

**INDIAN RIVER COUNTY  
DEPARTMENT OF INFORMATION TECHNOLOGY**

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**DATE:** October 24, 2024

**TO:** Board of County Commissioners

**THROUGH:** John A. Titkanich, Jr., County Administrator

**FROM:** Erik Harvey, Director of Information Technology

**SUBJECT:** Government Channel 27/CableCast Live Streaming Service

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**BACKGROUND**

Prior to 2022, the County provided a link to the 24/7 Comcast Ch 27 broadcast (IRC-TV) on the County website. In 2022 the hardware which published that webcast reached end-of-life and a decision was made to discontinue the webcast.

The County currently has a cable government TV channel featuring live meetings, public service announcements, educational programming, and promotional content for County programs and events.

Ch.27 is over a decade old, technology has improved from standard definition to high definition but sadly Ch.27 cannot follow.

**Connecting Our Community.** Fewer and fewer people are subscribing to cable. Audiences still want content, but they are shifting from local cable to internet delivered services. Particularly for smart device users, mobile apps are where they view content. To serve our community, we need to reach them in all the places they are consuming content. Being on these streaming platforms means Indian River County can still reach our citizens, no matter where they are.

The growing need to expand broadcast capabilities beyond cable television and expressed interest by Commissioner Earman and other staff to have the 24/7 broadcast available on the website, staff researched and found a solution to meet the need.

**How It Works.** Visitors to our website will be provided a download link on our IRC-TV page that they can watch live broadcast or access our content through the Cablecast app, which provides a central directory of all community media

channels and automatically recommends the station located closest to the viewer when the app is first used.

**The App is FREE** on all platforms.

**CURRENTLY SUPPORTED PLATFORMS**

- Apple TV
- Roku
- Amazon Fire TV
- iOS
- Android

**Reliability.** The streaming service shifts the burden of broadcasting from the county’s infrastructure to the cloud, increasing reliability and minimizing impact on our local network.

The App is available from iM Solutions, with the professional services necessary for implementation covered under a City of Cocoa Beach contract. The total cost of the App and installation is below the bid threshold. The total cost of the new service is \$16,944.53.

**FUNDING**

Funding, in the total amount of \$16,944.53, will be appropriated via future budget amendment to the following accounts:

<b>Account Number</b>	<b>Account Description</b>	<b>Amount</b>
50524113-035130	Information Technology Fund/Hardware	\$4,333.69
50524113-035120	Information Technology Fund/Software	\$4,776.84
50524113-033190	Information Technology Fund/Other Professional Services	\$7,834.00
	<b>Total</b>	<b>\$16,944.53</b>

**RECOMMENDATION**

Staff recommends that the Board approve the CableCast Live Streaming Service solution for future government broadcast communications.

**ATTACHMENT**

IM Solutions Quote - Job Number: 47292411