



## Fun Roads Media Keeps an Eye on the Road with Wirecast

How this Fast-Growing Media Network Uses Telestream Wirecast Studio to Remotely Monitor Over-the-Air Broadcasts by its Television Network Affiliates

“Wirecast has proven to be a very cost-effective, user-friendly way for us to remotely monitor the TV stations that carry our shows. Without it, there’d be no practical, affordable way for me to rest assured that we’re delivering on our value proposition to viewers, advertisers, and broadcast partners.”

*- Ashley Gracile, President/CEO, Fun Roads Media, Inc., in Agoura Hills, CA*

Fun Roads Media is the first national TV programming network focused on the allure of hitting the open road by car, RV, motorcycle, bike, or boat. Whether the destination is a beach, national park, campground, mountain, lake, or just sightseeing, Fun Roads takes its cameras to thousands of tourist attractions to show viewers why they’ll love it there.

In just the first year since its 2019 launch, Fun Roads has signed deals with numerous TV stations, cable carriers, and internet streaming sites. The TV stations run the network fare on their free, 24-hour secondary DTV channels including:

- Chicago WJRK-TV Channel 22.9
- Philadelphia WACP-TV Channel 4.7
- San Francisco KOFY-TV CH. 20.8 & KAAP-TV Channel 24.4
- Orlando WHDO-TV Channel 38.4 & WSWF-TV Channel 10.7
- Las Vegas KVPM-TV Channel 25.4
- Wichita KGPT-TV Channel 26.9
- Boise KRID-TV Channel 22.11

Fun Roads Media Founder Ashley Gracile pins the success of his ad-supported media operation on delivering engrossing TV shows that motivate viewers to seek out the advertisers’ products and services. To verify that this TV network is airing reliably, each broadcaster is contractually obligated to send Fun Roads a RTMP video stream that can be remotely monitored from the network’s master control operations at its Agoura Hills, CA studio.

While the actual program distribution is handled by a broadcast playout services company, in Fort Lauderdale, FL, Gracile and his team discovered that Wirecast Studio—live video production and streaming software from Telestream—can take multiple, concurrent RTMP feeds and display them on a multiviewer monitor as well as stream them to social media sites.

## THE CHALLENGE

Fun Roads Media's Fort Lauderdale-based playout company does an excellent job distributing the network's various broadcast signals to TV stations in select U.S. and Canadian markets.

But, occasionally, the stations may experience technical difficulties on the receiving end. For example, newly signed stations may experience "on-boarding" issues, such as hardware incompatibilities or trouble getting and processing the program feed from Florida.

If alarms are going off at a station's master control, such as picture freezes or audio issues, these problems must be addressed quickly to prevent viewer churn, or unhappy advertisers and partners.

The moment a problem occurs, the playout company works closely with the station to determine the cause and implement a solution. But it's also helpful for Fun Roads' own engineers to see the problem for themselves and weigh in with their own recommendations. This requires the ability to view the live RTMP (open source Real-Time Messaging Protocol) streams from the station on monitors at Fun Roads Media's studio, in the Greater Los Angeles area.

At a time when many of Fun Roads' 11 employees choose to work from home or other off-site locations due to Covid-19 social distancing, it's also beneficial for Fun Roads' engineer to remotely access and monitor the broadcasts, especially the problematic ones, while on the road or working off-site.

While having remote monitoring capability is crucial to the growth and success of the business, it must also be extremely cost-effective and easy to deploy.

## THE SOLUTION

With prices starting at just \$599, Wirecast Studio is packed with a wide range of integrated, professional tools for producing and streaming live video, including digital audio mixing, CG text, and keying.

It's this attractive price tag that makes it cost-effective for Fun Roads to utilize only a tiny fraction of what Wirecast Studio offers to solve its unusual and specific remote monitoring dilemma.



Wirecast Studio

During his initial set-up, Gracile and his team couldn't figure out how to configure Wirecast Studio to allow him to display multiple station feeds on a single monitor. Then, he says, "a funny thing happened". He got an unexpected call from Telestream Desktop Product Manager Lynn Elliot who was reaching out to Wirecast customers to ask how things were going with their Wirecast systems.

**"When I explained to her what we were trying to do, she said, 'You know, you could do a multiviewer display'. She then told me what to do, and boom, boom, boom, in just four clicks, everything was perfect. We set it up so that Wirecast Studio could tap into four separate URLs to grab the RTMP streams and display them on a quad-split screen. It was really a game changer for us."**

- Ashley Gracile, President/CEO, Fun Roads Media, Inc., in Agoura Hills, CA

Additionally, when Fun Roads' staff engineers are off-site, Wirecast Studio can be quickly set-up to stream one or more problematic live TV signals to the company's private YouTube channel (or to any other social media site). In this way, the remote monitoring and troubleshooting can continue without interruption simply by accessing the YouTube stream(s) from any smartphone, iPad, or computer.

## THE WORKFLOW

Fun Roads Media has amassed a media library of 45 full TV series—with 5,600 shows in all—many of which Gracile has produced as an independent producer. Sensing the time was right for a television network on road tripping, Gracile decided to launch Fun Roads in 2019.

Today, Fun Roads has three licenses for Wirecast Studio, which feed live signals for nine different TV stations to multiviewer-displays in their edit suites and lobby. The workflow is pretty simple, including these steps:

- Fun Roads schedules the network programming from Los Angeles
- This schedule and the programming are downloaded onto servers in the playout company's data center
- The playout service pushes the programs out to the various stations
- The stations air the programming
- The stations send Fun Roads a RTMP feed (one of many formats that Wirecast natively handles)
- The feed is dropped into Wirecast for monitoring and streaming

**“In seconds, the video pops up on quad-split multiviewers around our facility. And Wirecast can also send select streams to our private YouTube channel. This is the best solution we could have devised for this application. It's a no brainer.”**

--Ashley Gracile, President/CEO, Fun Roads Media, Inc., in Agoura Hills, CA

Even though Fun Roads has contracted a broadcast playout service to handle the signal distribution workload, they still want to stay in the loop to maintain strong ties with the advertisers and partners. They also have a vested interest in showing their advertisers that Fun Roads programming is generating new business for them. For example, a large RV/Camper dealer saw first-hand that a Fun Roads show about Class B Motor Homes drew a lot of prospective buyers to their lot, resulting in a few sales of that expensive vehicle. Having a reliable broadcast operation in place is the cornerstone of Fun Roads Media's value proposition.

## THE RESULTS

**“Whenever our partners or advertisers call to tell us there's a problem with our programming in their local market, it boosts their confidence in us when we can say we already know about it, and that our teams are already working to straighten it out. They feel even better if we call them first to let them know we're seeing glitches. That's what Wirecast Studio does for us.”**

**“With our inventive quality control solution, we've got our eyes on the over-the-air TV signals in all our markets. Wirecast Studio is a user-friendly, reliable, and cost-effective answer to our remote monitoring needs at this milestone in our company's growth.”**

--Ashley Gracile, President/CEO, Fun Roads Media, Inc., in Agoura Hills, CA

### For More Information:

Check-out Fun Roads Media at: <http://www.funroads.tv>  
Learn more about the extensive features and toolbox integrated within Wirecast Pro Software here: <https://www.telestream.net/wirecast/>

#### *Fun Roads Affiliates:*

- Los Angeles KNLA-TV Channel 20.4 (pending)
- Chicago WJRK-TV Channel 22.9
- Philadelphia WACP-TV Channel 4.7
- San Francisco KOFY-TV CH. 20.8 & KAAP-TV Channel 24.4
- Detroit WHNE-TV Channel 3.11
- Orlando WHDO-TV Channel 38.4 & WSWF-TV Channel 10.7
- Salt Lake City KPDR-TV Channel 19.5
- Oakland KOFY-TV Channel 20.8 & KAAP-TV Channel 24.4
- San Jose KOFY-TV Channel 20.8 & KAAP-TV Channel 24.4
- Las Vegas KVPM-TV Channel 25.4
- Wichita KGPT-TV Channel 26.9
- Boise KRID-TV Channel 22.11
- RTC Channel 297(cable in North Dakota)
- Wilson Cable (cable in Raleigh NC area)
- FiberXStream Channel 247 (cable in Portland OR area)
- Select TV (Connected Television)
- Glewed TV (Connected Television)