



University of the
West of England

MULTIMEDIA & LEARNING SERVICES

Windows Media Encoder 9



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Streaming Media

Streaming media differs from conventional media such as video (.avi files) and sound (.wav files). Standard video (.avi) files can be quite large and the whole file has to be downloaded into a suitable player, such as Windows Media Player, before it will start to play. A streaming file will play in a standard player but it will start to play before the whole file has downloaded. It does this by buffering (storing) a few seconds in the memory and then starting to play. While the stored part is playing the next part is downloading (buffering).

As well as this streaming system, the files are usually compressed to a greater extent than standard video files. Typically a file will be compressed by 100 times so a 100Mb .avi file would only be about 1Mb. This does lead to a drop in quality and size but this is expected for video over the Internet.

Other examples of compressed video files include Quicktime movies and Real Player movies, both of which have corresponding players. For C13 we will be formatting movies for Windows Media Player.

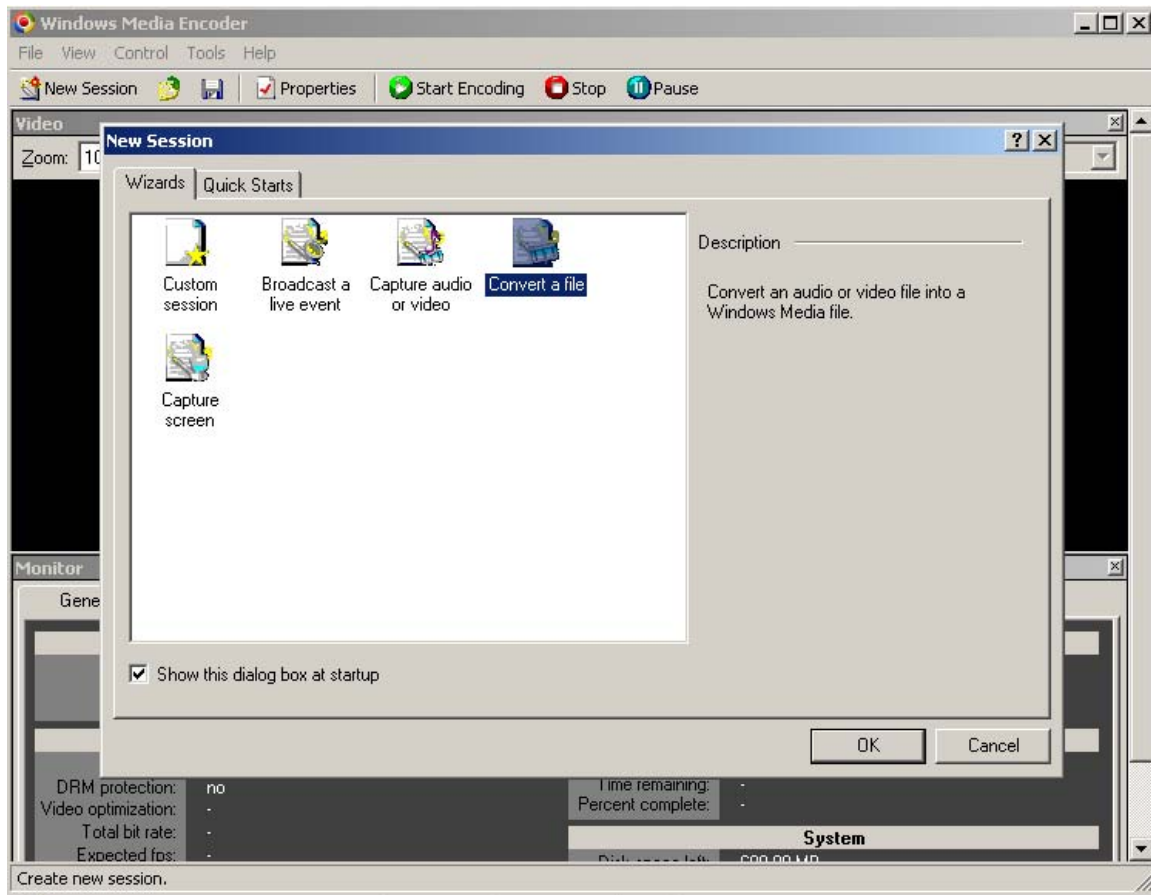
Windows Media Encoder

Windows Media Encoder is a free program from Microsoft for creating streaming media (video and sound) for the Web. Using this program you can import standard .avi or .wav files and stream them according to certain criteria. For example you can set the size and quality of the movies according to the target audience. If your target audience all have fast direct Internet connections, you can increase the size and quality of the movie. If you were aiming your movie at the general public you would probably optimise the size and quality for a 56Kbps modem.

Windows Media Encoder has built in settings optimised for different connection speeds. Alternatively you can customise your own settings.

Streaming an avi or wav File

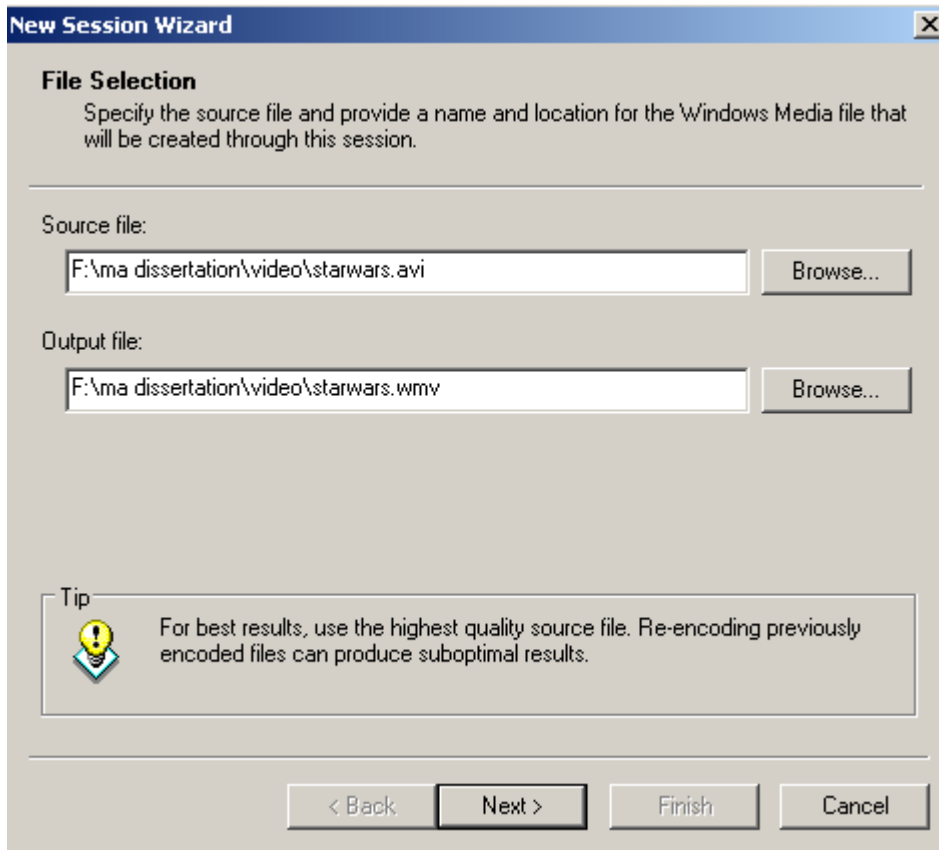
Open Windows Media Encoder by going to **Start>Programs>Windows Media**. The wizard will automatically start. Choose the **Convert a File** option and press OK



Note: if you don't see the wizard, go to File>New

Selecting Your File

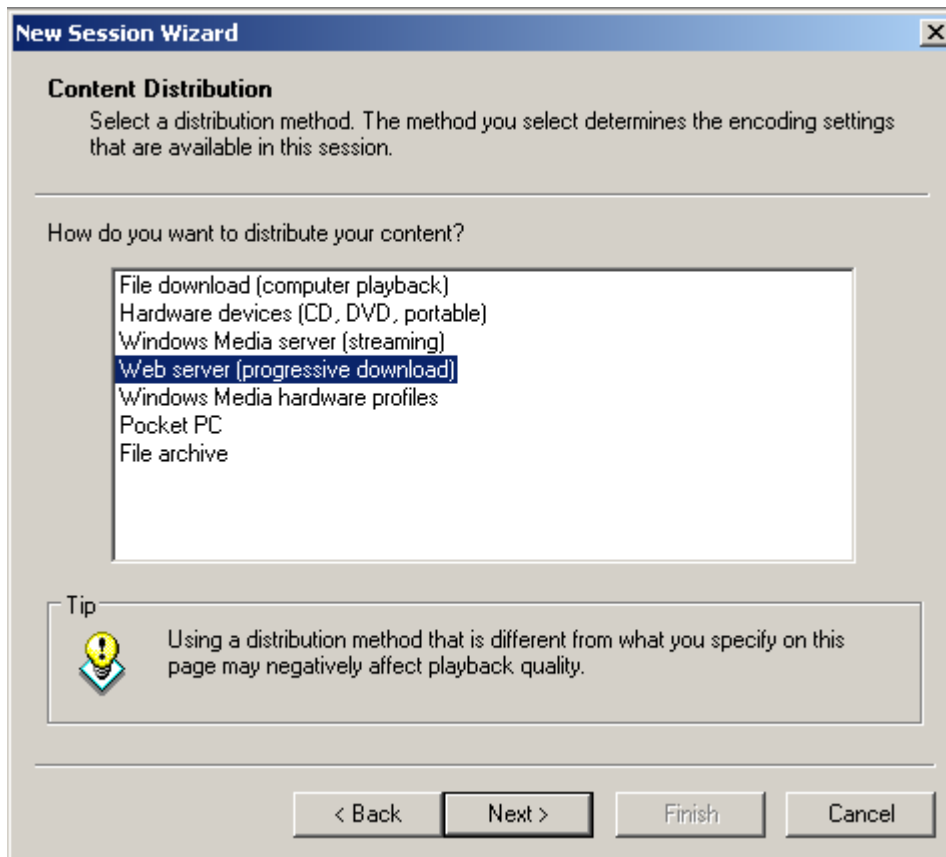
Press the browse button and select your wav or avi. The program will automatically give the streamed file a new name in the same location. You can change this



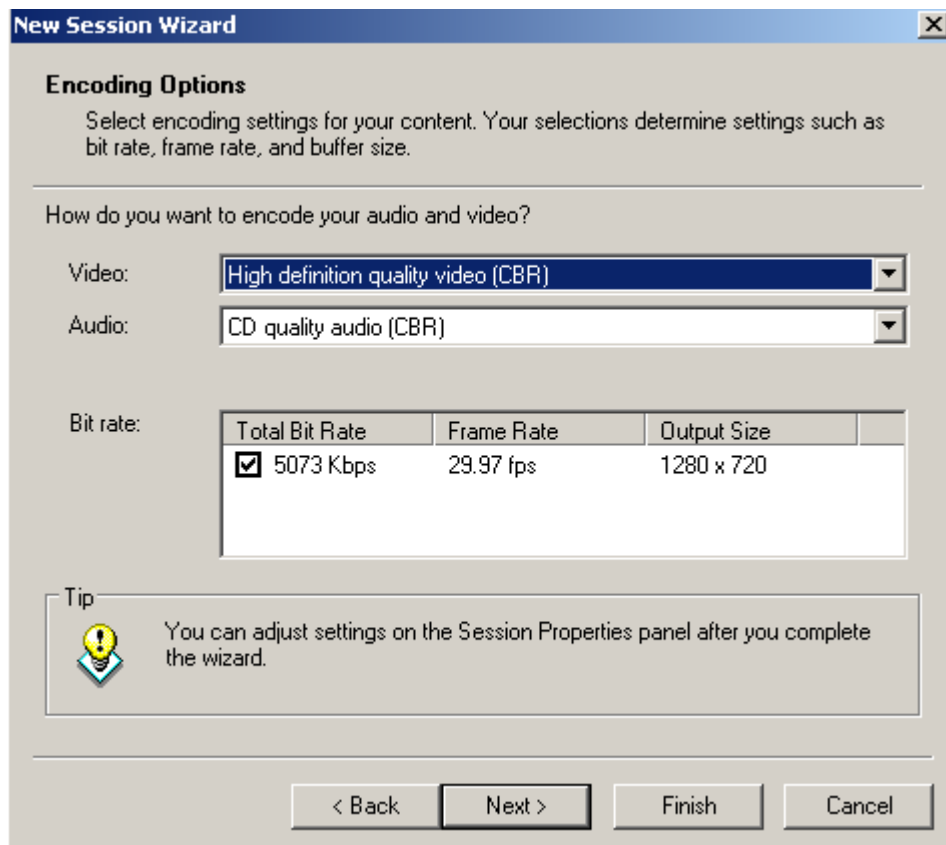
Press Next >

Producing the Streaming File

First select the main delivery method for your media. Use progressive Download



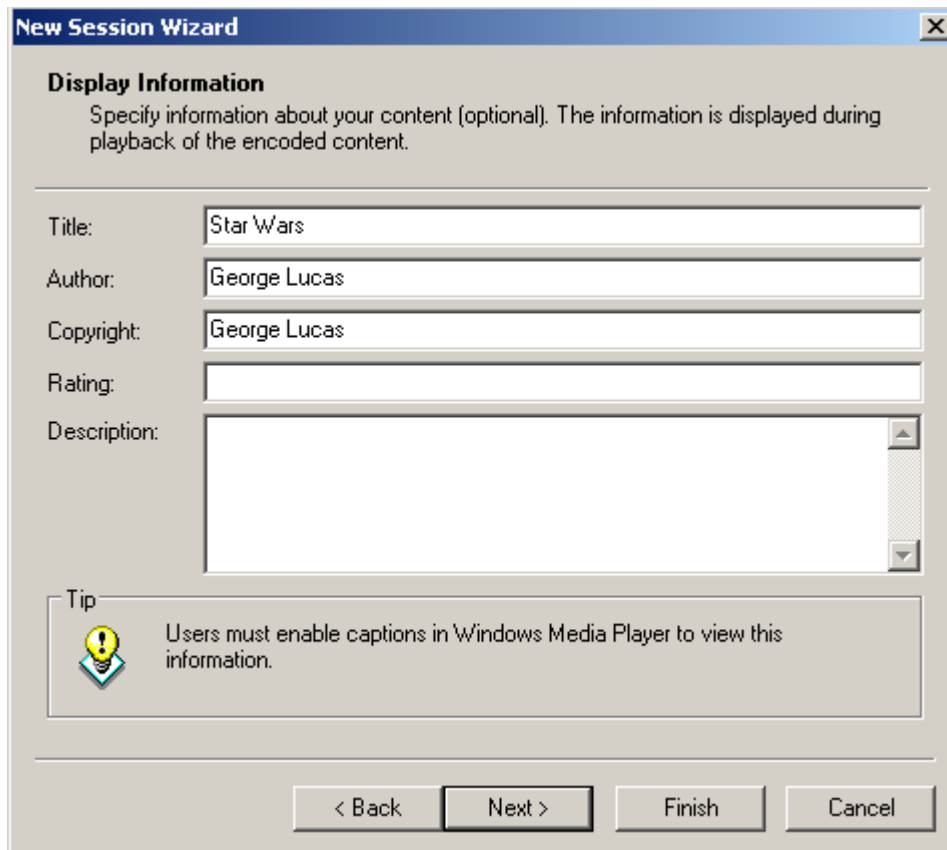
Next choose the quality of the selected format



Press Next >

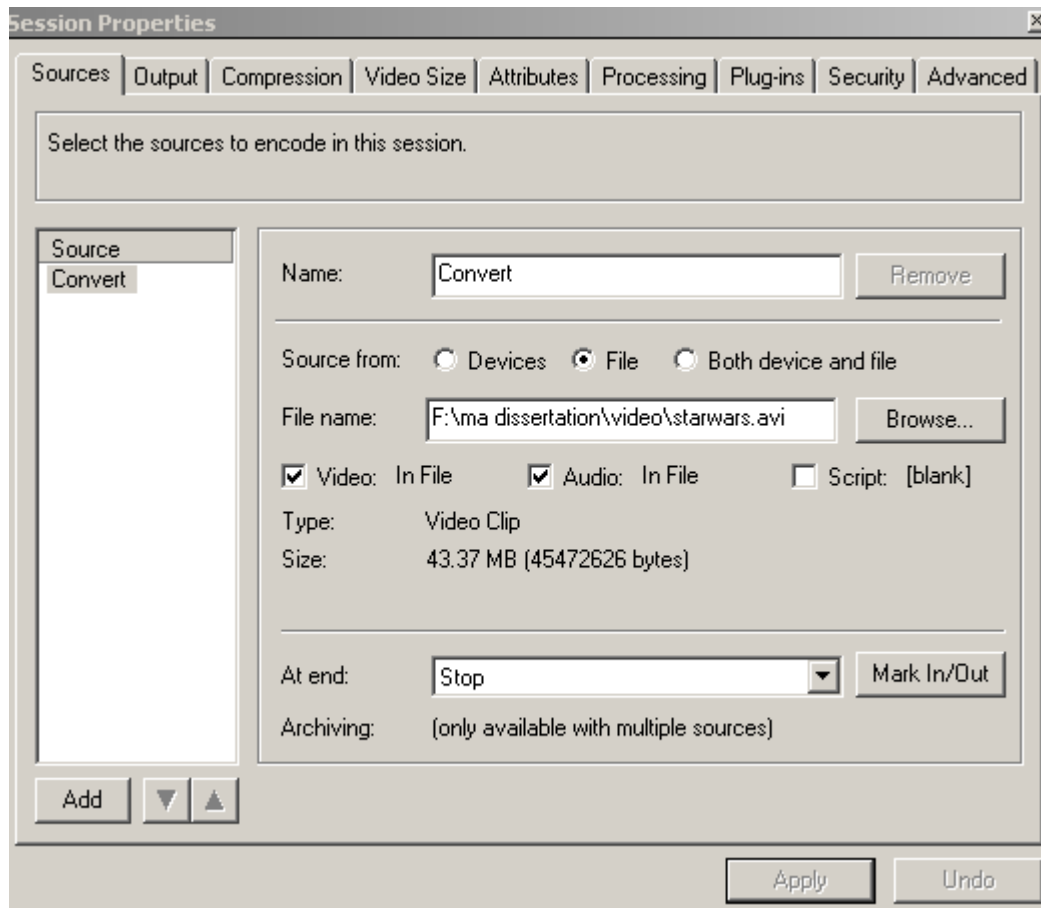
Adding Notes

You can add notes such as author details and copyright etc.

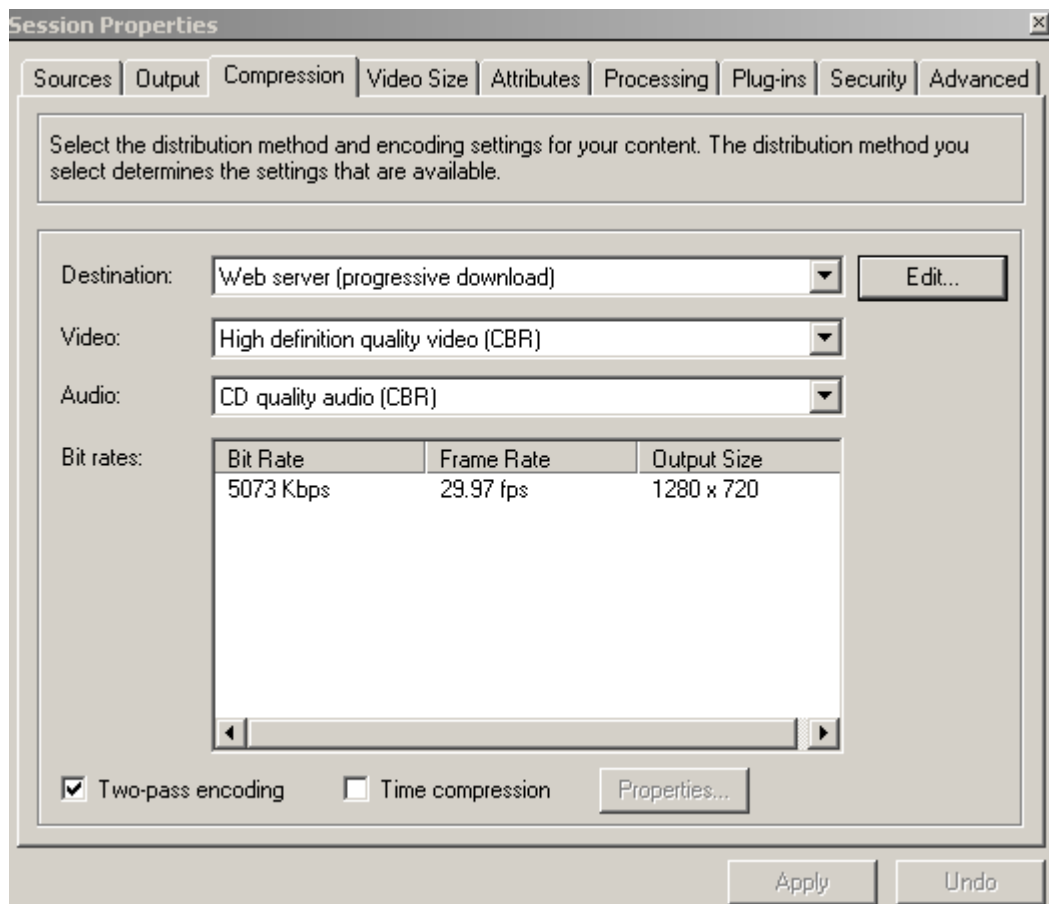


The screenshot shows a Windows-style dialog box titled "New Session Wizard" with a close button (X) in the top right corner. The main heading is "Display Information". Below the heading is a paragraph: "Specify information about your content (optional). The information is displayed during playback of the encoded content." There are five input fields: "Title:" with the text "Star Wars", "Author:" with "George Lucas", "Copyright:" with "George Lucas", "Rating:" which is empty, and "Description:" which is a large empty text area with a vertical scrollbar. At the bottom left, there is a "Tip" section with a yellow warning icon and the text: "Users must enable captions in Windows Media Player to view this information." At the bottom of the dialog are four buttons: "< Back", "Next >", "Finish", and "Cancel".

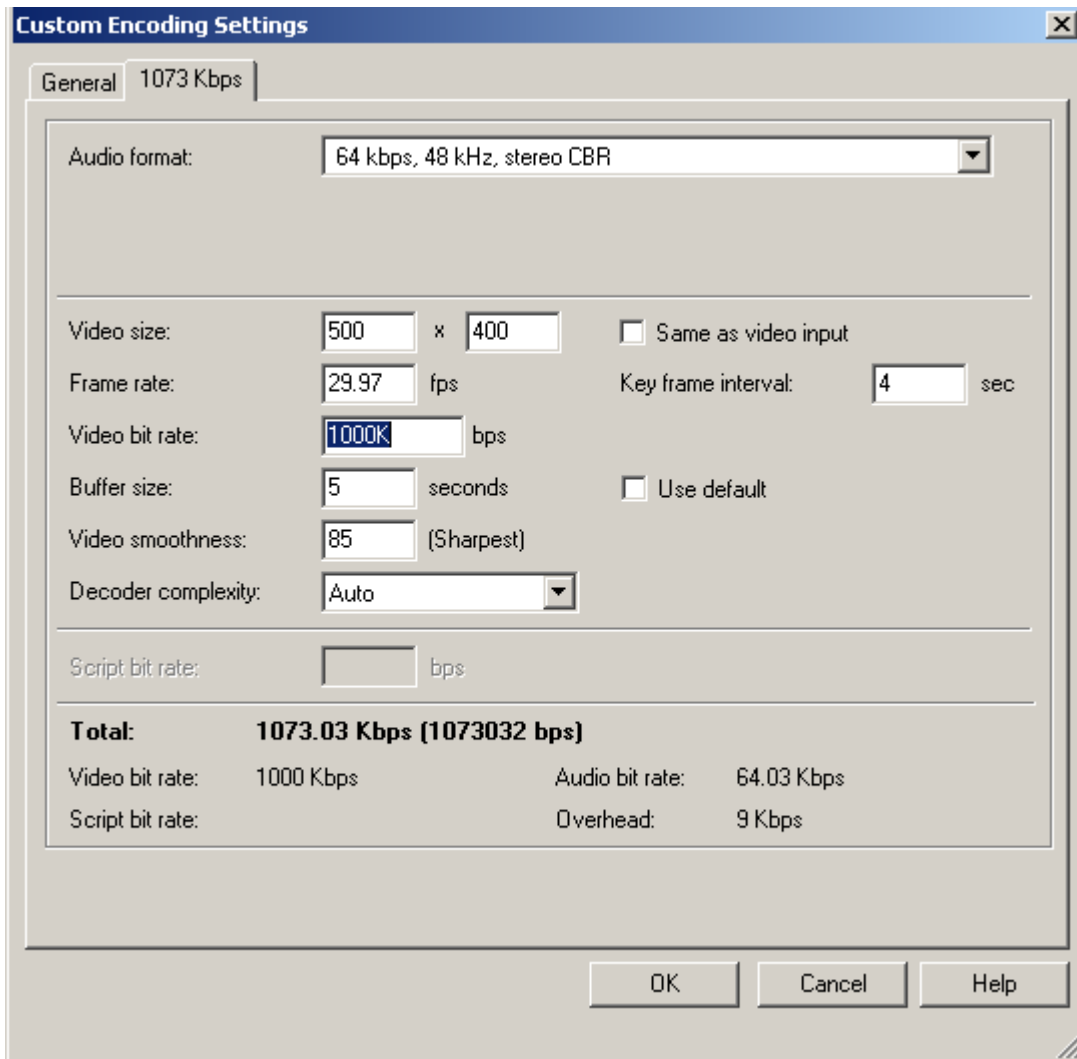
Next press properties



Select the Compression tab



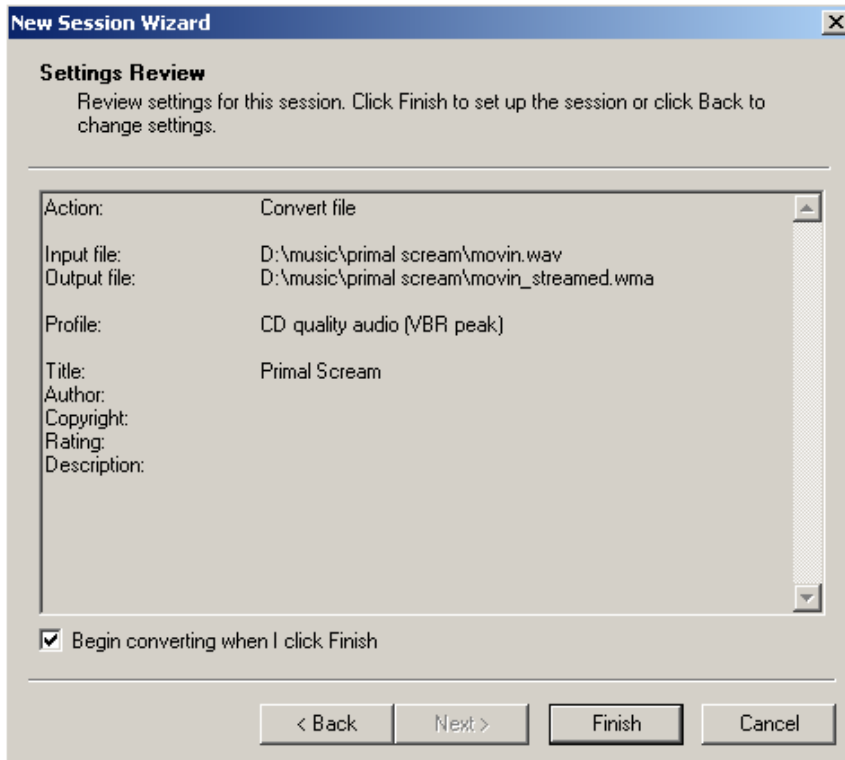
Then press Edit and select the Kbps tab



Change the video size to 500 x 400 and set the Video bit rate to around 1000. **Press Apply.**

Convert the File

Press Finish to Convert the file



You should then see a results window. You now have the option to play the file from here. This should launch Windows Media Player.

