About organization

NASASpaceFlight is one of the leading online news resources that covers the latest space-related topics from around the world. Designed to expand public's awareness of the space flight industry, this digital media source brings the readership exclusive top news on space flight developments and technologies that have been referenced by world's major newspapers and magazines such as The New York Times, CBS, and Popular Science.

More than 500,000 interested readers monthly visit NASASpaceFlight website, including representatives of the global space launch market and satellite launch industry. Spaceflight-specific news shows run weekly on NASASpaceFlight YouTube channel with over 400,000 subscribers and are regularly watched by international spaceflight fans and followers.

Country:
USA

Field:
Business

Channel audience:
>445,000

Implementation:
2021

Website:
https://www.nasaspaceflight.com/

Challenge

During NASASpaceFlight news show, hosts and guests usually present various spaceflight topics for viewers joining live streaming from around the world. News presenters wanted to achieve a professional streaming effect with top-notch live video quality and static position of speakers' panes on the layout. Thus, the newscast should run seamlessly and don't be interrupted as invited guests join or leave the session, bringing remote viewership together and creating immersive atmosphere of telepresence.

For this purpose, NASASpaceFlight decided to integrate their graphics package and Zoom video meeting platform. During field testing, the selected video conferencing platform didn't show sufficient flexibility in customizing layouts and streaming settings, being unable to fix the position of video conferencing participants in the layout. Speakers were constantly moving around as they joined and left the session, creating a crumpled perception of scientific and technological topics for the audience.

The news resource faced the challenge of looking for video conferencing software that is able to freeze participants' positions in the window layout and thus maintain the continuity of YouTube show releases.

Solution

After extensive searching, NASASpaceFlight managed to solve the problem of muddled live streaming by unifying their graphics package with the capabilities of TrueConf video conferencing solution.

TrueConf advanced real-time meeting manager has provided livestreamers with the ability to create multiple layouts for newscast participants and fix their position on the live feed, as well as assign individual layouts to the event speakers. TrueConf RTSP feed was pulled into OBS and cropped for each streaming guest to create individual camera views. Then NASASpaceFlight placed feed crops into their graphics package and streamed the resulting OBS broadcast to YouTube channel.
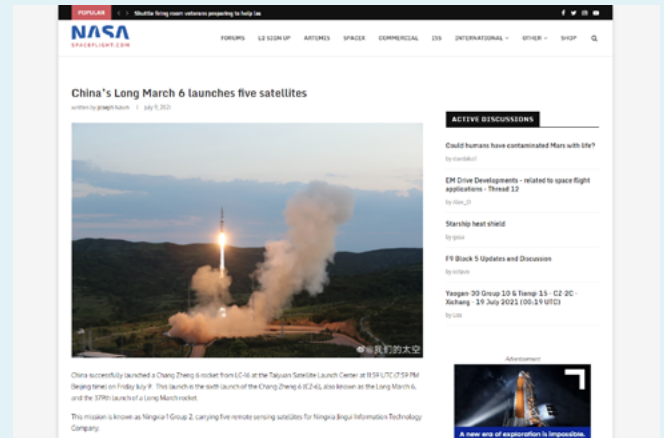
"We are using TrueConf for our weekly news show watched live by thousands of avid spaceflight fans on our YouTube channel. TrueConf is the only video conferencing software that is able to create a seamless streaming experience for our viewers by maintaining guests' positions even when they join and leave the conference."

— Michael Baylor, reporter, photographer, and livestream producer for NASASpaceflight, creator of the Next Spaceflight app

Results

With TrueConf, NASASpaceFlight managed to organize a flexible and seamless format of weekly news shows about the latest events in the leading space-faring countries. Now, the newscast audience enjoys an intuitive interface of live streaming layout that contributes to the best perception of exciting news from the world of astronautics.