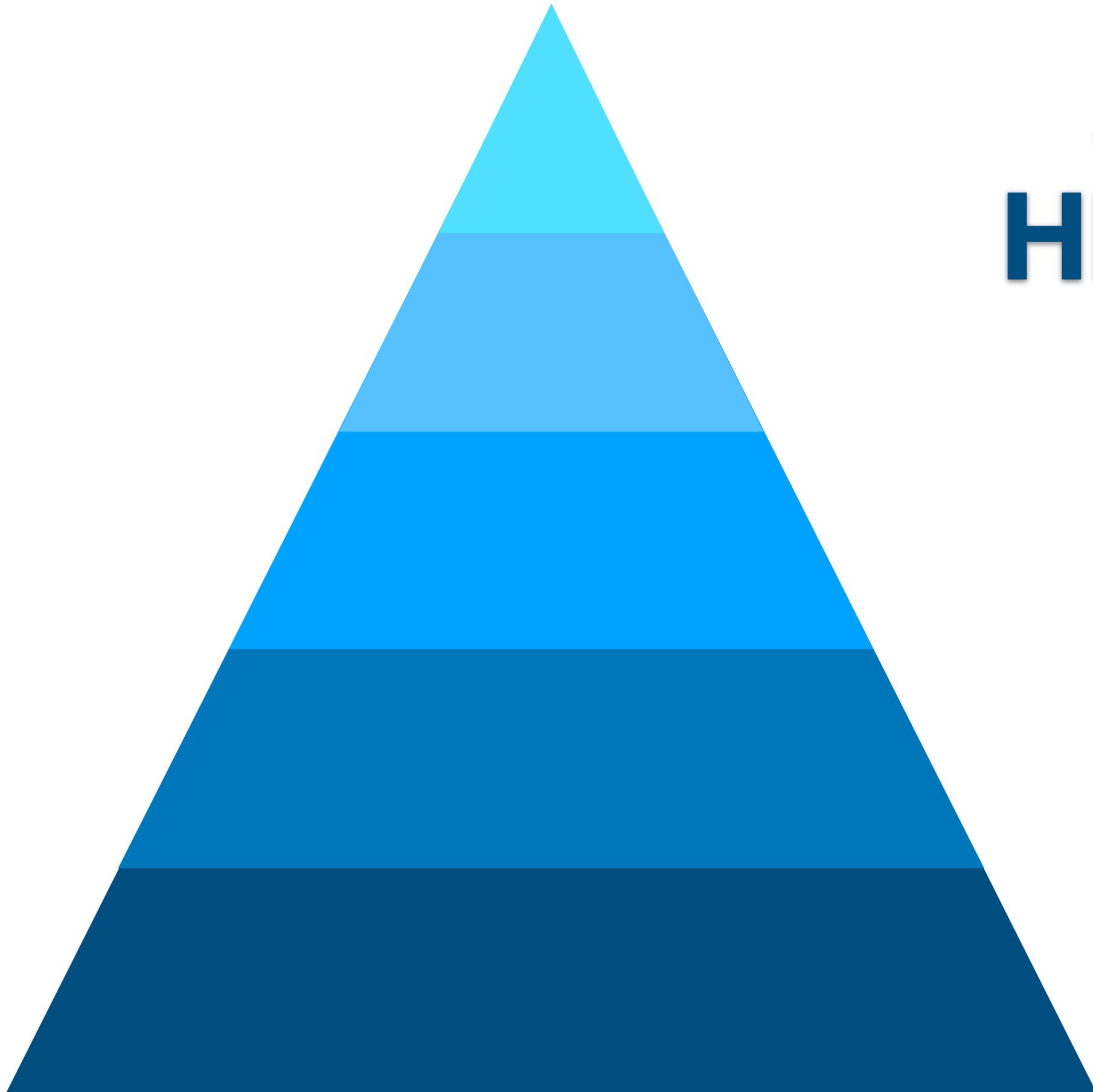


# STREAMING HIERARCHY OF NEEDS





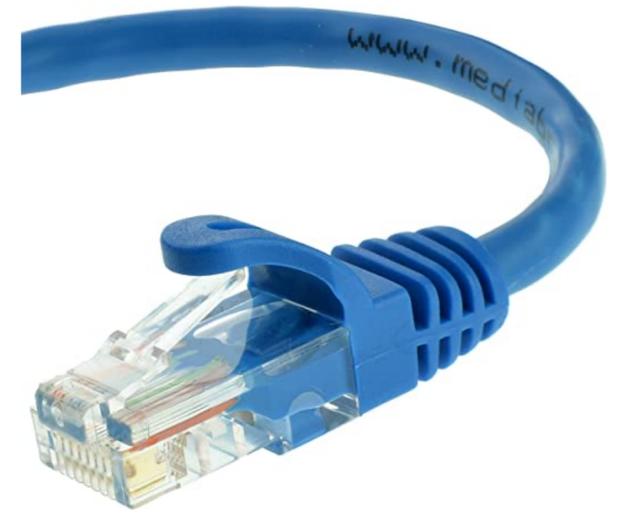
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# Internet

1.

The single most important thing you can do to increase the quality of any livestream or Zoom is to plug your computer into ethernet and not use Wifi.

As convenient as Wi-Fi is - it was not built to transmit high quality video and audio. It isn't that Ethernet is so much faster than Wi-Fi, but that Ethernet offers a more reliable connection than Wi-Fi. It's just that simple.



Wi-Fi is subject to a lot more interference than a wired connection. The layout of your home, objects blocking the signal, interference from electrical devices or your neighbors' Wi-Fi networks—all these things contribute to Wi-Fi being generally less reliable.

So if you are looking to avoid stutters, poor connections, drop outs, and more...the single most important thing you can do to increase the quality of any livestream or Zoom is to plug your computer into ethernet and not use Wi-Fi.



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# Audio

Probably the worst microphone you can use when broadcasting or multicasting is the one built into your computer. It isn't close enough to your mouth and tends to pick up lots of background noise. Grabbing a USB or XLR microphone (with an audio interface) is a great way to sound your best.



Have you ever heard a terrible echo in a Zoom meeting? That was probably because someone had an open speaker and the sound from the meeting was feeding back into the meeting. The easiest way to avoid this and other problems is to always wear earbuds or headphones.

## 2.

Your audience will forgive less than stellar video quality but if they can't hear you clearly, they will turn you off. Use earbuds to hear and a USB mic to be heard.

Want suggestions for great mics and earbuds? Check out my gear recommendations at [www.torahtechguy.com/gear](http://www.torahtechguy.com/gear).



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# Lighting

Good lighting can help even the worst webcam look better. Sometimes, making sure your main light source is in front of you is as simple as turning your computer or desk. If you need to add some lighting, a floor or desk lamp will get the job done.

You don't need to purchase special lighting but if you are looking to do so, I have my recommendations at [www.torahtechguy.com/gear](http://www.torahtechguy.com/gear).



**3.** Making sure your main light source is in front of you and not behind you can make a huge difference in how you look on camera.

If you really want to level up - try a three point lighting set up. One "key" light off to the right or left pointing at you; a "fill" light on the other side to get rid of any shadows; and a "hair" light behind and above you to create separation between you and whatever is behind you.



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# Camera

In-computer webcams have come a long way but not far enough to help you look your best. Using a USB webcam like the Logitech Brio is a great alternative to your built-in webcam. You can find my list of great webcams for under \$200 at <https://kit.co/rabbidavid/webcams-under-200>

4.

The built-in webcam on your computer is probably the worst option for looking good on a video stream. Grab yourself an external webcam like the Logitech Brio and make sure your camera is placed at eye level.

If you really want a high quality image you'll want a mirrorless or DSLR camera. The Sony ZV E-10 or a6400 are great options.



You might have the best camera already in your possession. Your smartphone camera coupled with an app like Shoot or EpocCam can be used as a webcam!



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# Background 5.

Take some time to clean up your background so it is appealing to the eye and not too distracting. Try to avoid having to use a virtual background unless you have a proper green screen set up.

If I was granted just one wish it would be that we wouldn't use virtual backgrounds. I know they use them on the weather and in the movies but trust me - it's a heavy lift to do it well.

Even with a green screen behind you a virtual background can be far more of a distraction than an enhancement to your stream without the proper lighting.

Wherever we stream from is now our office, classroom, conference room, and sanctuary. It's time that we create a space and, particularly, a background that enriches what we are sharing and teaching.

I'm not suggesting you go all Marie Kondo on your space, but let's clean it up



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# Lighting 3.

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