Grid® for Live Stream Software
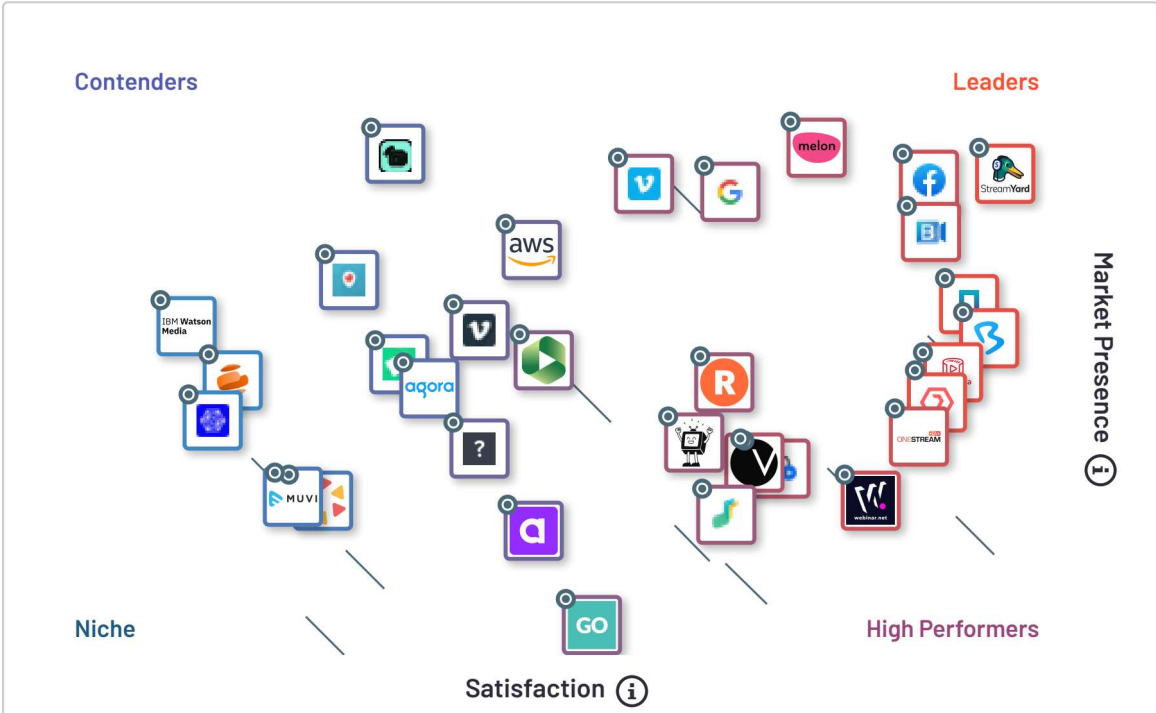
G2 Grid® Scoring

Live Stream Software Definition

Live stream software allows users to present a live feed hosted over the internet, on a designated platform or website. Live streaming enables organizations, brands, and individuals to entertain and promote themselves to a live audience. Within businesses, marketing teams and community managers leverage live streams to inform and engage their fans, promote new products, or provide live feeds of events. Companies looking to spread brand awareness will find that many influencers have become such by live streaming.

Those interested in live streaming have multiple options for potential outlets. Live stream platforms host up to thousands of different streamers, and audience members can access the stream from the cloud-based platform itself. Other live stream options allow streamers to push their live feed to a social media site or post their feed to a website via an embeddable link. There are also products that are capable of pushing a live stream through multiple platforms or social media sites at the same time.

While live stream software can be very similar to **webinar software**, their use cases can differ and thus the additional feature provided by both vary. Webinars engage their audience directly more than a live stream does; while a streamer might interact with their audience, a webcast can be thought of as a live broadcast. The substance and content of a webinar is also more impacted by audience engagement.

To qualify for inclusion in the Live Stream category, a product must:

- Allow users to stream live video on a provided platform, social media website, and/or be embedded onto a website

- Supply tools that allow the audience to engage with one another and the stream host
- Provide streamers with analytics concerning the audience, their engagement, and their demographics

Live Stream Grid® Scoring Description

Products shown on the Grid® for Live Stream have received a minimum of 10 reviews/ratings in data gathered by May 31, 2022. Products are ranked by customer satisfaction (based on user reviews) and market presence (based on market share, seller size, and social impact) and placed into four categories on the Grid®:

- Products in the Leader quadrant are rated highly by G2 users and have substantial Market Presence scores. Leaders include: StreamYard, Facebook Live, Melon, BlueJeans Virtual Events, BoxCast, BigMarker, YouTube Live, Vimeo, Ant Media Server, and Restream
- High Performing products have high customer Satisfaction scores and low Market Presence compared to the rest of the category. High Performers include: Resi, OneStream Live, webinar.net, Uscreen, Videolinq, Brandlive, Flutin Live, and streamGo
- Contender products have relatively low customer Satisfaction scores and high Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Contenders include: Streamlabs, Twitch, Panopto, Vimeo Livestream, Periscope, YouNow, IBM Enterprise Video Streaming, and GlobalMeet Webcast
- Niche products have relatively low Satisfaction scores and low Market Presence compared to the rest of the category. While they may have positive reviews, they do not have enough reviews to validate those ratings. Niche products include: Agora, Dacast, Arena.im, Caffeine, Be.Live, and Muvi