

Live 360

Product Specifications and Set-Up Instructions

February 2017



Live 360 Specifications

Current: February 2017

- **Target Resolution:** 1080p at 2:1 aspect ratio (1920x960)
- **Frame Rate:** 30fps
- **Target bitrate:** 4 Mbps (megabits)
- **Codec:** H.264
- **Keyframe frequency:** 1 I-frame every 2 seconds (minimum)
- **Audio:** AAC
- **Audio Sample Rate:** 44.1 KHz
- **Audio Bitrate:** 128 Kbps (kilobits)
- **Depth:** Monoscopic
- **Max Streaming Time:** 4 hours

Step 1

Prepare Page and Profile URLs for Whitelisting

Send an email to live360@fb.com with:

- URL of Page you'll be streaming from
- URL of Profile for the person who will test and run the live stream (please note only someone with admin/editor privileges of the Page can create the broadcast)
- Date and time of the live stream
- Details of the live moment (location, activities involved, people involved etc.)

Step 2

Generate Stream Key

1. Once whitelisting is confirmed, visit fb.com/live/create
2. Click "Create Stream"
3. Select the checkbox for Live 360: "This live stream is a 360 video" (note, you won't see this checkbox if your profile isn't whitelisted for the Live 360 feature)
4. Enter the stream key and server url into your camera app or software
5. Go Live 360!

Post-Live Suggestions

Make the most of your live stream with these tips:

1. Use Crossposted Videos once the video is no longer live to get more distribution across multiple pages. [Learn more here.](#)
2. Use 360 Video editing tools like Guide once your video is no longer live. You'll find these tools in Publishing Tools. [Learn more about Guide here.](#)

Helpful Resources

1. Learn more about Live 360 in our [launch blog](#) and [Inauguration coverage recap](#).
2. Check out [our recommended cameras](#) for Live 360 streaming.
3. Reach out to these [production companies](#) for help your with your stream.

Recommended cameras for Live 360

Current: February 2017

In the **consumer camera category**, the only cameras that can livestream without a computer or additional live-broadcast hardware are the **Insta360 Nano** (iOS) and upcoming **Insta360 Air** (Android in April 2017) and **Giroptic iO**. These cameras attach directly to iPhones and Android devices and can livestream in 360 to Facebook

In the **high end category**, any number of custom solutions exist, mostly using computers to stitch and broadcast to RTMP addresses, managed by specialized production companies. Many high-end livestreams use the **Nokia OZO** (\$45,000) and hundreds of thousands of dollars of broadcast equipment.

The **VideoStitch Orah 4i** (\$3,595) has the potential to enable high-quality live 360 in a plug-n-play solution at up to 4K/30. The Orah 4i features a single cable from the camera that runs to a stitching box, which streams over Ethernet and broadcasts a Wi-Fi hotspot for web control.

Production Companies for Live 360

Current: February 2017

North America

Pixel Corps, Groovy Gecko and Radiant Images are all trusted Live partners, or you can check out our list of 360 production companies [here](#) who may not have Live 360 experience but will have 360 production equipment for your shoot.

.

EMEA, APAC and LATAM

Pixel Corps will travel and have good connections in most regions.

We also recommend reaching out to Blend Media (based in London), a 360 Agency with a global network of creators and production companies all over the world who can connect you with people who can provide equipment and production support.

facebook