

# Broadcasting PowerPoint Presentations on the Internet

*After completing this chapter, you will be able to:*

- **Understand what it means to broadcast a presentation**
  - **Set up a broadcast for a private audience within an intranet, or for a worldwide audience over the Internet**
  - **Schedule a broadcast and invite participants to attend it**
  - **Broadcast the presentation with your voice narrating it live**
  - **Include a live video window of yourself presenting the show**
  - **Rehearse the broadcast before you do it live over the Internet**
  - **Publish the broadcast to the Web so people can view it later if they cannot attend the live broadcast at the scheduled time**
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- Presentation broadcasting enables you to schedule a day and time to present a PowerPoint show over a local area network (LAN) or worldwide over the Web. The people you invite to view the broadcast will see your presentation slides, hear your voice as you present the show, and, if you are using a video camera, they will see you as well. For people who cannot attend at the time you schedule the show, you can record the broadcast for future playback over the Web.

You should always rehearse the broadcast prior to presenting it. You can schedule such a rehearsal with yourself as the only participant and go through your presentation to make sure everything will broadcast properly.

Before you get started, however, you should be aware of some special needs. Presentation Broadcast is a Windows Media technology. When this book went to press, only Windows users could send and receive broadcasts. You must have the latest version of the Microsoft Internet Explorer, at least version 5.0 or later. As long as your audience has fewer than 16 people, you can use any named computer connected to a LAN-based Intranet or to the Internet to host the broadcast. If you have 16 or more people in the audience, however, you must have a special Microsoft product called NetShow Server to host the broadcast. NetShow Server will enhance any broadcast and is highly recommended if you choose to broadcast video to make yourself appear in a video window alongside your application. You do not need NetShow Server to complete the tutorial in this chapter.

## Preparing a Broadcast

Scheduling a broadcast works a little differently, depending on whether you are using Microsoft Outlook, which is the e-mail part of Microsoft Office. If you are using Microsoft Outlook, you can schedule the broadcast as you would any other meeting. Outlook can be set to start PowerPoint automatically and prepare it for broadcast just before your scheduled broadcast time. If you are not using Outlook, the invitation mail will contain a hyperlink to the location of the broadcast. To attend the broadcast, the recipients follow the link to the broadcast.

### Creating the Broadcast File Folder

#### Show-Me Movie:

“Creating the Broadcast File Folder”

If you or your system administrator has not already set your broadcast options, you need to use the Windows Explorer to create a shared file folder in which the broadcast files will reside. You only need to do this once, because you can use the same folder to contain all your broadcasts. PowerPoint will create a different subfolder within your broadcast folder for each broadcast you schedule. To create your broadcast file folder, follow these steps:

- ▶ File sharing needs to be enabled on your computer. To find out whether it is, click your computer’s Start button and use Settings—ControlPanel—Network—File and Print Sharing to inspect the settings. If file sharing is not enabled, turn it on, then restart your computer to make the change take effect. Before you close the Network dialog, click the identification tab and note the name of your computer. You will need to know your computer’s name later on when you set up the presentation broadcast and the instructions prompt you to enter the server name.
- ▶ Use the Windows Explorer to create a file folder. Name the folder *Broadcast*. If you want the live broadcast to be viewable over the Web, create the *Broadcast* folder in your computer’s Web space. If you have the Microsoft Personal Web Server installed, for example, your Web space is *Inetpub\wwwroot* unless you named it otherwise when you installed it. Name the broadcast folder *Inetpub\wwwroot\Broadcast*. *Note:* If you want to install the Microsoft Personal Web Server, click your computer’s Start button, click Help, search for the key word Personal Web Server, and follow the on-screen instructions.
- ▶ The folder you just created must be made shareable. Using Windows Explorer, right-click the folder and choose Sharing. When the Properties dialog appears, click the option to make the folder Shared As. Make the shared name *BROADCAST*, as illustrated in Figure 41-1. Do not close the Properties dialog yet.

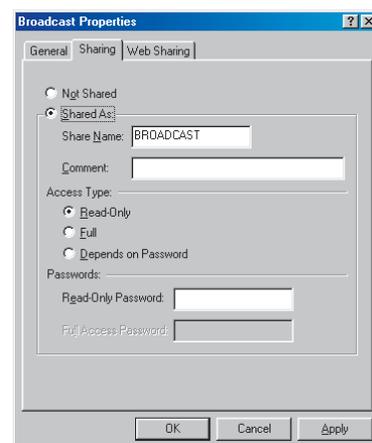
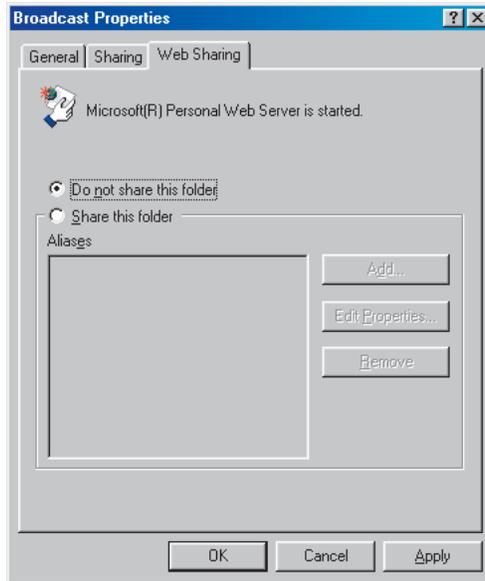
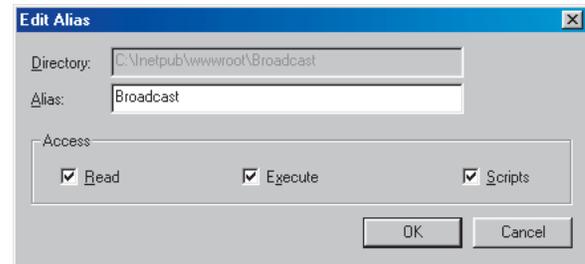


Figure 41-1 The Sharing tab of the Properties dialog.



**Figure 41-2** The Web Sharing tab of the Properties dialog.



**Figure 41-3** The Edit Alias dialog.

- ▶ If you created the folder in Web space, you need to make it executable. Click the Web Sharing tab on the Properties dialog. The Web Sharing tab appears as illustrated in Figure 41-2. Click the option to Share this folder; the Edit Alias dialog appears. In this example, enter the folder's alias as *Broadcast*, and check the box to make the files executable. All three boxes need to be checked—Read, Execute, and Scripts—as illustrated in Figure 41-3. Then click OK to close the Edit Alias dialog.
- ▶ Click OK to close the Properties dialog.

## Setting Up and Scheduling the Broadcast

To set up and schedule the broadcast, follow these steps:

- ▶ Use PowerPoint to open the presentation you want to broadcast. In this example, open the *Keynote* presentation in the *Necc* folder of the *Multilit* CD. Because the CD is read-only, you need to put the presentation on your hard drive so you can save the broadcast settings you are about to make. To put the presentation on your hard drive, pull down the File menu, choose Save As, and save the *Keynote* presentation in the *Multilit* folder of your hard drive.
- ▶ Pull down the Slide Show menu, choose Online Broadcast, and click Set Up and Schedule. *Note:* If the Online Broadcast option is not visible, click the Slide Show menu's down-arrow to reveal more choices.
- ▶ The Broadcast Schedule dialog appears as illustrated in Figure 41-4. Click the option to Set up and schedule a new broadcast, and click OK.
- ▶ The Schedule a New Broadcast dialog appears. On the Description tab, fill in the information you want displayed on the lobby page of the broadcast. Figure 41-5 shows how you might fill this out for the NECC keynote presentation.
- ▶ To preview the lobby page in your browser, click the Preview Lobby Page button.

### Show-Me Movie:

"Setting Up and Scheduling a Broadcast"

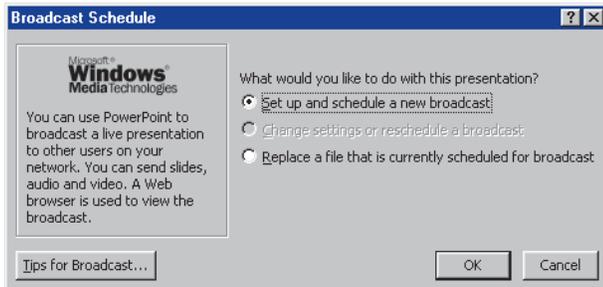


Figure 41-4 The Broadcast Schedule dialog.

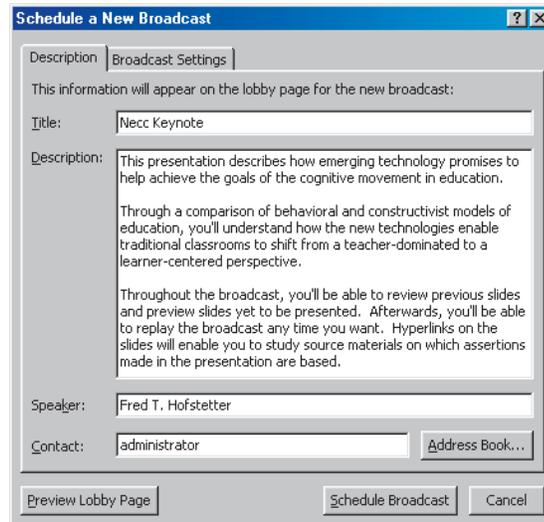


Figure 41-5 The Description tab of the Schedule a New Broadcast dialog.

## Setting the Broadcast Options

If you or your system administrator has not already set your broadcast options, follow these steps:

- ▶ Click the Broadcast Settings tab; the Broadcast Settings appear as illustrated in Figure 41-6. Here you can set the options to send audio and/or video. The Send Audio box will be checked by default. Also check the Send Video box if you are using a camera.
- ▶ Click the Server Options button to set your server options. The Server Options dialog appears, as illustrated in Figure 41-7. Notice how the dialog has two steps.

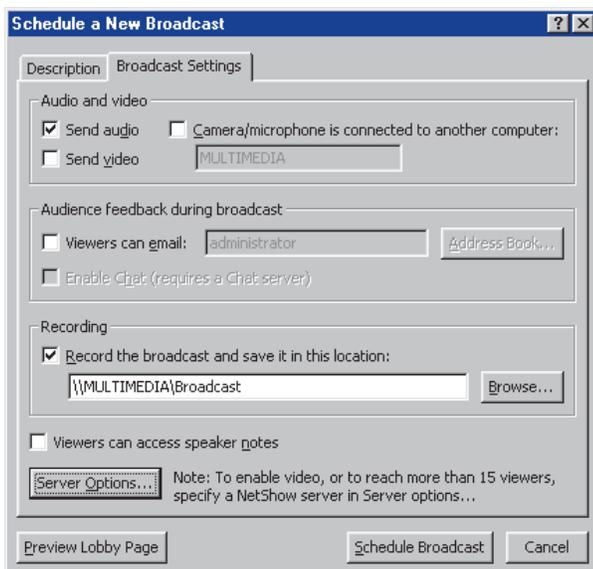


Figure 41-6 The Broadcast Settings tab of the Schedule a New Broadcast dialog.

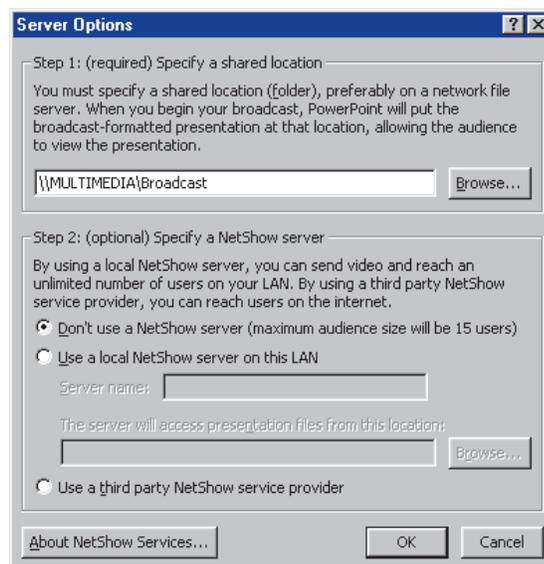


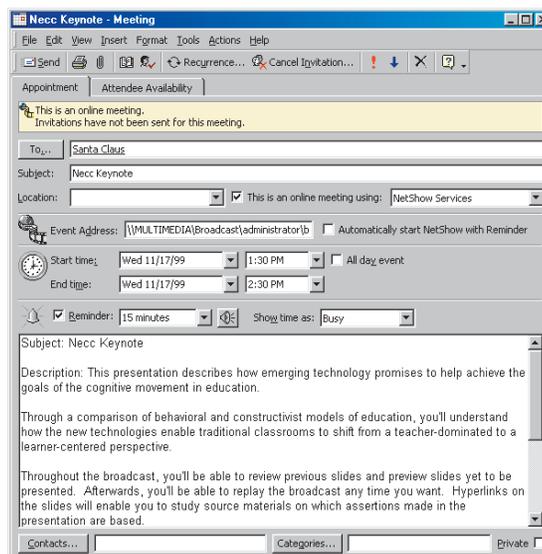
Figure 41-7 The Server Options dialog.

- ▶ In step 1 you must enter a shared folder location to which all participants have access. The format of the shared folder name must be `\\ServerName\FolderName` where *ServerName* is the name of your computer as identified on the Identification tab of your computer's network settings on Control Panel. In this example, assuming your computer's name is MULTIMEDIA, the shared folder name is `\\MULTIMEDIA\Broadcast`.
- ▶ In step 2, if you do not have a NetShow server, leave the option set to Don't Use a NetShow Server. If you have an audience of more than 15 people, you need to use a NetShow server on a LAN or a third-party NetShow service provider. If you are using a LAN server, contact your system administrator for the settings. If you use a NetShow service provider, follow its advice on how to set up and schedule a broadcast.
- ▶ After all of your server options are set, click OK.
- ▶ If you want the broadcast to be viewable afterwards for the benefit of people who cannot attend it live, click the option to record the broadcast, and in the *Record the broadcast and save it in this location* field, type the name of a shared folder to contain the recorded file. The format of the shared folder name must be `\\ServerName\FolderName`. In this example, assuming your computer's name is MULTIMEDIA, the shared folder name is `\\MULTIMEDIA\Broadcast`.

## Scheduling the Broadcast

Now you are ready to schedule the broadcast. Follow these steps:

- ▶ Click the Schedule Broadcast button. Your e-mail program starts.
- ▶ If you have Microsoft Outlook, use it to schedule the broadcast. Figure 41-8 shows an example in which Santa Claus is being invited to attend a broadcast about emerging technology.
- ▶ If you do not have Outlook, enter the broadcast date and time in the message so your participants will know when your presentation will be broadcast. The URL of the broadcast will be included in the message automatically.
- ▶ If an Outlook window is open on your screen, pull down its File menu and choose Save to save the scheduling setup with your show. Then close the Outlook window.



**Figure 41-8** Microsoft Outlook schedules the start time and end time of the broadcast.

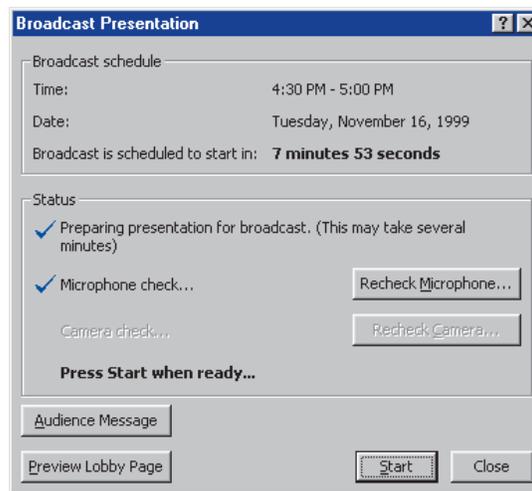
## Starting the Broadcast

### Show-Me Movie:

"Starting the Broadcast"

After you have set up and scheduled the broadcast, you can start it at any time. You should begin about 30 minutes prior to the scheduled time so you have enough time to check your microphone and make sure everything is ready. Especially if this is the first time you have done a broadcast, you should rehearse this process well in advance to make sure things are ready. Follow these steps:

- ▶ Open the presentation you want to broadcast. In this example, open the *Keynote* presentation from the *Multilit* folder on your hard drive.
- ▶ Pull down the Slide Show menu, choose Online Broadcast, and then click Begin Broadcast.
- ▶ The Broadcast Presentation dialog appears as illustrated in Figure 41-9.



**Figure 41-9** The Broadcast Presentation dialog steps you through a microphone check and a camera check if you are using a camera.

- ▶ If you want to send your audience any last-minute information, click Audience Message, type the message, and then click Update. Your audience will see the message on the broadcast's lobby page.
- ▶ To begin the broadcast, click the Start button. PowerPoint will ask if you really want to begin the broadcast now. Say yes.
- ▶ *Important:* When you start the broadcast, PowerPoint will attempt to create an instance of the NetShow encoder. If you get an error message indicating that the NetShow encoder cannot be found, you need to install the Windows Media Tools on your computer. Follow the link at the *Multilit* Web site to install the Windows Media Tools.
- ▶ As soon as your first presentation slide appears, you are broadcasting! Speak clearly into the microphone, and, if you are on camera, remember to smile. Make your presentation.
- ▶ When you are ready to end the broadcast, press **[Esc]**. You will get a dialog asking if you really want to end the broadcast. Say yes.
- ▶ If you set the option to record the broadcast for playback later, the broadcast file will get saved. Wait while this happens.

## Viewing a Presentation Broadcast

To view a presentation broadcast, you must have Internet Explorer 5.0 or later. You should join a broadcast about 15 minutes early just in case the presenter has posted last-minute information on the lobby page. Follow these steps:

- ▶ If you are using Microsoft Outlook, you will receive an e-mail message reminding you to join the broadcast. When the reminder message appears, click the option to View this NetShow.
- ▶ If you are not using Outlook, you will have received an e-mail message containing the URL for the broadcast. Use Internet Explorer to open the URL for the broadcast.
- ▶ Your browser will display a lobby page that contains information about the broadcast and lets you know how much time is left before the broadcast begins. If the broadcast is late, the presenter can tell you by displaying a message on the lobby page. You can minimize the lobby page and continue working on some other task while you wait for the broadcast, which will begin automatically when the presenter starts broadcasting. Figure 41-10 shows a sample lobby page.
- ▶ When the presentation starts, it will appear in your browser as illustrated in Figure 41-11. You should be aware that there is a little latency in the broadcast. When the author broadcast a presentation to the Web using the Personal Web Server on a 266 megahertz (MHz) Pentium II laptop computer, for example, there was an 11-second lag time between what the author did and what the users heard and saw on-screen. This delay is normal and is due to the time it takes for the server to encode and broadcast the presentation. Remember that everything will work better if you purchase and install the Microsoft NetShow Server to host your presentation broadcasts.
- ▶ If you join a presentation late, you can click the option to View previous slides. This is a handy way to review what has already been presented. You can even use this option to look ahead at slides that have not been presented yet, as illustrated in Figure 41-12.

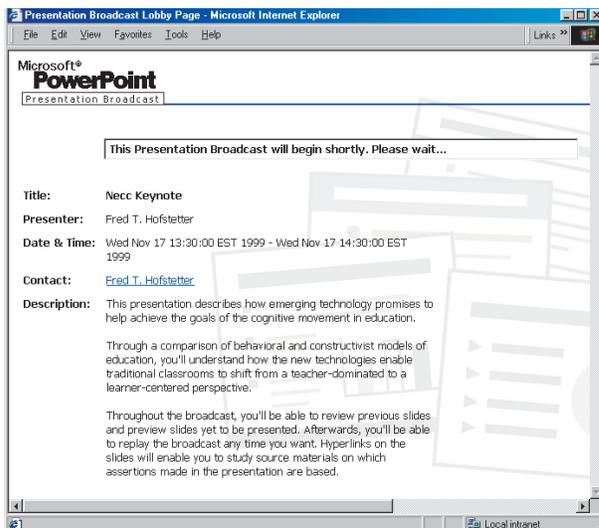


Figure 41-10 The lobby page for a presentation broadcast.

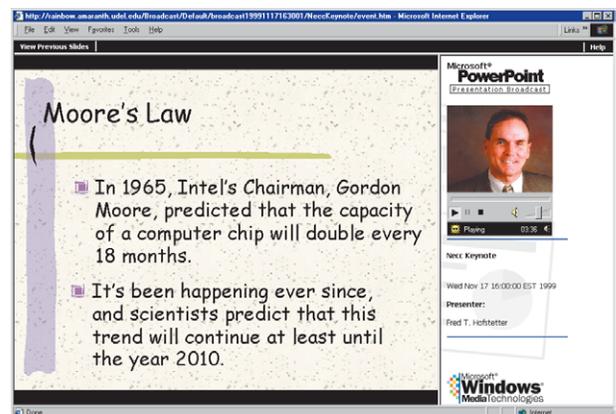
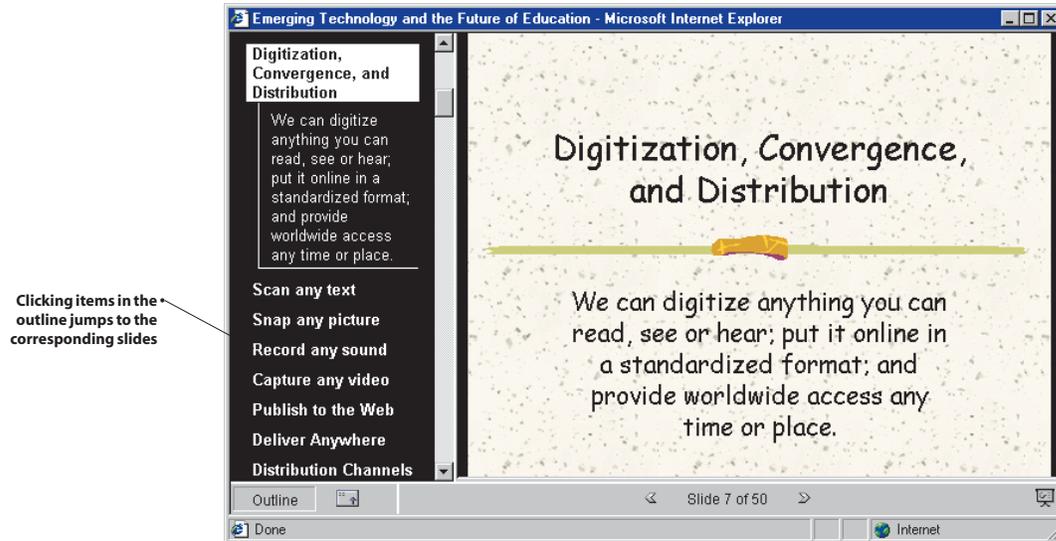


Figure 41-11 How the presentation appears while the presenter is broadcasting it.



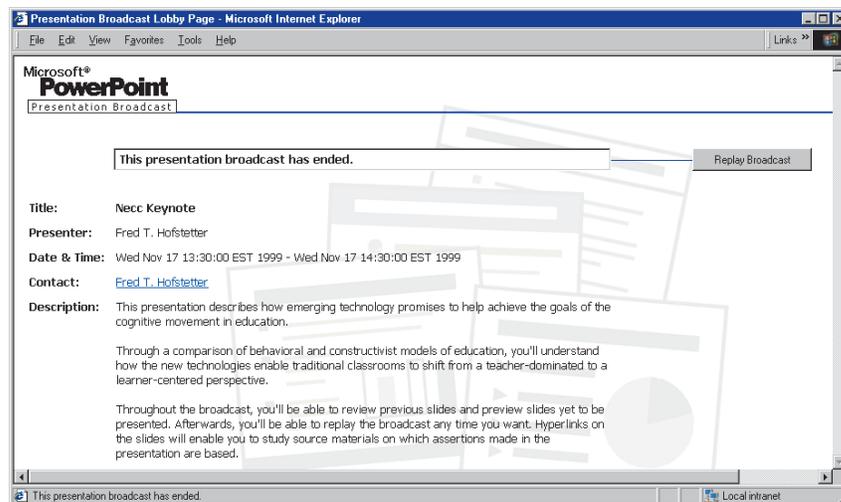
**Figure 41-12** Clicking the option to View Previous Slides during a broadcast brings up this window, which lets you view the presentation as a Web page and navigate it independently during the broadcast.

## Replaying the Broadcast File

### Show-Me Movie:

"Replaying and Reviewing the Broadcast"

If you chose the option to save the broadcast file when you set up your presentation broadcast (see Figure 41-6), it will have been saved in the designated file folder. After the broadcast has ended, users who visit the lobby page can press a Replay Broadcast button to review the broadcast, as illustrated in Figure 41-13. While replaying a broadcast, the user can click the option to View Previous Slides, which opens the presentation as a Web page and lets the user navigate via Next and Back buttons, or by clicking items in the presentation's outline, as illustrated previously in Figure 41-12.



**Figure 41-13** A Replay button appears on the lobby screen after the broadcast has ended.

## Rescheduling or Deleting a Presentation Broadcast

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If it becomes necessary to reschedule a presentation broadcast, you can do so. It is also possible to delete a scheduled broadcast, should you decide to cancel it altogether. To reschedule or delete a presentation broadcast, follow these steps:

- ▶ Open the presentation whose broadcast you want to reschedule.
- ▶ Pull down the Slide Show menu, choose Online Broadcast, and then click Set Up and Schedule.
- ▶ Click the option to Change settings or reschedule a broadcast, and then click OK.
- ▶ Select the broadcast you want to reschedule or delete.
- ▶ To reschedule the broadcast, click the Reschedule button and follow the on-screen instructions to create a revised e-mail message announcing the broadcast. Make sure you include the new time and date of the broadcast in the e-mail message.
- ▶ To delete the broadcast, click the Delete button and then use your e-mail program to send a message notifying your invitees that the broadcast has been canceled.

## Changing the Lobby Page or Settings for a Scheduled Broadcast

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At any time before or after a scheduled broadcast, you can change its lobby page or modify its settings. Whenever you need to change the setup, follow these steps:

- ▶ Open the presentation on which the lobby page or settings need to be changed.
- ▶ Pull down the Slide Show menu, choose Online Broadcast, and then click Set Up and Schedule.
- ▶ Click the option to Change settings or reschedule a broadcast, and then click OK.
- ▶ Select the broadcast you want to change, and then click Change settings.
- ▶ Make the changes, and then click the Update button.

## Tips for Broadcasting

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If your computer is connected to a network file server, you can boost performance by making the shared file folder in the Server Options dialog on the server instead of on your computer. If the shared folder is on your computer, users will be accessing files on your machine during the broadcast. This makes your computer do double duty, because it must both encode and serve the broadcast. More users will be able to view your broadcast if you place the shared file folder on a network file server when setting up a broadcast. If you have only one computer, however, you can still complete the tutorial in this chapter, because presentation broadcasting will work on a single machine.

If you want your broadcast to include live video, you should use a NetShow server. Broadcasting video without a NetShow server will tax your computer's resources and limit further the number of people who are able to view your presentation. If you do not have access to a NetShow server, however, you can still complete the tutorial in this chapter, because everything will work on a single machine.

If you want to host a chat as part of the presentation broadcast, you need to set up your computer to handle chat. For detailed instructions, follow the *Multilit* Web site link to Using Chat with Presentation Broadcasting. After the presenter's computer is configured for chat, the presenter can select the Enable Chat check box (see Figure 41-6) to allow chat, or clear the check box to prevent chat. If the presenter allows chat, the participants see an Online Chat button on the Event page. Clicking the button starts their chat client and takes them to the specified chat room.

To see more tips for broadcasting, pull down the PowerPoint Slide Show menu, choose Online Broadcast, and click Set Up and Schedule. When the Broadcast Schedule dialog appears, click the Tips for Broadcasting button.

## e x e r c i s e s

1. Following the tutorial in this chapter, set up and schedule a presentation broadcast. If you happen to have more than one computer in the room with you, browse to the lobby page on one computer while you broadcast the presentation on the other. If you do not have two computers, see if you can open a browser window on your computer while it also broadcasts the presentation. What happens to the audio you broadcast via your microphone if you have the playback volume turned up in the room from which you are broadcasting? How many seconds lapse between echoes?
2. Invite a friend on another computer to view your presentation broadcast. What is the URL that your friend browsed to in order to view your presentation broadcast? How many tries did it take you to get the broadcast viewable by your friend? What were the major problems that you needed to overcome?
3. Set up and schedule a presentation broadcast with the audience feedback option turned on (see Figure 41-6). How well does the audience feedback option work? Do you think it would help to have someone on a nearby computer screen feedback messages for you? Or were you able to read the feedback messages in your e-mail window and still continue presenting effectively?
4. If you have a video camera installed on your computer, try including video in a presentation broadcast. If you have more than one computer at your site, can you broadcast acceptably across your LAN? What about over the Internet? Ask a friend at some remote connection to try accessing your broadcast. Does the video stream acceptably to your friend's computer? At what point do you feel you would need to install a NetShow Server to increase the performance of presentation broadcasting?