

## Internet TV made in Holland.

Quality Axis IP cameras in combination with flexible CamStreamer software represent excellent internet broadcasting solution.



**Organization:**

WebCam.NL

**Location:**

Netherlands

**Industry segment:**

Commercial

**Application:**

Online video live streaming

**Axis partner:**

NetRex s.r.o.

### Mission

WebCam.NL, which specializes in streaming video content from public spaces, has delivered and installed over 150 Axis HD (PTZ) IP cameras in the Netherlands and abroad. Due to high demand for this service, WebCam.NL sought a suitable secondary technical solution for live streaming. Thus far, the WebCam.NL service has achieved an average of 30,000 visits per day.

### Solution

WebCam.NL decided to use the ACAP (AXIS Camera Application Platform) software CamStreamer developed by the Czech brand NetRex as an efficient solution based on Axis cameras. CamStreamer meets all of the requirements for a secondary streaming platform because it easily connects Axis cameras to the YouTube Live service, thus using Google servers to bring high quality HD video streaming to viewers worldwide.

### Result

WebCam.NL uses 720p or 1080p Axis HD cameras to show live streams from famous tourist locations such as Dam square in Amsterdam, windmills in Zaanse Schans, and several harbors in the Netherlands and abroad. WebCam.NL has sold and installed over 300+ AXIS (HD) IP cameras. In addition to live streams, some WebCam.NL clients use the built-in motion detection software for surveillance purposes, with the CamStreamer application on an Axis camera to convert camera video streams into a format that is compatible with RTMP protocol (Real Time Messaging Protocol) streaming platforms.

**“With eight Axis HD IP cameras and CamStreamer, the WebCam.NL YouTube channel has had nearly 1.7 million views and over 2,000 people channel subscriptions in approximately six months. That’s a huge success.”**

**Peter Austin of Unlimited Visions BV (the operator of WebCam.NL).**

### **Tradition of system integration and development = maximum efficiency**

WebCam.NL has been selling Axis IP cameras for over 15 years. The company does not sell any other brands; it is convinced that Axis cameras represent a more reliable and versatile solution than those of other manufacturers. The biggest challenge is cooperating with the ICT departments of customers on every installation and also to provide operational support. NetRex, the producer of the CamStreamer software, has almost 10 years of experience developing its own cloud video solutions leveraging Axis IP cameras. Because it understands the limits of IP cameras and also sees the opportunity in YouTube Live streaming services, NetRex decided to develop the CamStreamer software in order to make it very easy to connect Axis cameras to YouTube and other streaming platforms. The combination of Axis IP cameras, the CamStreamer application, and the broadcast platform YouTube Live delivers an efficient solution for online video streaming.

### **Easy installation and easy video playback and viewing**

CamStreamer puts the Axis IP camera video stream into an RTMP protocol that meets the requirements of the streaming platform that the camera is connected to. The system supports all models of Axis cameras produced in the last four years. All that is needed is sufficient upload bandwidth, depending on the quality of the broadcasted video stream. Broadcasting can be carried out without a public IP address, and there is no need for a computer between the camera and the streaming platform. The CamStreamer application can be used as middleware between Axis cameras and other services besides YouTube such as, for example, Ustream.tv, Livestream.com, Dacast.com, and Wowza.

“CamStreamer powers hundreds of streaming cameras all over the world. Our customers stream beautiful nature sceneries, live videos from beaches, cities, sports resorts, and even churches. Quite simply, anyone with interesting live video content can leverage the power of CamStreamer,” explains David Capousek, director of NetRex. Starting the live stream is truly a matter of a few clicks after integration with the YouTube Live streaming platform.

### **Capacity reserves for the future**

In addition to using the built-in motion detection software for surveillance purposes, for example, after working hours at construction sites, and the built-in scheduled upload functionality to store jpeg images for a time-lapse video in HD quality, Axis cameras offer many other built-in services. The audio and I/O functionality that Axis cameras offer are rarely called for. At this time, WebCam.NL is not interested in collecting viewer data, such as geographical location, gender, etc., but only technical data; therefore, there is reserve capacity to cover future development. YouTube Live and Google Analytics currently offer enough detailed information on how popular a certain Axis IP camera is, the number of (current) viewers, the amount of time spent watching the live stream, and more.

### **Most popular video streams from Axis HD cameras**

<https://webcam.nl/amsterdam/>  
<https://webcam.nl/amsterdam/dam/>  
<https://webcam.nl/amsterdam/zuidas/>  
<https://webcam.nl/zaanseschans/>  
<https://webcam.nl/mallorca/>  
<https://webcam.nl/katwijkkaanzee/>  
<https://webcam.nl/vollenhove/>  
<https://www.youtube.nl/c/WebCamNL>



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