Stream to LinkedIn Live from Wowza Streaming Cloud

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Learn how to send streams from the Wowza Streaming Cloud™ service for playback on LinkedIn Live.

**Note:** A LinkedIn account with access to LinkedIn Live is required to use Wowza Streaming Cloud to stream to LinkedIn. See Request access to learn more.

Video tutorial: Live stream to LinkedIn Live from Wowza Streaming Cloud

Request access

Because LinkedIn Live functionality is in beta for LinkedIn and private preview for Wowza Streaming Cloud, it requires approval from both services.
1. First, request access to the live video broadcasting feature on LinkedIn. See Applying for Live Video Broadcasting to request approval. LinkedIn Live is only available to a limited group of members and organizations.

2. Once you are approved to use LinkedIn Live, email cloud-preview@wowza.com to request access to the Wowza Streaming Cloud private preview for LinkedIn Live stream targets. Participation is by invitation only and is subject to the terms of the Wowza Preview End User License Agreement.

LinkedIn requirements

LinkedIn has the following requirements for live streams:

- The maximum resolution is 1080p (1920 x 1080) at 30 frames per second.
- You must send a keyframe (I-frame) at least once every two seconds throughout the stream.
- The maximum recommended bitrate is 6000 Kbps for video, 128 Kbps for audio with a 48 Khz sample rate.
- The live video can stream on LinkedIn for up to 4 hours.

Create a transcoder

To stream to LinkedIn Live, you’ll send a single-bitrate stream via a transcoder to a LinkedIn Live stream target. Depending on the type of subscription you have in Wowza Streaming Cloud, prepare a stream for LinkedIn Live by doing one of the following:

- Create an adaptive bitrate transcoder and create only one output rendition to send to LinkedIn. All subscriptions support adaptive bitrate live streaming. For instructions, jump to Create and prepare an adaptive bitrate transcoder for LinkedIn.
- Create a passthrough transcoder and send the transcoder’s one passthrough rendition to LinkedIn. This option requires a subscription that supports passthrough streaming. For instructions, jump to Create and prepare a passthrough transcoder for LinkedIn.

If you’re not sure what type of subscription you have, check your account on the Wowza portal.

For information about 24x7 and passthrough streaming subscriptions, see Wowza Streaming Cloud 24x7 streaming plans.

Create and prepare an adaptive bitrate transcoder for LinkedIn
1. In Wowza Streaming Cloud, click **Advanced** on the menu bar, click **Transcoders**, and then click **Add Transcoder**.

2. On the **Transcoder Setup** page, enter a **Transcoder Name**.

3. For **Transcoder Type**, choose **Adaptive bitrate**.

4. Choose **Pay as you go** as the billing mode. Streams with 24x7 billing mode aren’t compatible with the 4 hour time limit on each LinkedIn Live streaming event.

5. Choose a **Broadcast Location** that’s as close as possible to where your stream will originate.

6. If **Closed Captions** are needed, choose **CEA-608 (digital)**.

7. Specify the other transcoder setup options.

   **Note:** For more information about transcoder settings, see the **Help** panel on the right side of the page.

8. Click **Add**.

   Wowza Streaming Cloud creates the transcoder and displays **Outputs & Targets** tab of the transcoder detail page.

9. Add an output rendition to the transcoder in one of the following ways:
   - Click the down arrow on the right side of the **Add Output** button and select a preset output rendition from the list. Ensure that your output follows the **LinkedIn Requirements** listed above.
   - Click the **Add Output** button to create a custom output rendition. On the **Add an Output** page, specify the details of the rendition and then click **Save**. For information on output options, see the **Help** panel on the **Add an Output** page. Ensure that your output follows the **LinkedIn Requirements** listed above.

   Custom output renditions can include passthrough audio and video. Selecting **Passthrough Video** sends the stream to the target without transcoding the video track: the **Video Bitrate** defaults to 0 and you can’t specify **H.264 Profile**, **Aspect Ratio**, or **Keyframe Interval**. Selecting **Passthrough Audio** sends the stream to the target without transcoding the audio track: the **Audio Bitrate** defaults to 0.

Next, you create the LinkedIn Live stream target for the output rendition. For instructions, continue to **Add the LinkedIn Live target**.
Create and prepare a passthrough transcoder for LinkedIn

1. In Wowza Streaming Cloud, click **Advanced** on the menu bar, click **Transcoders**, and then click **Add Transcoder**.
2. On the **Transcoder Setup** page, enter a **Transcoder Name**.
3. For **Transcoder Type**, choose **Passthrough**.
4. Choose **Pay as you go** as the billing mode. Streams with 24x7 billing mode aren’t compatible with the 4 hour time limit on each LinkedIn Live streaming event.
5. Choose a **Broadcast Location** that’s as close as possible to where your stream will originate.
6. If **Closed Captions** are needed, choose **CEA-608 (digital)**.
7. Specify the other transcoder setup options.

**Note:** For more information about transcoder settings, see the **Help** panel on the right side of the page.

8. Click **Add**.

Wowza Streaming Cloud creates the transcoder and displays the **Outputs & Targets** tab of the transcoder detail page. A single passthrough output rendition is ready for the transcoder. You just need to create the LinkedIn Live stream target for it. For instructions, continue to **Add the LinkedIn Live target**.

### Add the LinkedIn Live target

Next, create the LinkedIn Live stream target for the output rendition.

1. On the **Outputs & Targets** tab of the transcoder detail page, for the output rendition, click **Add a Stream Target** and then select **LinkedIn Live**.
2. On the **Create a LinkedIn Live stream target** page, choose the type of LinkedIn Live target you want to create.
   - **Person** – Stream to LinkedIn on behalf of a personal account.
   - **Organization** – Stream to LinkedIn on behalf of an organization.

**Note:** You must be an administrator of an organization’s LinkedIn Page to grant authorization for the Wowza Streaming Cloud service to stream to LinkedIn Live. See **Creating a LinkedIn Page** in the LinkedIn Help Center to learn more about pages.
Then click **Next**.

3. If you haven’t already authorized Wowza Streaming Cloud to stream to LinkedIn, sign in to LinkedIn and click **Allow** in the authorization request page that opens.

4. On the **Create a LinkedIn Live stream target** page, enter a **Target Name** to identify the target in Wowza Streaming Cloud.

5. If you are streaming from an organization’s LinkedIn Page, select an organization to **Stream to**.

6. Enter a **Title** to appear with the stream on LinkedIn. The **Title** can be up to 255 characters. Emojis are not supported.

7. Optionally, enter a **Description** for internal tracking purposes. The description does not appear with the stream on LinkedIn.

8. Select a **Region**. Choose a region that is the closest to the broadcast location of the Wowza Streaming Cloud transcoder that you created.

9. Click **Save**.

### Test your setup

When your transcoder is complete, test the entire setup.

1. Configure your source encoder or camera with the information listed on the **Transcoder Setup** tab of the transcoder details page. See [Prepare and connect video sources](#) for more information on setting up your source.

2. After your source is configured, select your transcoder in Wowza Streaming Cloud.

3. Click **Start Transcoder** at the top of the transcoder detail page.

4. Click **Start** to confirm that you want to start the transcoder.

   Wowza Streaming Cloud starts the transcoder and connects with the source.

4. Start your video source.

5. In Wowza Streaming Cloud, confirm that the stream is working by looking at the **Video Thumbnail** on the **Overview** tab of the transcoder detail page.

   The **Video Thumbnail** displays a frame from the live stream every five seconds. The started date and time appear at the bottom of the thumbnail. Connection, transcoding, and delivery metrics begin to update in the **Statistics** panel.

6. Check playback on LinkedIn:
   - For a personal account, view the stream on the Posts and Activity page.
   - For an organization, view the stream by clicking **View as member** on the
7. Click **Stop Transcoder** at the top of the transcoder detail page in Wowza Streaming Cloud to end your test stream, and then stop the video source.

### Reuse a LinkedIn Live stream target

If you want to stream to LinkedIn Live repeatedly, you can reuse the same transcoder and stream target. Each time you start the transcoder, it results in a separate live video post to LinkedIn. To prepare for another live broadcast, you can optionally edit the stream target’s title and description.

1. Click **Advanced** on the menu bar, click **Stream Targets**, and then select the LinkedIn Live Stream target.
2. Click **Edit**, and optionally update the **Title** or **Description** field to differentiate the content from previous broadcasts. Then click **Save**.
3. Click the transcoder using the target to go to the transcoder details page.
4. Click **Start Transcoder** and then **Start**.
5. Start your video source.
   A new LinkedIn Live broadcast begins. It appears as a separate post on your page.
6. Click **Stop Transcoder** at the top of the transcoder detail page in Wowza Streaming Cloud to end your stream, and then stop the video source.