorming – talking openly in a group to produce an idea or a problem solution.

Buffering is the time lag between collecting video data and delivering it. A major cause of buffering is low internet speed.

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C

Call To Action (CTA) – strategic messaging to urge viewers to take a specific action.

Camera man – responsible for the shots, in collaboration with the DoP, controls the camera, its position and adjustment for each shot.

Capture card is an input device that transports video from the capture device to the streaming platform, encoder, or streaming software.

Capture device is a tool for capturing elements of a stream, including various types of cameras and microphones.

Chroma key (or green screening) is a technology that makes it possible to incorporate a virtual background into a live video using a green screen.

Clap – a small panel where the number or name of the scene is written as well as the number of the take. It produces a sound that is used in post-production and helps to synchronize sound and image.

Clipping refers to a type of distortion that occurs when an amplifier is driven into an overload condition.

Codec is a program or a device for encoding or decoding a digital piece of information, both audio or video, for easy transmission over the internet. The most common video codec is H.264, and the most common audio codecs are AAC and MP3.

Coherence is a listening term that refers to how well integrated the sound of the system is.

Compression is the process of reducing the total number of bits needed to represent an image or video sequence.

Content Delivery Network (CDN) a collection of servers that delivers online video from the streamer to video players around the world.

Contrapuntal sound is a sound that contrasts strongly with the image that you see on screen.

D

dB decibels, are often used to describe sound level, electrical signal strength and digital signals.

Dialogue is the sound produced by the characters.

Director of photography (DoP) is responsible for the shots and the camera. Technical leader for camera and lights.

Distortion anything that alters the musical signal.

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E

Effect light use of light effects for a specific action, added to the general lighting atmosphere.

Embedding is the process of placing a video player on a website of your choice.

Emotional design is drilling deep into how you want people to feel. Viewers are influenced by their interactions with the environment at three levels – instinctive feeling, behavior and memory.

Encoders are devices used to convert the video format of the source video into a compatible format that is playable on all devices.

Encoding is the most significant part of live streaming. It takes your stream and converts it into a file that can be streamed across the internet.

Experience design is thinking about solving a problem, prompt a certain emotional response or trigger a specific behaviour. Experience design always focuses on the user.

F

Feedback when an audio signal is being fed back to itself.

Fourth wall refers to an imaginary "wall" in front of the stage, separating the audience from the actors. Breaking the fourth wall is when actors on stage or on film speak directly to the camera.

Frame rate (FPS) is the speed at which the consecutive images are shown to create video. The more frames per second the video has the smoother it feels for a viewer. Most digital video uses 25-30 fps. Fast-action videos need a higher frame rate, 60 fps.

G

Gain increase in level. The function of a volume control.

H

High Definition (HD) resolution refers to an image not less than 720p but more likely 1080p in height.

I

Interactive narrative is a digital interactive experience in which users create or influence a storyline through their actions.

Inciting incident in storytelling is something that takes the audience into the experience.

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L

Lighting equipment are all the tools used to improve the quality of video by providing adequate lighting. Ranging from simple ring lights to studio kits.

Live streaming technology is how videos are streamed over the internet live, in real-time, as they are being recorded with the advantage of possible audience interactivity.

Location sound (or direct sound) is sound recorded during production.

Lossless compression video/audio compression format that maintains every bit of original data from the sources, full quality.

Lossy compression removes some of the information from the source in order to process and stream your video.

M

MP4 is a digital multimedia container format most commonly used to store video and audio

Moodboard is a collection of images, objects and words that are used to express the chosen style, it helps develop the creative idea.

Muddy – a listening term. A sound that is poorly defined, sloppy or vague.

N

Narrative design looks at both the visual and the verbal to create well-paced stories to draw the viewer in and captivate them on their journey through the story.

O

Offscreen – what is outside the view of the camera.

Online Video Platform (OVP) is a tool for uploading, streaming, and managing online video.

P

Paywall requires a viewer to pay before they are able to watch the video content.

Point of view (PoV) – from a camera perspective.

Q

Quantum storytelling is a new, non-linear way of telling a story. In this type of storytelling it's the middle that is important. In it there are multiple possibilities that can unfold.

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R

Real-Time Messaging Protocol (RTMP) is the most common streaming protocol. For streaming video content to popular streaming destinations such as Facebook, YouTube, Instagram, and Twitch, using a stream key and URL.

Responsive narrative see Interactive narrative.

S

Script supervisor keeps track of props, lighting, blocking, and costumes to ensure script compliance. They also take notes of every scene and camera angle which is important information for post-production.

Silence – the lack of audible sound or the presence of very low intensity sound, can be used for dramatic effect or to give the user a breather after climactic scenes.

Simulcasting (or multistreaming) refers to the simultaneous broadcasting of a single live video on multiple platforms.

Soundtrack – the audio part of a video recording, all the different layers of sound voice, background music, sound effects etc.

Storyboard is a document that is used to plan all of the shots that will make up the film, both at the technical level (framing, camera movements, special effects) and the artistic level (built sets, virtual sets). Its layout, with thumb-nails, each represents a shot, sometimes described in several drawings. The proposed order is that of the final edit of the film.

Streaming – delivering and receiving media, audio and video, via the Internet. Live streaming is streaming media that is received and viewed in real-time.

Streaming key is a password/alphanumeric key you need in order to stream your video to a particular RTMP ingest server.

Streaming setup refers to the live streaming process itself, as well as to the camera, cables, capture device, encoding software/hardware, Internet connection, etc. that is being used.

Streaming video/media (or live content) is a piece of media that is watched in real time within a web browser rather than downloaded into a file on a hard drive.

Switcher is a technology that allows broadcasters to seamlessly switch between sources midstream.

Synchronization making sure that the sound and the image line up perfectly.

T

Technician (also called machinist) is responsible for the camera mounting systems and movements. In live performances they are also responsible for set changes and prop movements.

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V

Video monetization is generating revenue on online video content through sponsored ads, pay-per-view ticketing, or subscriptions.

Video player is a piece of software that allows viewers to watch a video.

Video Security are tools to protect your video streams from unwanted viewers, hackers, and pirates.

Video On Demand (VOD) is a piece of content that can be watched by a user at any time instead of a specified moment.

W

White-label streaming is streaming with no branding from the video streaming platform. It only includes your own branding.

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