

# The New Streaming Platform for Techies

tl;dr:

New streaming platform tailored for techies, filling the gap in current services like StreamYard, Squadcast, Riverside, and OBS. Key features include HD screen sharing critical for tech content, enhanced audio and video quality even with basic equipment, and superior interactivity with platforms like LinkedIn. It will record each participant's screen and audio separately in HD, offer advanced stream layouts and better green screen handling, and focus primarily on the tech/programming community.

Tagline:

More powerful than OBS, easier to use than StreamYard.

TAM (total addressable market):

[\\$5.9 billion in 2022. It's expected to grow to \\$12.87 billion by 2030. with a compound annual growth rate \(CAGR\) of 10.2% from 2022 to 2030](#)

<https://growjo.com/company/Restream>

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## Fundamental thesis

Existing livestreaming & podcasting platforms have been made for either:

- Traditional podcasting (Squadcast, Riverside, etc.)
- Casual streaming/podcasting with a guest (StreamYard, Riverside)
- Traditional livestreaming (OBS)

However, there's a missing piece/platform for technologists to livestream - on platforms like LinkedIn, YouTube, and Twitch.

Why?

A few reasons:

- A lack of the ability for each participant to share their screen and record it in HD
  - Screen sharing is essential for tech/programming streaming

- Recording to multiple channels at the same time (webcam & screen to 2 different files, for example) is a huge challenge
  - Great audio from a crappy mic
    - Important for having a guest with a less than optimal mic
  - Great video from a webcam
    - It's now possible to change how it looks and enhance it with ML/AI
  - Great interactivity with comments - especially ones from LinkedIn
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## Important differentiations

We're going to differentiate ourselves in a few different ways.

- Focus on the tech/programming market
  - Focus on great audio quality
  - Focus on promoting the idea of livestreaming something and then turning it into a high quality YouTube video later on
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## More info:

Primary (starting) platform: LinkedIn

Current best alternative: StreamYard, Riverside.fm, Squadcast, OBS

What's missing?

- Being able to record the screen in HD (or original quality)
    - Recording each participant's screen separately
  - Being able to record each participant's video and audio into separate streams
  - Great audio from a crappy mic (only available in SquadCast)
  - Featuring comments from livestream comments (only available in StreamYard)
    - Doing this with LinkedIn consistently (it doesn't work well with StreamYard)
  - Custom stream layouts (like OBS)
    - Dealing with green screens better
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## First technical step

First, we'll need to create a system that's able to correctly identify all of LinkedIn livestream comments, not just some of them.

Problem: it seems like there's no comment API just for livestreams.

There's a page about Comments API:

<https://learn.microsoft.com/en-us/linkedin/marketing/community-management/shares/comments-api>

There are links to a few other pages from that page ("We recommend that you migrate to the [versioned APIs](#) as well as migrate to the new [Content](#) and [Community Management APIs](#) to avoid disruptions."), but it seems like the Comments API is the only one that allows you to retrieve comments from a specific post.

Seems like [this](#) is the right way to go about it, but it's unclear how to handle pagination:

## Get Comments on Shares

### Sample Request

http

curl

HTTP

Copy

```
GET https://api.linkedin.com/rest/socialActions/{shareId}/comments
```

If your request exceeds the [maximum length requirement](#), please utilize query tunneling:

curl

Copy

```
curl -X POST 'https://api.linkedin.com/rest/socialActions/{shareId}/comments' \
-H 'X-HTTP-Method-Override: GET' \
-H 'Content-Type: application/x-www-form-urlencoded' \
-H 'Authorization: Bearer redacted' \
-H 'X-Restli-Protocol-Version: 2.0.0' \
--data 'projection=(...)'
```

^If you'd like to contribute, this is a good point to start. Solving this problem in an open sourced (MIT) repo would be great. If you're interested in that, please let me know.

Note & TODO: looks like we need to submit organization info for LinkedIn to approve my access to Community Management API: <https://www.linkedin.com/developers>

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## Second technical step

We can build a web app that allows the user to record their screen and their webcam feed at the same time.

- No streaming
- No guests
- Nothing else yet

This will serve hopefully as a technical foundation of this project.

Current alternatives:

- OBS
- ScreenFlow
- Camtasia
- Loom

Quick research: <https://chat.openai.com/share/9a5d5e0b-3110-4ffa-ae8f-d01173cec854>

Both ScreenFlow and Camtasia are \$200+ CAD.

That might mean that I could build this as a standalone app and try to launch it fast.

Launch it for, say, \$7/USD, <\$10/CAD/mo. -> It'll be cheaper than both of these options unless the user uses it for 2+ years.

Next steps for this:

- More info here:  
<https://docs.google.com/document/d/1Xpya6dcpieb21EmNE0-Mah7I8RzS6q4HO6ayqpE3PU4/edit#heading=h.ebcqz3odqi4c>
- ~~• Come up with a name for this product that works for both the streaming product as well as the recording one~~
- ~~• Do some research on what else is available/popular and how much they cost~~
- ~~• Make plan for it, estimate how much time/work it might take to build it, and start building~~
- ~~• Also think about if this entire idea has any merit~~
- ~~• <https://chromewebstore.google.com/detail/screen-recorder/hniebljpgcogalllopnjokppmgbhaden>~~

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Next immediate step:

- Learn how to make a Chrome extension
  - Make an extremely simple extension (hello world)
  - <https://chat.openai.com/share/a0f1fdb6-b6ae-4573-9807-fe03cdb6e9eb>
  - First, make a new folder named `hello-world-extension`.
  - Next step?