What is Cisco Webex Webcasting?

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A: Cisco Webex® Webcasting is your complete enterprise-grade, scalable video streaming solution. We include white-glove production assistance to help ensure that your event is a smooth and engaging experience. With revolutionary technology, Cisco Webex Webcasting provides secure HTML5 streaming, video content, and responsive interaction without the hassle of plug-ins and updates. Cover all your business use cases, from town hall addresses to product launches, keynotes, thought leadership, sales enablement, and more.

How is Cisco Webex Webcasting different from Cisco Webex Events?

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A: Cisco Webex Webcasting is a video streaming service that can scale up to more than 40,000 participants. It includes support for enterprise Content Delivery Networks (eCDNs) and adaptive bitrate technology for the smoothest possible video streaming experience. Cisco Webex webcasts can also integrate with your social media channels and video streams. Cisco WebEx Events is ideal for virtual events with up to 3000 participants. Cisco Webex Webcasting includes Cisco Webex Assist Services to help ensure smooth execution. Cisco Webex Assist Services are also available as an add-on for Cisco Webex Events.

Can Cisco Webex Webcasting integrate with the Cisco Webex platform?

Q: Can Cisco Webex Webcasting integrate with the Cisco Webex platform?
A: Yes. If you are using Cisco Webex Meetings video conferencing, the meeting can act as a media source for the webcast. Whatever you share in your meeting is broadcast in real time to an audience of tens of thousands, while the presenters remain in their familiar Cisco Webex Meetings video environment. Make use of your Cisco video devices while enabling thousands of remote viewers to participate.

Ordering service

Q: Do I have to purchase equipment to use Cisco Webex Webcasting? Is on-premises hardware required?
A: No equipment is required; our solution is entirely cloud based.

Q: Is there a cost to have a Cisco Webex Webcasting expert provide white-glove service for my event?
A: All Cisco Webex Webcasting includes the expert services in the cost of the webcast. There are no additional charges for these services.

Q: Can I have a subscription that allows me to use this service as much as I want?
A: Cisco Webex Webcasting is sold only with the production assistance attached, so that you get all the expertise you need to deliver a successful, engaging webcast. As the services are included, there is no unlimited use subscription.
FAQ
Cisco public

What is the lead time to book Cisco Webex Webcasting services?
Two to three weeks’ lead time prior to the event date allows sufficient planning, provisioning, and preparation time for most events.

How do I purchase Cisco Webex Webcasting?
To purchase Cisco Webex Webcasting, please reach out to your Cisco partner. If you need assistance selecting the best options for your needs, please contact the Webcast team at Webex-webcasting@external.cisco.com.

Can I include more than one video stream in Cisco Webex webcasts?
Absolutely. You can even use several types of video streams, from video devices to encoder to webcam to prerecorded clips, all in the same webcast. Have a presenter without access to video? We can add an audio-only stream into the mix. Our broadcast studio-level controls allow us to mix and match all of these streams seamlessly. Alternatively, if you use Cisco Webex Meetings video conferencing, use that as your video bridge to connect different devices.

Is a video stream required in Cisco Webex Webcasting? What if I prefer just audio with my slides?
Not a problem. Your presenters then just need access to a phone and Internet-connected PC to conduct the webcast. They will call in to a phone bridge, which we broadcast to the audience over their computers. With the unicast communications, you need not worry about the audience being unmuted and disrupting the presentation. The available Q&A, Chat, and Polling options give the audience lots of ways to interact with your presenter team.

How many attendees can attend a live Cisco Webex webcast?
We support tens of thousands of connections simultaneously. Please note that the base video webcast package includes 1000 attendees, and the base audio webcast package includes 3000 attendees. You can add additional users in packs of 500.

Can I share my screen with Cisco Webex Webcasting?
Yes, screen sharing is a simple one-click operation on our webcasting platform.

My audience will primarily use mobile devices. Does Cisco Webex Webcasting require an app for viewing?
No, there is no app or download required to view a Cisco Webex webcast on mobile devices. Viewers access the webcast natively through the web browser. Please note that depending on the mobile OS, viewers may need to push the large Play button on the media to acknowledge that they wish to stream video to their mobile device. This prevents surprise overage on data-capped mobile plans; the OS controls this feature.

I need to manage strict participation requirements in my webcasts to provide Continuing Education (CE) credits to my participants. Can Cisco Webex Webcasting help?
Yes, we can. We have an extensive feature set to support CE requirements. We can implement testing, do periodic checks to ensure that the participant is attentive, provide concise reporting on duration of attendance, and even automatically allow certificate printing for those that meet requirements.

Cisco Webex Webcasting features

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Compatibility

Do I need to install anything on my computer to view or present in a Cisco Webex webcast?

No, there is nothing to install on your system to present in or attend a webcast.

What is the minimum internet connection to view a Cisco Webex webcast?

Broadband internet connections are required for viewing; however, the system automatically detects the connection and system speed and uses adaptive bitrate to deliver the best quality possible over the available connection.

What impact does Cisco Webex Webcasting have on my company’s internet connections?

There are two scenarios to consider:

- Broadcasting from your network to an audience outside of your network
- Broadcasting to an internal audience when the connections are all on your network

In the first scenario, the impact is negligible, as you’ll be maintaining a single connection out to the Internet and participants will be using their own Internet connections to view the webcast.

The second scenario requires more preparation, as having a large number of connections to streaming media can consume enough bandwidth internally to slow the network overall. This can be mitigated in a couple of ways. One option is to set up group viewing in conference rooms to limit the connections needed. Alternatively, your Cisco experts can work with you to integrate your webcast with an existing eCDN or other corporate video distribution system or recommend easily implemented options for your webcast. As Cisco Webex webcasts are all standards based, the integrations are typically trouble-free.

Do I require a Video Conferencing Unit (VCU) or encoder to capture video, or can I use my computer?

You can capture video for a Cisco Webex webcast with a webcam in your computer, or with an external camera recognized by your computer. Once connected, we can encode the video on the fly for broadcast; an encoder system is not required. We do, however, support both VCU and encoder connections and can mix all the connection options in one broadcast.

What are the firewall requirements for Cisco Webex Webcasting?

Cisco Webex Webcasting relies on the WebRTC protocol, which requires allowing UDP (User Datagram Protocol) communication to the IP addresses noted in Table 1 below.

Will I need to do anything to ensure the WebRTC traffic is allowed through my organization’s firewall?

Many organizations configure their firewalls so that any unexpected traffic is blocked. If they do not already use WebRTC, this traffic may be blocked by default. Allowing the UDP traffic outlined in Table 1 below will enable the Cisco Webex Webcasting platform.

Is it difficult to configure a firewall to support Cisco Webex Webcasting?

No. We’ve worked with several organizations to enable UDP, and the process is simple. It involves opening a range of ports to a specific list of IP addresses, as noted in Table 1.
### Table 1. IP addresses and protocols for Cisco Webex Webcasting

<table>
<thead>
<tr>
<th>IP address</th>
<th>Protocols</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.19.201.62</td>
<td>UDP 3478 and UDP 49152-65535</td>
</tr>
<tr>
<td>8.19.201.64</td>
<td>UDP 3478 and UDP 49152-65535</td>
</tr>
<tr>
<td>8.19.201.65</td>
<td>UDP 3478 and UDP 49152-65535</td>
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<tr>
<td>8.19.201.70</td>
<td>UDP 3478 and UDP 49152-65535</td>
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<td>8.19.201.71</td>
<td>UDP 3478 and UDP 49152-65535</td>
</tr>
<tr>
<td>8.19.201.72</td>
<td>UDP 3478 and UDP 49152-65535</td>
</tr>
</tbody>
</table>

### What operating systems and browsers are required to attend a Cisco Webex webcast?

**Q** Depending on the feature set required, presenters for the webcast may require a modern browser with WebRTC support. Internet explorer does not support WebRTC, but Edge, Firefox, and Chrome do.

**A**