

# Pay-Per-View Streaming Using VitalStream & PayPal



Toll-Free (800) 254-7554  
[www.vitalstream.com](http://www.vitalstream.com)

A composite image showing two web interfaces. The top interface is 'MediaConsole' with a navigation bar (Website, Streaming, E-mail, Back Office, Help) and a 'Edit Media Package' section. The 'Payment Options' tab is active, showing a table with 'Free', 'Authenticated', and 'Pay-Per-View' (checked). The 'Pay-Per-View' row has input fields for 'Price Per View' (\$1.95), 'Time Period' (5 Days), and '# of Views' (3). The bottom interface is the PayPal 'Payment Receiving Preferences' page, showing options to block payments from U.S. users (No selected), block payments from users with international accounts, and block payments funded by credit cards or eChecks.

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## Introduction

VitalStream and PayPal have teamed up to make pay-per-view streaming easier than ever before. Together we provide an integrated solution by linking PayPal's easy-to-use payment processing service with VitalStream's easy-to-use MediaConsole™, a web-based streaming media application. Follow the simple steps in this guide to start selling your media online!

To learn more about pay-per-view streaming, call (800) 254-7554 or visit [www.vitalstream.com](http://www.vitalstream.com).



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## Configure Your PayPal Account

### About PayPal

PayPal enables any business or consumer with an email address to securely, conveniently, and cost-effectively send and receive payments online. The PayPal network builds on the existing financial infrastructure of bank accounts and credit cards to create a global, real-time payment solution.

### Signup for a PayPal Account

If you do not have a PayPal account, go to [www.paypal.com](http://www.paypal.com), click the signup link and follow the simple instructions to signup your account. There is no cost to signup for a PayPal account.

### Verify Your Account

After you signup, there are three things you must do to become verified.

1. Confirm Your E-mail Address
2. Add a Checking Account
3. Confirm Checking Account

A Verified member of PayPal is a U.S. account holder who has added and confirmed a bank account.

### Verified PayPal Members:

- ✓ Have had their sending limit lifted
- ✓ Can easily add funds to their PayPal accounts from their bank account
- ✓ Can use PayPal as your financial hub to transfer funds between your different financial institutions
- ✓ Increase credibility with sellers and/or buyers, since being Verified means they have confirmed ownership of a bank account

### Upgrade Your Account

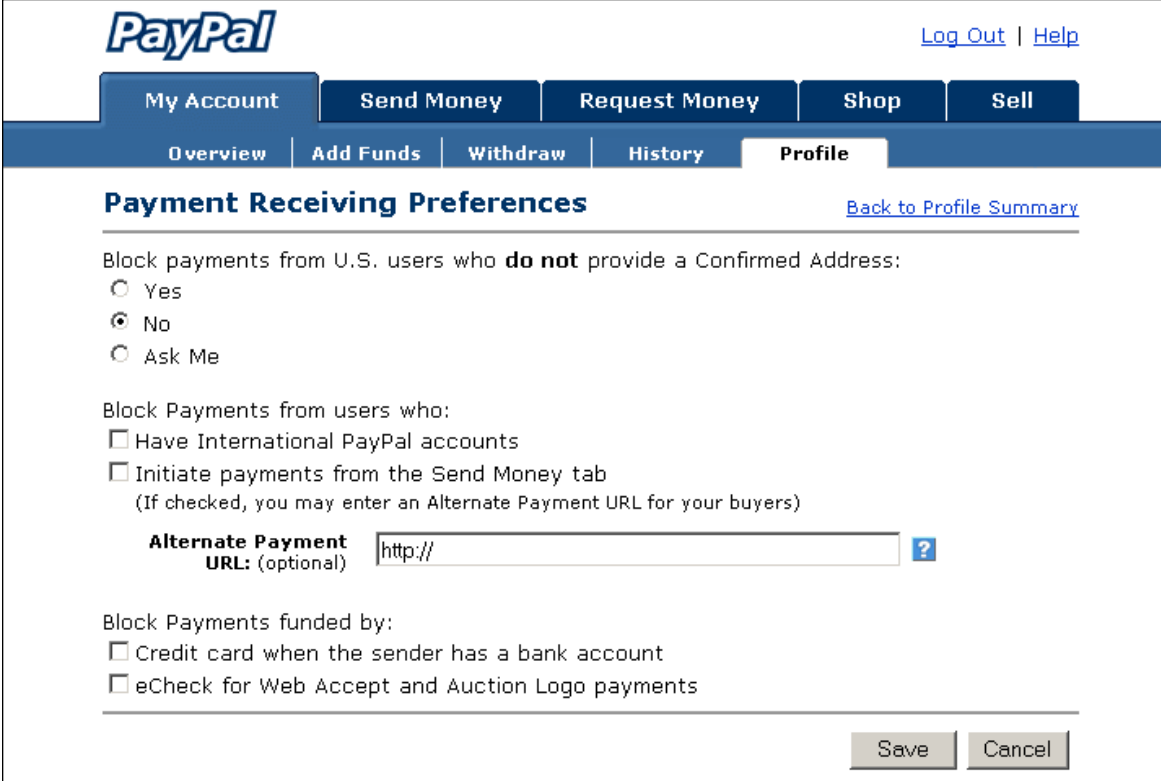
In order to process online credit card payments, you must upgrade your PayPal account to a premier or business account. To upgrade your PayPal account, follow the simple steps below:

1. Login to your PayPal account
2. Click on the Upgrade Account link in the Enhance Account box
3. Click Upgrade Now
4. Choose a Business or Premier account
5. Click Continue

## Configure Your Payment Receiving Preferences

Follow the steps below to configure your payment receiving preferences:

1. Login to PayPal
2. Select the My Account tab
3. Click the Profile sub-tab
4. Click the link Payment Receiving Preferences under the Selling Preferences column
5. Choose the No radio button (to allow payments from users who do not provide a confirmed address)
6. Click Save



**PayPal** [Log Out](#) | [Help](#)

My Account Send Money Request Money Shop Sell

Overview Add Funds Withdraw History **Profile**

**Payment Receiving Preferences** [Back to Profile Summary](#)

Block payments from U.S. users who **do not** provide a Confirmed Address:

Yes

No

Ask Me

Block Payments from users who:

Have International PayPal accounts

Initiate payments from the Send Money tab  
(If checked, you may enter an Alternate Payment URL for your buyers)

**Alternate Payment URL:** (optional)  ?

Block Payments funded by:

Credit card when the sender has a bank account

eCheck for Web Accept and Auction Logo payments

Save Cancel

[PayPal Payment Receiving Preferences Web Page](#)

## Link PayPal to the MediaConsole™

### About VitalStream, Inc.

VitalStream provides services that enable the digital broadcast of audio and video content and other communications over the Internet including audio and video streaming, web conferencing, advanced media hosting, payment processing and consulting services. The company's unique mix of services and technology enable businesses to leverage the global reach of the Internet to distribute their media content to targeted audiences worldwide.

### Signup for a VitalStream Streaming Media Account

MediaConsole™, a web-based application that simplifies the complex process of streaming media, is only available to VitalStream customers. Signup for a StreamPack account at <http://www.vitalstream.com/streaming/> or call (800) 254-7554 to speak with a knowledgeable representative who can help choose the right solution for your needs.

### Configure Payment Settings

Follow the steps below to link your PayPal account to the MediaConsole payment processing features.

1. Login to the MediaConsole
2. Click the Back Office tab
3. Choose Payment Settings
4. Click Configure next to the PayPal logo
5. Type the e-mail address that you used for your PayPal account in the textbox
6. Click Save

### Upload Your Media

To upload media to your server, follow the simple steps below:

1. Click the Streaming tab
2. Choose File Manager
3. Click Upload
4. Drag your media files from your computer into the Media Upload Manager (Mac users will use a browse button to upload files)

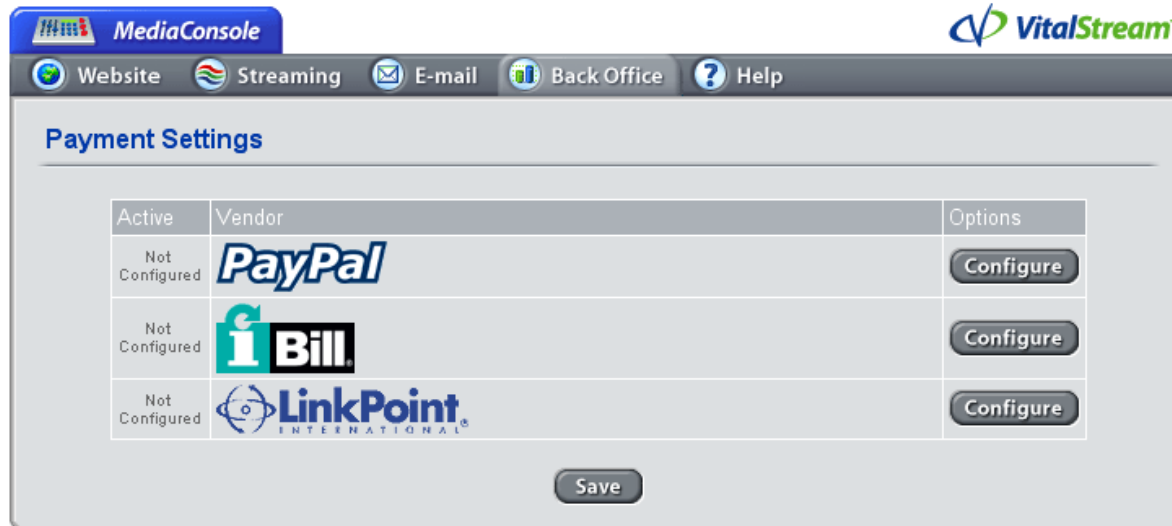
If you need help encoding existing video content, call (800) 254-7554 and a VitalStream representative can refer you to one of our encoding partners.

### Package Your Content

Use the Media Package Manager to bundle your media files together for tracking and distribution purposes. A Media Package is a container for media content that allows it to be tracked and managed as one entity. Packages allow you to bundle separate media files together, define templates, configure distribution settings, choose payment settings (such as pay-per-view) and more.

#### Create a Media Package

1. Click the Streaming tab
2. Choose Media Package Manager
3. Click New (below the list)
4. Enter the name of your Media Package in the textbox (a description is optional)
5. Click Save



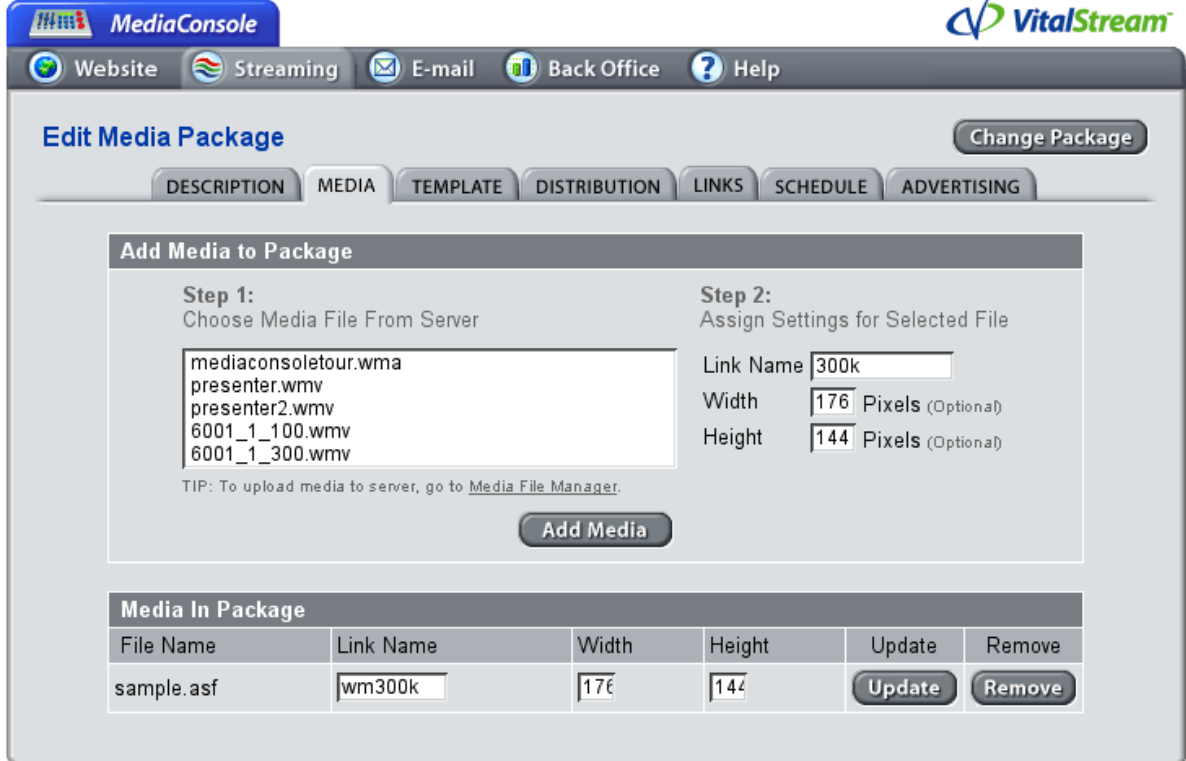
Payment Settings Console

## Add Media to Your Package

1. Click the Media tab
2. Choose a media file from the server
3. Assign the media file a link name (the dimensions are optional)
4. Click Add Media
5. Repeat steps 2 through 4 as necessary

## Setup a Template Around Your Media

1. Click the Template tab
2. Choose a template from the list (if you have multiple files then choose a template ending in 'w/bitrates')
3. Click Choose
4. Enter a link to an image or banner in the Image textbox (optional)
5. Click Save



**MediaConsole**

Website Streaming E-mail Back Office Help

**Edit Media Package** Change Package

DESCRIPTION MEDIA TEMPLATE DISTRIBUTION LINKS SCHEDULE ADVERTISING

**Add Media to Package**

**Step 1:**  
Choose Media File From Server

mediaconsoletour.wma  
presenter.wmv  
presenter2.wmv  
6001\_1\_100.wmv  
6001\_1\_300.wmv

TIP: To upload media to server, go to [Media File Manager](#).

**Step 2:**  
Assign Settings for Selected File

Link Name

Width  Pixels (Optional)

Height  Pixels (Optional)

**Add Media**

**Media In Package**

File Name	Link Name	Width	Height	Update	Remove
sample.asf	<input type="text" value="wm300k"/>	<input type="text" value="176"/>	<input type="text" value="144"/>	<b>Update</b>	<b>Remove</b>

*Add Media to Package Console*

## Configure Your Payment / Distribution Settings

1. Click the Distribution tab
2. Uncheck the Free checkbox
3. Check the Pay-Per-View checkbox
4. Enter the price per view
5. Using the Time Period box enter the duration of time that an audience member has to access the media (or check unlimited)
6. Enter the number of times that a paying audience member can access the media in the # of Views textbox (or check unlimited)
7. Click Save

Make sure you charge the appropriate amount to cover your bandwidth charges if the viewer watches the media the maximum number of times. On average, a high bitrate movie costs 75 cents for each hour streamed. Audio files cost much less. Each VitalStream StreamPack account comes with a base allotment of bandwidth that should cover several thousand plays.

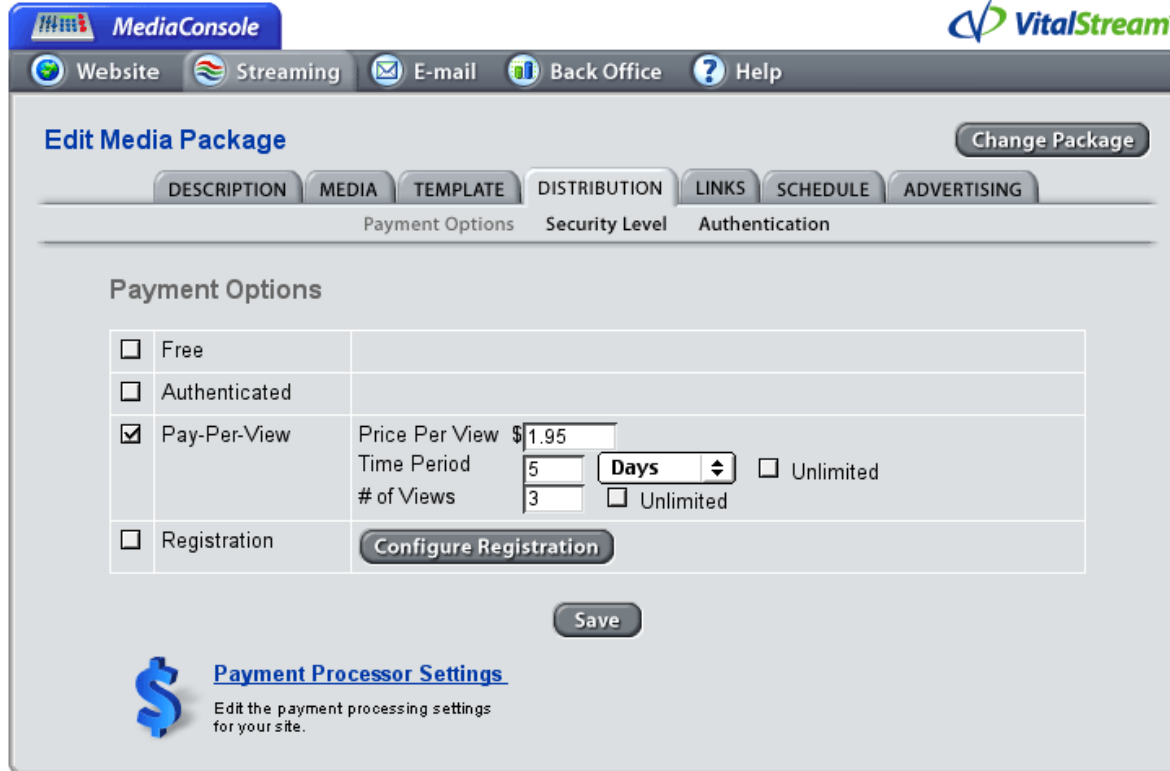
## View Media and Copy Links

1. Click the Links tab
2. To link to the template, copy and paste the Template Link into your webpage or e-mail
3. To link to an individual media file, copy and paste the link(s) next to the filename in the Media File Links table

Congratulations! You have successfully added pay-per-view streaming media to your website. Good luck with your business venture. If you have any questions about pay-per-view streaming, call (800) 254-7554.

To learn more about VitalStream, visit [www.vitalstream.com](http://www.vitalstream.com) or call (800) 254-7554.

To learn more about PayPal, visit [www.paypal.com](http://www.paypal.com).



The screenshot shows the 'Edit Media Package' interface in the MediaConsole. The 'Payment Options' section is active, showing a table with the following content:

<input type="checkbox"/>	Free	
<input type="checkbox"/>	Authenticated	
<input checked="" type="checkbox"/>	Pay-Per-View	Price Per View \$1.95 Time Period 5 Days <input type="checkbox"/> Unlimited # of Views 3 <input type="checkbox"/> Unlimited
<input type="checkbox"/>	Registration	<input type="button" value="Configure Registration"/>

Below the table is a  button. At the bottom left, there is a link for [Payment Processor Settings](#) with a dollar sign icon and the text 'Edit the payment processing settings for your site.'

Payment / Distribution Settings Console