



Welcome to Smart Stream!

Smart Stream is a product of SFMSports.Net and offers your school, club or team an inexpensive way to stream your events to thousands around the world!

So you want to produce your own webcasts but you don't know where to start? Too much talk of megabits, bandwidth, storage capacity, and encoders?

Well, you've come to the right place! Smart Stream technology provides a platform that makes streaming as easy as pushing a button. We don't burden you with things like gigabytes of storage and bandwidth maximums. We let you stream, plain and simple.

All you need is the event and the audience to reach, we'll take care of the rest.



Why should your school or organization broadcasting with Smart Stream?

Seven Great Reasons

- 1.The program provides an excellent learning opportunity for students, teachers, boosters and organization members.
- 2.When schools and organizations broadcast their events, they provide an invaluable service to parents, relatives, alumni and friends of the school or organization.
- 3.By self-producing events, schools and organizations can provide broad-based coverage of many different types of events, bringing exposure to those that normally would not get it.
- 4.Because schools and organizations own their own broadcasts, Smart Stream brings another sponsorship vehicle to the school or organization, one that provides easily identifiable exposure and return to the sponsor.
- 5.The production of the events is something that everyone in the school or organization can find opportunity in. While a natural fit for a school's athletic program, Smart Stream can be used for just about any activity that a school or organization would like to share with the community.
- 6.The program creates a solid public relations foundation, helping to put other school and organization initiatives in a better light.
- 7.It can be enjoyable for all involved and creates a real sense of community and pride within the school or organization.



Frequently Asked Questions

Getting to Know Smart Stream

1.What is Smart Stream?

Smart Stream is an easy-to-use system that allows its subscribers to produce streaming audio and video in a simple and turnkey manner.

2.What does Smart Stream have to do with high school sports and events?

Simply put, Smart Stream is the platform that your school can use to increase awareness of its programs. We'll provide the webpage, the bandwidth and the streaming software. All you had to do is to plug your laptop in and connect to the streamer!

3.How long has Smart Stream been doing this?

We started broadcasting high school sports on the radio last year. Since then, we have developed methods for schools to broadcast their games. We can only carry a hand full of games on the radio, due to scheduling. But, Smart Stream allows you to broadcast your game without having to worry about radio station guidelines and schedules!

4.Why should I consider broadcasting?

Internet broadcasting allows you to reach people that previously were unreachable. In the high school world, this is especially important. Whether it is a Dad away on business, grandparents who live two states away, or a recent graduate now serving our country overseas, Internet broadcasting fulfills a great service. On top of that, it is fun, extremely affordable, educational and you can even make money through sponsorship and advertising.

Okay, I'm interested so tell me more....

5.What equipment do we need to broadcast?

In the most basic configuration, you need a computer (a laptop), and a computer microphone. The computer needs to have either Windows XP or Windows Vista installed. For live broadcasting, you will also need an internet connection. That's it! You can purchase packages from us, or use your own equipment!



Frequently Asked Questions

6.Can more than one person broadcast at once? How fancy can we get?

The sky is really the limit. You can take the broadcast to the next level and use mixers, sideline and crowd mics and even play commercials. Smart Stream is happy to make suggestions, provide instruction and help you along the way.

7.How can we make money doing this?

Any sponsorship or advertising that you sell in support of your broadcasts is yours to keep. You can pay for your broadcasting this way and you could also even make a profit. You can even produce your own commercials using students and athletes.

8.What happens if we do not want to broadcast live?

Smart Stream supports live and offline broadcasting. In online mode, you just connect and stream. In offline mode, you'll simply record the game using our editing software and save it. Then, you can send the audio file to us to upload on your podcast site!

9.Do you offer archived broadcasts?

Yes. We offer packages that allows you to post previous games for fans to listen to again and again.

10.How long are archives available?

Smart Stream keeps all archives for at least three months. But, we can keep archives active longer. This all depends on how often you broadcast and the type of package that you choose.

You've got my attention...tell me more!

11.What does the service cost?

Like many things in life, the more you buy at once, the cheaper it gets. Our per-event prices start as low as \$20.00. Imagine that you can broadcast to the whole world cheaper than two movie tickets! We also offer unlimited event-based packages that start at \$1195 per year. If you do a lot of streaming, you can lower your per-event cost to as little as \$12!!



Frequently Asked Questions

12. How long does it take to get started?

In most cases, you can register, download the software and start testing in about 10 minutes. We can have you broadcasting in time for this weekend's game! We even give you free test broadcasts so that you are comfortable before you start the real thing!

13. Can we make money with our broadcasts?

Yes! In fact, we encourage it! We have built a Fundraising Gameplan that outlines how you can sell sponsorships to the games to cover the cost of broadcasting them. It is designed to earn your team money!

13. Can we play music with our broadcasts?

Only music that is in the public domain can be played on your broadcasts. It is against music industry laws to play non-public domain music on the internet without paying royalty fees. Please, refrain from doing this. Smart Stream and SFMSports.Net is not liable for any music licensing fees or penalties.

14. How do we get started?

Go to www.sfmsports.net/smartstream.html and click on "How to Broadcast" link to get started. For a limited time, we are offering free software downloads! Call Steve Clendenin at 410-988-4195 for more information. You can also contact Steve at steve.clendenin@sfmsports.net.