

5 Best Live Video Streaming Apps And Tools That Are Free

Nobody will deny once we claim that Live streaming is at the forefront right now. The reason why behind it's so it offers the individuals and brands a direct solution to engage with the target audiences that too in real time.

As a result, there are certainly a variety of Live-streaming apps, from free social networks to advanced video production platforms that cater to the generic needs of Live streaming. But, before we get to the list of those tools and applications [□□□□□□](#), let us offer you some insights on what exactly is just a B2B Live video made.

You can find two quite effective modes that will assist you with Live streaming. To begin which can be recognized to everyone;

1. Social media:

Social media are great platforms and are already the initial choice for folks who plan on-going Live. It is one spot where in actuality the video continues to get traction for decades. And the most important tool on social media is undoubted 'Facebook Live' ;. This feature of Facebook is entirely focused on the businesses to go Live and talk with their target audiences. Moreover, the second popular option for users is YouTube Live.

Well, which one of these is better with regards to functionality and engagement is altogether a different blog topic.

2. Apps and Websites:

Today, you will find so many videos streaming apps that will help you set up a [Live video streaming](#) for your business. With your online applications, the only thing you want to do is list out your needs and select the suitable tools which is light on your own budget. Although, mobile apps aren't as stable because the website. They are the most reliable tools since they are easy and quickly accessible. By following a few steps that include installing of app or creation of an account depending on your preferences and budget. The remainder is taken care of by the app or the website organisers. Several offer tools to monetise content.

One added advantage these tools provide is just a guaranteed audience. They are capable of this since these websites and apps are actually established available in the market which gives them a decent number of spectators beforehand. However, it is a must to recognize your audience and to setup objectives before taking your video Live. It'll indeed help you in achieving your goal and engaging, and what are you wanting to accomplish by going Live. Set your objectives straight before you decide to go Live and engage your customers.

That being explained, let us get to the level for which you have checked this space. Here's the listing of efficient tools and apps that will aid you while streaming your corporate content for free.

1. YouTube Live

Reaching your audience with Live streaming on YouTube is a thing that interests most of the users. Launched in 2008, the YouTube Live he made it far more convenient for not merely the creators and artists but additionally the business-oriented enthusiasts. It is one particular easiest tools as it pertains to Live streaming. Stream from your desktop viz the Chrome browser without the need of an encoder, or stream from the key YouTube mobile app. After the steam ends, it's possible to also save the video on the channel in the shape of an archive. Many use YouTube Live to produce a quick event with Hangouts On Air. The creators may also earn revenue on the Live streams by enabling ads and using super chat. YouTube also features a built-in event scheduling feature plus you may also make your subscribers aware about the upcoming event or notify them prior streaming.

2. Facebook Live

Several points on what and when Facebook Live became the most conventional freeware to stream Live are already mentioned above. Originally launched in August 2015, the tool is used as a powerful medium for video marketing since 2016.

The key reason why it's the most appreciated tool is that Facebook is the host for the high connectivity of the audience. It comes handy while getting together with viewers in real-time with chat and monitor Live reactions to gauge the way the broadcast is going. Live is available to any or all pages and profiles on Facebook for iOS, Android, and the Facebook Creator app. A movie could be published to the creator's Facebook page or profile in order that anybody who missed it may watch later. The host may also eliminate the video whenever you want the same as any other post or prey on Facebook.

3. Instagram Live

Live video on Instagram Stories provides the users a way to relate genuinely to followers in just a moment. Each time a video is Go on an account; the in-app notifications make the account's followers aware. The Stories section on the Insta app also constantly probes the users about the Live videos. Instagram also allows the follower to include the request to join a Live stream, and hosts obtain the pop-up request in real-time. The number of viewers also appears at the the top of screen because the comments keep scrolling at the bottom. You can even talk with the users by

commenting and highlighting/ pinning the added comments in order that viewers could see it easily. After the Live video concerns an end, you can share a replay of it. Like other photos and videos that you share on the Stories, this Live video could keep replaying and disappears from your feed after 24 hours - unless you add those Stories as highlights.

4. Periscope Producer

Periscope Producer lets the broadcasters produce Live video to stream high-quality broadcasts from external sources, including streaming software, hardware encoders, and professional cameras. It features a quite simple and intuitive UX that produces the app exceptionally an easy task to use. Through the Live broadcast, creators can talk with viewers viz comments and likewise have the controls over the chats. Also, every video has integrated social features. While watching streams, your viewers can join, like and comment in real time.

Issues that every user likes about Periscope Producer is that it's simple and hassle-free impromptu Live videos, and there's virtually no time limit on Live videos. However, it only qualifies in providing a substandard user experience. With Periscope, users can replay highlights of video and instantly share to Twitter and Facebook.