



HOMETOWNLIVE TV

HometownLive TV User Manual

Document: HTL-TV-MANUAL

Revised: 2026-07-03

Nevco Sports · 301 East Harris Avenue, Greenville, Illinois 62246 · 800.851.4040 · support.nevco.com

Introduction

HometownLive is a community-focused live streaming platform built for schools, school districts, parks and recreation departments, independent broadcasters, and natatoriums. It delivers live and on-demand video to fans, families, and alumni — all without requiring viewers to create an account or pay a subscription fee.

What HometownLive Does

The platform provides everything an organization needs to run a community broadcast operation — from a single varsity football game to a full fine arts season.

Key capabilities include:

- **Free viewing for fans** — no login required to watch events or channels
- **School-branded channels** — customizable Live TV channels for each organization
- **Live and on-demand content** — stream games live and keep recordings available afterward
- **Three content genres** — Athletics, Fine Arts, and News
- **Roku channel support** — viewers can watch on Roku devices from the comfort of home
- **ScoreBird scoring overlay integration** — live scores from a connected ScoreBird NeST device appear directly on the video player during scored events
- **Pay-Per-View support** — optional paid access for premium or ticketed events

- **Episodic TV Shows** — recurring programs organized into shows, seasons, and episodes

Platform Audiences

This manual covers two audiences.

AUDIENCE	WHO THIS IS
Admin	School AV staff, coaches, broadcasters, and IT administrators who manage content, configure channels, and schedule events. Admins log in to the admin panel at <code>https://platform.hometownlive.tv/login</code> .
Viewer	Fans, families, and alumni who watch live streams and on-demand content. Viewers browse the public site with no login required.

What Each Audience Can Do

CAPABILITY	ADMIN	VIEWER
Watch live channels	Yes	Yes
Watch on-demand events	Yes	Yes
Browse TV Shows	Yes	Yes
Create and publish events	Yes	No
Configure live channels	Yes	No
Manage TV Shows and episodes	Yes	No
View analytics and viewership data	Yes	No
Configure the ticker	Yes	No
Manage users and subscriptions	Yes	No
Purchase PPV events	No	Yes (with account)
Watch free content without logging in	No	Yes

Platform Access

URL	PURPOSE
<code>https://platform.hometownlive.tv</code>	Viewer-facing site — home, events, TV shows, live channels.
<code>https://platform.hometownlive.tv/login</code>	Login page for both admins and registered viewers.

URL	PURPOSE
https://platform.hometownlive.tv/admin/dashboard	Admin panel — requires an admin account to access.
https://platform.hometownlive.tv/signup	Self-registration for viewer accounts.

Who This Manual Is For

Chapters 2 through 12 focus on admin workflows — everything from configuring channels and publishing events to managing users and reading analytics. The viewer experience is covered where relevant to help admins understand how their configuration affects what fans see. Chapter 13 is a dedicated Viewer Guide for fans and families who need help using the platform.

What You Need to Get Started

REQUIREMENT	DETAILS
Admin account	Provisioned by HometownLive. Contact [SUPPORT CONTACT] to request access.
Web browser	A modern browser: Chrome, Firefox, Edge, or Safari (current versions).
Internet connection	Required for both admin access and viewing.

Note: IT / Installer: Admin accounts are provisioned by HometownLive staff. End users cannot self-register as admins. Direct account requests to [\[SUPPORT CONTACT\]](#) .

Getting Help

HometownLive provides two self-service support resources.

In-platform tutorials:

01 Log in to the admin panel.

02 In the sidebar, click **Tutorials**.

03 Select a tutorial from the list to watch a video walkthrough.

Tutorials cover topics including RTMP streaming setup, home section configuration, on-demand video publishing, live streaming, and event management.

Contact form:

01 Navigate to `https://platform.hometownlive.tv/page/contact-us` .

02 Complete the form fields: Name, Email, Phone, Subject, and Message.

03 Click **Submit**. A support representative will respond by email.

Tip: Watch the **STREAMING** and **EVENTS** tutorials before setting up your first live broadcast. They cover the most common configuration steps end to end.

About This Platform

HometownLive is built on the TKDS Media platform. The TKDS Media branding appears in the admin panel footer. Streams are delivered through the TKDS streaming infrastructure at `dallas.tkdsstream.com` .

Getting Started

This chapter walks through logging in, navigating the admin panel, and managing your profile.

Logging In

01 Open your browser and go to `https://platform.hometownlive.tv/login` .

02 Enter your **Email** and **Password**.

03 (Optional) Check **Remember Me** to stay logged in on this device.

04 Complete the **reCAPTCHA** verification.

05 Click **Login**.

After logging in, the platform lands you on the viewer home page.

Forgot Your Password?

01 On the login page, click **Forgot Password?**

02 Enter your account email address.

03 Click **Submit**. A password reset link is sent to your inbox.

04 Open the email and follow the reset link to set a new password.

Note: Check your spam or junk folder if the reset email does not arrive within a few minutes.

Creating a New Account

Viewer accounts can self-register. Admin accounts are provisioned by HometownLive.

01 On the login page, click **Sign Up**.

02 Fill in the registration fields:

FIELD	DESCRIPTION
Name	Your full name.
Email	Your email address. Used for login and notifications.
Phone	Your phone number (optional).
Password	Choose a strong password.

01 Click **Sign Up** to create your account.

Reaching the Admin Panel

After logging in, you land on the viewer home page. To reach the admin panel:

01 Locate your name in the top-right corner of the page.

02 Click your name to open the user menu.

03 Click **Dashboard**.

The browser navigates to `/admin/dashboard` — the admin control panel.

Admin Dashboard Overview

The admin dashboard is the central hub for managing the platform. It has two main areas: the sidebar navigation and the stats tiles.

Sidebar Navigation

The sidebar on the left provides access to all admin sections.

SECTION	WHAT YOU MANAGE HERE
Dashboard	Overview stats, charts, and quick links.
Language	Content language settings.
Genres Configuration	Genres, Conferences, and Groups used to classify content.
MEDIA	Video Joiner, Roku TV Apps, and TV Guide.
Events	Live and on-demand event listings.
Events Calendar	Calendar view of all scheduled events.
Ticker	Scrolling text ticker — Dashboard, Settings, Alerts, Content, RSS Feeds, Events Feeds, and Score Ticker.
Channel Console	Channel Hub, Manage Channels/Feeds Console, PiPELiNE Feeds, Simple Playout.
Analytics	Viewership and traffic data.
Blog	Blog posts for the site.
Shop	E-commerce items.
TV Shows	Shows, Seasons, and Episodes for episodic content.
Live TV & RADIO	TV/Radio Categories and Channels.
Cast & Crew	Presenters and Producers.

SECTION	WHAT YOU MANAGE HERE
Home	Slider, Home Sections, Carousel, and Popup configuration.
Users	Users, Admins, and Deleted Users.
Subscription Plan	Viewer subscription packages.
Sponsorship Plans	Sponsor tiers and packages.
Coupons	Discount coupon codes.
Payment Gateway	Payment processor configuration.
Transactions	Payment and transaction history.
Pages	Static content pages.
Video Player Settings	Player behavior and Player Ads.
Tutorials	In-platform tutorial videos.
Tools	Platform utilities.
Settings	General, SMTP Email, Social Login, Menu, reCAPTCHA, Website Banner Ads, Theme Images, Theme Colors, Site Maintenance.

Stats Tiles

The top of the dashboard shows at-a-glance counts and metrics.

TILE	WHAT IT SHOWS
Languages	Number of configured content languages.
Genres	Number of configured genres.
Events	Total event count.
Shows	Total TV Show count.
Live TV & RADIO	Number of configured live channels.
Users	Total registered user count.
Transactions	Total completed transactions.
Revenue	Daily, weekly, monthly, and yearly revenue totals.
Total Visitors	All-time visitor count.
Today's Visitors	Visitors in the current day.
Monthly Visitors	Visitors in the current month.
Most Viewed	The event with the highest all-time view count.

Users Plan Statistics Chart

The **Users Plan Statistics** bar chart shows subscription plan activity by month. Use it to track growth in paid viewer subscriptions over time.

Managing Your Profile

01 In the admin panel, click your **profile avatar** in the top-right corner.

02 Click **Profile**.

03 Update any of the following fields:

FIELD	DESCRIPTION
Profile Image	Upload a headshot or avatar.
Name	Your display name.
Email	Your login email address.
Phone	Your contact phone number.
Password	Enter a new password to change it.

01 Click **Save** to apply your changes.

Tutorials

HometownLive provides in-platform tutorial videos to help admins get up to speed quickly.

01 In the sidebar, click **Tutorials**.

02 Select a tutorial to watch:

TUTORIAL	TOPIC
HomeTownLive RTMP Stream	Configuring an RTMP stream source.
HOME SECTIONS	Setting up homepage content sections.
On-Demand Video	Uploading and publishing on-demand content.
STREAMING	Live streaming setup and best practices.
EVENTS	Creating and managing events.

Tip: Watch the STREAMING and EVENTS tutorials before setting up your first live broadcast.

Live Channels

HometownLive provides four dedicated streaming channels — Channel 1 through Channel 4. Each channel carries its own HLS stream delivered from `dallas.tkdsstream.com`. Channels appear in the viewer navigation under **Live TV & RADIO**.

Feeds Console

The Feeds Console shows real-time status for all four stream channels.

Location: Sidebar → **Channel Console** → **Manage Channels/Feeds Console**
(`/admin/restreams`)

The console displays the following columns for each channel:

COLUMN	DESCRIPTION
Feed Name	The name of the channel.
Status	Current state: finished , live , or idle .
Start Time	When the current or most recent stream started.
Duration (Min)	How long the stream has been running in minutes.
Endpoints	Number of active output destinations.
Resolution	Stream video resolution (e.g., 1080p).
Bitrate (Mbps)	Current stream bitrate in megabits per second.
Viewers	Number of active viewers on this channel.
Data Received (MB)	Total data ingested for the current stream session.
Actions	View Stream button to open the live stream preview.

Click **Refresh Data** to update the status of all channels.

Tip: Use the Feeds Console during a broadcast to confirm the stream is live and viewers are connecting.

Managing Channels

Editing a Channel

01 In the sidebar, go to **Live TV & RADIO** → **TV/Radio Channel**
(`/admin/live_tv`).

02 Find the channel you want to edit and click its **edit** icon.

01 Update the fields as needed:

FIELD	TYPE	DESCRIPTION
Channel Name	Text	Display name shown to viewers.
Description	Textarea	Short description of the channel.
Access	Select	Free or Paid .
Category	Select	TV/Radio category (e.g., LIVE TV).
Status	Select	Active or Inactive .
Subscription Packages	Multi-select	Packages that include access to this channel.
Roku	Toggle	Enable or disable Roku app listing for this channel.
Auto-Update Image	Toggle	Automatically update the channel thumbnail from the stream.
Stream Name	Text	Internal stream identifier.
URL Type	Select	HLS/m3u8 , MPEG-DASH, YouTube, Vimeo, MP3, or Embed Code.
Feed Channel	Select	Choose Channel 1–4 to link this channel to the TKDS stream infrastructure.
Playout Channel	Select	Optional — links to a Simple Playout channel for automated programming.
Channel URL	Text	Primary stream URL.
URL 2 / URL 3	Text	Backup stream URLs for failover.
Embed Code	Textarea	HTML embed code (only used when URL Type is Embed Code).
Thumbnail	Image upload	Channel artwork image displayed to viewers.
Stream ID	Text	Required. Unique stream identifier for this channel.
SEO Title	Text	Page title used by search engines.
SEO Description	Text	Meta description for search engine results.
SEO Keywords	Text	Comma-separated keywords for search indexing.

01 Click **Save** to apply your changes.

Note: The **Feed Channel** field (Channel 1–4) must match the stream being ingested at `dallas.tkdsstream.com`. Selecting the wrong channel will result in a blank or mismatched stream.

Channel Console / Channel Hub

The **Channel Hub** provides advanced feed management capabilities beyond the standard channel list.

Location: Sidebar → **Channel Console** → **Channel Hub** (`/admin/channel-hub`)

Note: The Channel Hub may take longer to load than other admin pages. Allow a few seconds for the interface to fully initialize.

PiPELiNE Feeds

PiPELiNE is a multi-destination restreaming service. It allows you to send a single stream to multiple platforms simultaneously (e.g., HometownLive and YouTube at the same time).

Location: Sidebar → **Channel Console** → **PiPELiNE Feeds**
(`/admin/pipelines`)

Warning: PiPELiNE requires separate service activation. The feature will not function until it is enabled for your account. Contact HometownLive at `[SUPPORT CONTACT]` to enable PiPELiNE.

Simple Playout

Simple Playout lets you build automated playlist-based programming for a channel. Instead of a live stream, the channel plays a sequence of videos on a schedule.

Location: Sidebar → **Channel Console** → **Simple Playout** (`/admin/playout`)

The Simple Playout page shows summary stats at the top:

STAT	DESCRIPTION
Total Channels	Number of playout channels configured.
Broadcasting	Channels currently playing out content.
Active Channels	Channels in an active state.
Total Videos	Total videos across all playout channels.

The list view shows each playout channel with these columns:

COLUMN	DESCRIPTION
Channel Name	Name of the playout channel.
Playout Key	Unique identifier for this playout channel.
Status	Enabled or disabled.
Current Status	Real-time playback state.
Videos	Number of videos in the playlist.
Duration	Total runtime of all videos in the playlist.
Viewers	Current viewers on this playout channel.
Created	Date the playout channel was created.

TV Guide

The TV Guide lets you schedule upcoming programs on your channels so viewers can see what is coming up.

Location: Sidebar → **MEDIA** → **Guide** (`/admin/guide`)

To add a program to the guide:

01 Click **Add New Program**.

02 Fill in the program details:

FIELD	TYPE	DESCRIPTION
Channel	Select	The channel this program will air on.
Date	Date picker	The date of the scheduled program.
Program Image	Image upload	Thumbnail artwork for the guide listing.
Program Title	Text	Name of the program as shown in the guide.
Time	Time picker	Start time of the program.

FIELD	TYPE	DESCRIPTION
Paid Status	Select	Free or Paid.
Frequency	Select	One-time, daily, weekly, etc.

01 Click **Save** to publish the program to the guide.

Viewer Experience

Channels appear in the viewer navigation under **Live TV & RADIO**. Viewers click a channel card to open the stream. The player loads automatically when a stream is active.

Tip: Set channel **Status** to **Inactive** when a channel is not in use. This prevents viewers from seeing a blank or error screen on channels that are not currently broadcasting.

Events

Events are the primary content unit in HometownLive. An event represents a single live or on-demand video item — a game, match, concert, meeting, or any recorded content. Events appear on the public-facing **Events** page for viewers.

Events List

Location: Sidebar → **Events** (`/admin/events`)

The events list displays a table with these columns:

COLUMN	DESCRIPTION
Event ID	Auto-assigned unique identifier.
Title	Event name as shown to viewers.
Language	Content language for the event.
Access	Free or Paid.

Use the filter dropdowns to narrow the list by **Language**, **Genre**, **Conference**, or **Group**. Use the **Search** field to find a specific event by title.

To act on multiple events at once, check the boxes on the left and use the **Action** dropdown (Bulk Action).

Events Calendar

The Events Calendar provides a month or week view of all scheduled events.

Location: Sidebar → **Events Calendar** (`/admin/events_calendar`)

Click **Today** to return to the current date. Click any date on the grid to see the events scheduled for that day. Events appear as colored entries on the calendar.

Creating or Editing an Event

To create a new event, click **Add Event** on the Events list page. To edit an existing event, click its title or edit icon.

The event form is divided into sections. Complete each section as described below.

Basic Info

FIELD	TYPE	DESCRIPTION
Title	Text	Event title shown to viewers.
Description	Textarea	Full description of the event.
Upcoming	Select	No — available now. Yes — upcoming, not yet live.
Access	Select	Free or Paid \$.
Status	Radio	Active (visible to viewers) or Inactive (hidden).

Pay-Per-View

This section applies only when **Access** is set to **Paid \$**.

FIELD	DESCRIPTION
PPV Price	Purchase price in dollars.
PPV Access Hours	Number of hours the viewer can access the event after purchase.
PPV Description	Short description shown on the purchase prompt.

Note: Leave the Pay-Per-View section empty when the event is Free. PPV fields have no effect unless **Access** is set to **Paid \$**.

Classification

FIELD	DESCRIPTION
Language	Content language (e.g., English).
Genres	Multi-select: Athletics, Fine Arts, News . Select all that apply.
Presenters	Search and assign on-air presenters for this event.
Producers	Search and assign producers for this event.
Rating	Content rating (e.g., 16+).

Schedule

FIELD	DESCRIPTION
Date	Event date in mm/dd/yyyy format.
Timezone	Select the broadcast timezone: EST, CST, MST, PST, or GMT.
Start Date/Time	Event start timestamp.
End Date/Time	Event end timestamp.

Tip: Always set the timezone to match the location of the event, not the admin's location. This ensures the schedule displays correctly for local viewers.

Distribution

FIELD	DESCRIPTION
Home Sections	Which homepage sections should feature this event (e.g., LIVE NOW).
Live TV Channel	Required. Which of the 4 channels to stream this event on.
Stream Minutes	Required. Maximum stream duration in minutes. The stream stops after this limit.
Subscription Packages	Which subscription plans include access to this event.
NeST ID	The ScoreBird NeST device ID for live scoring overlay integration.

FIELD	DESCRIPTION
Roku	Enable this event's listing on the Roku channel.
ScoreBird	Enable the ScoreBird scoring overlay on this event's video player.

Note: IT / Installer: The **NeST ID** must match the device ID configured in ScoreBird. An incorrect ID will prevent score data from appearing on the overlay. Verify the NeST ID with the ScoreBird administrator before the event.

Teams

The Teams section captures team data for scored events. Complete both Team A and Team B.

FIELD	DESCRIPTION
Team Name	Display name for the team.
Score	Current or final score.
Color	Team color — select using the color picker.
Logo	URL of the team logo image.
Conference	The conference this team belongs to (e.g., Varsity Football, Marching Band).
Group	The group this team belongs to (e.g., Baseball Boosters, DECA, HOSA).
Position	Home or Away.

Tip: Team data can be updated after the event is created. Use the edit screen to enter final scores once a game is complete.

Radio

FIELD	DESCRIPTION
Radio	Assign a radio stream to accompany this event.

SEO

FIELD	DESCRIPTION
SEO Title	Page title displayed in browser tabs and search engine results.
SEO Description	Meta description shown in search engine result previews.
SEO Keywords	Comma-separated keywords to improve search discoverability.

Media

FIELD	DESCRIPTION
Thumbnail	Primary event thumbnail image shown in listings.
Thumbnail (small)	Smaller thumbnail variant used in compact display contexts.
Trailer URL	Optional URL for a preview/trailer video.
Video Type	Local, URL, HLS/m3u8, MPEG-DASH, YouTube, Vimeo, or Embed Code.
Video URLs	Quality-specific URLs: 480p, 720p, and 1080p (or a single URL depending on Video Type).
Embed Code	HTML embed code — only used when Video Type is Embed Code.
HLS/DASH URL	A .m3u8 or .mpd URL — used when Video Type is HLS/m3u8 or MPEG-DASH.

Note: For live events streaming from a HometownLive channel, set **Video Type** to **HLS/m3u8** and enter the channel's stream URL in the HLS/DASH URL field.

ScoreBird Integration

When **ScoreBird** is enabled on an event and a valid **NeST ID** is entered, the platform connects to the ScoreBird device and pulls live score data. Scores are overlaid directly on the video player, visible to all viewers watching the event.

The overlay updates in real time as scores change. No additional action is required from the admin once the event is live and ScoreBird is connected.

Warning: Do not enable the ScoreBird overlay on events where no NeST device is connected. An enabled overlay with no active ScoreBird device will display incorrect or empty score data on the player.

Step-by-Step: Creating a Live Event

This procedure walks through creating a complete live event from start to finish.

01 In the sidebar, click **Events**.

02 Click **Add Event**.

- 03 In the **Basic Info** section, enter the **Title** and **Description** for the event.

- 04 Set **Upcoming** to **Yes** if the event has not started yet, or **No** if it is live now.

- 05 Set **Access** to **Free** or **Paid \$** as appropriate.

- 06 Set **Status** to **Active**.

- 07 In the **Classification** section, select the appropriate **Genres** (e.g., Athletics).

- 08 In the **Schedule** section, set the **Date**, **Timezone**, **Start Date/Time**, and **End Date/Time**.

- 09 In the **Distribution** section, select the **Live TV Channel** this event will broadcast on.

- 10 Enter the **Stream Minutes** value — the maximum duration of the stream.

- 11 If this event uses ScoreBird live scoring, toggle **ScoreBird** to enabled and enter the **NeST ID**.

- 12 In the **Teams** section (if applicable), enter team names, colors, logos, conferences, and home/away positions.

- 13 In the **Media** section, set **Video Type** to **HLS/m3u8**.

- 14 Enter the HLS stream URL for the assigned channel in the **HLS/DASH URL** field.

- 15 (Optional) Add a **Thumbnail** image for the event listing.

- 16 Review all sections for accuracy.

17 Click **Save** to publish the event.

Tip: After saving, open the event's public viewer page to confirm the stream loads and the ScoreBird overlay appears if enabled. Do this a few minutes before the scheduled start time.

TV Shows

TV Shows are series-style content organized as Shows → Seasons → Episodes. Use TV Shows for recurring programs, recap shows, documentary series, or any content that has multiple episodes grouped into a logical series.

Events vs. TV Shows

EVENTS	TV SHOWS
One-off broadcasts (a single game or concert)	Episodic series (multiple episodes across seasons)
Support live streaming on a channel	On-demand only — no live channel assignment
Support ScoreBird scoring overlay	No ScoreBird integration
Appear on the Events viewer page	Appear under the TV Shows viewer page

Note: TV Shows do not support team scoring or ScoreBird integration. Use Events for live scored competitions.

Shows

Location: Sidebar → **TV Shows** → **Shows** (`/admin/series`)

The Shows list displays all configured series. Filter by **Language** or **Genre**. Use the **Search** field to find a show by title. To act on multiple shows, check their boxes and use the **Bulk Action** dropdown.

Creating a Show

01 Click **Add Show**.

02 Fill in the show details:

FIELD	TYPE	DESCRIPTION
Title	Text	Show name displayed to viewers.
Description	Textarea	Summary of the show.
Language	Select	Content language (e.g., English).
Genres	Multi-select	Athletics, Fine Arts, or News. Select all that apply.
Presenters	Search	Assign on-air presenters to this show.
Producers	Search	Assign producers to this show.
Status	Select	Active (visible to viewers) or Inactive (hidden).
Thumbnail	Image upload	Cover artwork for the show.
SEO Title	Text	Page title for search engines.
SEO Description	Text	Meta description for search engine results.
SEO Keywords	Text	Comma-separated keywords.

01 Click **Save** to create the show.

Tip: Create the Show first, then add Seasons, then add Episodes. You must have a Show before you can create Seasons, and a Season before you can assign Episodes.

Seasons

Location: Sidebar → **TV Shows** → **Seasons** (`/admin/season`)

The Seasons list displays all seasons across all shows. Use the **Filter by Show** dropdown to narrow the list to a specific show.

Creating a Season

01 Click **Add Season**.

02 Fill in the season details:

FIELD	TYPE	DESCRIPTION
Show	Select	The parent show this season belongs to.

FIELD	TYPE	DESCRIPTION
Season Title	Text	Title for this season (e.g., Fall 2025).
Season Number	Number	Numeric order of the season within the show.
Description	Textarea	Description of this season.
Thumbnail	Image upload	Artwork for this season.
Status	Select	Active or Inactive .

01 Click **Save** to create the season.

Episodes

Location: Sidebar → **TV Shows** → **Episodes** (`/admin/episodes`)

The Episodes list displays all episodes. Use the **Filter by Show** dropdown to narrow by series.

Creating an Episode

01 Click **Add Episode**.

02 Fill in the episode details:

FIELD	TYPE	DESCRIPTION
Show	Select	The parent show this episode belongs to.
Episode Title	Text	Title for this episode.
Episode Number	Number	Numeric order of the episode within its season.
Season	Select	The season this episode belongs to.
Description	Textarea	Description of the episode content.
Video Type	Select	Local , URL , HLS/m3u8 , MPEG-DASH , YouTube , Vimeo , or Embed Code .
Video Source	Text / Textarea	URL, embed code, or upload depending on Video Type selection.
Thumbnail	Image upload	Episode thumbnail displayed in the episode list.
Status	Select	Active or Inactive .

01 Click **Save** to publish the episode.

Note: Episodes use the same video source options as Events. For YouTube or Vimeo hosted videos, select the appropriate Video Type and paste the video URL. For self-hosted or CDN content, use **URL** or **HLS/m3u8**.

Viewer Experience

TV Shows appear in the viewer navigation under **TV Shows**. Viewers browse the show library, select a show, choose a season, and then select an episode to watch.

The episode player is the same video player used for Events. No subscription or login is required for shows marked as Free.

Ticker

The Ticker is a scrolling text banner displayed at the bottom of the viewer-facing site and embedded within broadcasts. Use it to communicate announcements, scores, upcoming events, and sponsor messages to viewers in real time. The ticker supports five content sources: static content items, urgent alerts, RSS news feeds, dynamic event data, and live scores from ScoreBird NeST devices.

Ticker Dashboard

Location: Sidebar → **Ticker** (`/admin/ticker`)

The Ticker dashboard is the starting point for all ticker configuration. It presents five management cards, each linking to a specific feature area.

CARD	PURPOSE
Ticker Alerts	Manage urgent alert messages that display in the highlighted alert color.
Ticker Content	Manage regular scrolling content items such as welcome messages and promotional text.
Ticker Settings	Configure the ticker's appearance, speed, font, direction, and logo.
RSS Feeds Management	Add and manage external RSS feeds that pull headlines into the ticker automatically.
Dynamic Events Content	Filter and display upcoming event data in the ticker by Conference and Group.

Note: The ticker does not appear on the viewer site until you enable it in **Settings → Menu → Show Ticker**. See [enabling the ticker](#) at the end of this chapter.

Ticker Settings

Location: Sidebar → **Ticker** → **Ticker Settings** (`/admin/ticker/settings`)

Ticker Settings control the visual appearance and scroll behavior of the banner. A live preview renders below the form as you make changes so you can see exactly how the ticker will look before saving.

FIELD	TYPE	DESCRIPTION
Main Background Color	Color picker	Background fill color of the ticker bar.
Text Color	Color picker	Color of the scrolling content text.
Alert Color	Color picker	Highlight color used for Alert items. Choose a contrasting color such as red or amber to make alerts visually distinct from regular content.
Ticker Speed	Slider (1–10)	Scroll speed. 1 is the slowest; 10 is the fastest. A setting of 4–6 works well for most broadcast environments.
Font Family	Select	Choose from Arial , Helvetica , Verdana , Tahoma , or Times New Roman .
Ticker Direction	Select	LTR (left-to-right) for English and most Western languages. RTL (right-to-left) for Arabic, Hebrew, and similar scripts.
Ticker Logo	Image upload	Optional small logo displayed within the ticker bar. Recommended size: 40×40 pixels.
Show Alerts	Toggle (On/Off)	When On , Alert items display alongside regular content. When Off , alerts are suppressed even if they are Active.
Show Logo Between Words	Toggle (On/Off)	When On , the Ticker Logo appears as a separator between each content item as it scrolls.

Applying Settings

- 01 Adjust fields as needed.
- 02 Watch the live preview update below the form.
- 03 Click **Save Settings** to apply your changes.

Tip: Make color and speed changes in off-peak hours. The ticker updates live for all viewers as soon as you save.

Ticker Content

Location: Sidebar → **Ticker** → **Ticker Content** (`/admin/ticker/content`)

Ticker Content holds the standard scrolling messages that rotate through the ticker during normal operation. This is the right place for welcome messages, platform descriptions, promotional copy, and any recurring community announcements. Content items rotate in display order and are distinguished from Alerts by their regular text color.

Example content items from a typical installation:

- "Welcome to HomeTownLive"
- "Community Focused Platform..."
- "Easy to Use Live Streaming Tool..."

Filtering and Sorting

Use the controls above the content table to manage the list view:

- **Filter by Status** — show only **Active** or **Inactive** items.
- **Search** — find items by content text.
- **Sort** — order by **Newest**, **Oldest**, **Ascending**, or **Descending**.

Content Table Columns

COLUMN	DESCRIPTION
ID	Auto-assigned unique identifier.
Content	The full text displayed to viewers in the ticker.
Status	Active (currently displaying) or Inactive (hidden from the ticker).
Display Order	Numeric position in the content rotation. Lower numbers appear earlier.
Duration	The start date from which this content item begins displaying ("From [date]").
Actions	Edit or delete the content item.

Adding a Content Item

- 01 Click **Add New Content**.
- 02 Enter the scrolling **Content** text.
- 03 Set a **Display Order** number. Lower values appear earlier in the rotation.
- 04 Set the **Duration** start date to control when this item activates.
- 05 Set **Status** to **Active** to begin displaying immediately.
- 06 Click **Save**.

Tip: Keep individual content items concise — one to two sentences. Shorter items are easier to read as they scroll past during a broadcast.

Ticker Alerts

Location: Sidebar → **Ticker** → **Ticker Alerts** (`/admin/ticker/alerts`)

Alerts are high-priority messages displayed in the **Alert Color** configured in Ticker Settings. Use alerts for time-sensitive announcements that need to stand out visually from the standard content rotation — such as weather delays, event cancellations, venue changes, or safety notices.

Alert Table Columns

COLUMN	DESCRIPTION
ID	Auto-assigned unique identifier.
Title	Short label used to identify the alert in the admin panel. Not displayed to viewers.
Description	The full alert message that scrolls in the ticker and is visible to viewers.
Status	Active or Inactive .
Display Order	Numeric position in the alert rotation relative to other alerts.
Duration	The start date from which this alert is displayed.
Actions	Edit or delete the alert.

Adding an Alert

- 01 Click **Add New Alert**.

- 02 Enter a **Title** for internal identification in the admin list.

- 03 Enter the **Description** — this is the exact text viewers see scrolling in the ticker.

- 04 Set **Display Order** to control where this alert appears relative to other alerts.

- 05 Set the **Duration** start date.

- 06 Set **Status** to **Active** to begin displaying immediately.

- 07 Click **Save**.

Warning: Alerts are designed for urgent messages. Overusing the Alerts feed for routine content diminishes its visual impact. Reserve the alert color for genuinely time-sensitive announcements and use Ticker Content for everything else.

RSS Feeds

Location: Sidebar → **Ticker** → **RSS Feeds Management**

(`/admin/ticker/rss`)

RSS Feeds automatically pull headlines from external sources directly into the ticker, keeping content fresh without manual updates. Common use cases include local news wires, sports score feeds, and organizational blog posts.

A **preview panel** on the right side of the page shows the content currently being pulled from the selected feed tag, so you can verify the feed is returning results before enabling it.

RSS Feed Table Columns

COLUMN	DESCRIPTION
Title	Internal name for this feed configuration.
URL	The full URL of the external RSS feed.
Tag	The XML element extracted from each feed item (for example, <code>title</code> or <code>description</code>). Used to select content in the preview panel.
Category Filter	Optional filter that limits which feed categories are pulled into the ticker.
Status	Active or Inactive.
Display Order	Numeric position relative to other ticker content sources.
Actions	Edit or delete the feed.

Adding an RSS Feed

- 01 Click **Add New RSS Feed**.

- 02 Enter a **Title** to identify this feed in the admin panel.

- 03 Paste the full **URL** of the RSS feed. The URL must begin with `https://` .

- 04 Enter the **Tag** — the XML element name to extract from each item. Check the feed source to confirm the correct tag before saving.

- 05 Optionally, enter a **Category Filter** to limit which feed categories appear.

- 06 Set **Display Order** and **Status**.

- 07 Click **Save**.

Note: Not all RSS feeds use the same XML structure. If no content appears in the preview panel after saving, confirm the tag name matches the feed's actual XML element names.

Dynamic Events Content

Location: Sidebar → Ticker → Dynamic Events Content

(`/admin/ticker/events`)

Dynamic Events Content pulls upcoming event data directly from the HometownLive platform into the ticker. Configure feeds by Conference and Group so the ticker automatically promotes relevant upcoming games and events. No manual entry is required once configured — the feed refreshes on the interval you specify.

Events Feed Table Columns

COLUMN	DESCRIPTION
Title	Internal name for this event feed configuration.
Filters	Conference and Group filters applied to this feed.
Refresh Interval	How frequently (in minutes) the feed polls for updated event data from the platform.
Display Format	The text format used to render each event in the ticker (for example, "Team A vs. Team B — Date").
Status	Active or Inactive.
Display Order	Numeric position relative to other ticker content sources.
Actions	Edit or delete the feed.

Adding an Event Feed

- 01 Click **Add New Event Feed**.
 - 02 Enter a **Title** for this feed configuration.
 - 03 Select the **Conference** and **Group** filters to target the correct events for your audience.
 - 04 Set the **Refresh Interval** in minutes. A value of 5–10 minutes works well for most deployments.
 - 05 Choose a **Display Format** for how event information appears in the ticker.
-

06 Set **Status** to **Active**.

07 Click **Save**.

Tip: For an organization with multiple sports programs, create one Event Feed per conference. You can then activate and deactivate individual feeds by season without modifying other ticker content.

Score Ticker

Location: Sidebar → **Score Ticker** (`/admin/score_ticker`)

The Score Ticker displays live game scores in the scrolling banner. It integrates directly with the **ScoreBird NeST** device to pull real-time score data from the scoreboard hardware at the venue. Scores update in the ticker as they change during the game — no manual input is required.

Score Ticker List Controls

CONTROL	PURPOSE
Add Score Ticker	Opens the form to create a new score ticker entry.
Refresh Live Data	Manually triggers a data pull from all active NeST device connections. Use this to confirm data is flowing after adding a new entry.
Search	Find a match by title.
Filter by Conference	Narrow the list to a specific conference.
Filter by Group	Narrow the list to a specific group.
Filter by Status	Show only Active or Inactive entries.

Score Ticker Table Columns

COLUMN	DESCRIPTION
ID	Auto-assigned unique identifier.
Match Title	Display name for the game or match shown in the ticker.
Teams	Team A and Team B names for this match.
Score	Current score pulled from the NeST device.
Live Data (NeST)	Indicator showing whether live data is actively flowing from the connected NeST device.

COLUMN	DESCRIPTION
NeST ID	The ScoreBird NeST device ID providing score data for this match.
Ticker Content	The formatted text string sent to the ticker based on current score data.
Status	Active (displaying in the ticker) or Inactive (hidden).
Actions	Edit or delete the score ticker entry.

Adding a Score Ticker Entry.

- 01 Click **Add Score Ticker**.

- 02 Enter the **Match Title** — for example, "Varsity Basketball — Home vs. Away."

- 03 Enter the **Teams** competing in the match.

- 04 Enter the **NeST ID** — this value must exactly match the device ID configured in ScoreBird for this game.

- 05 Set **Status** to **Active**.

- 06 Click **Save**.

- 07 Click **Refresh Live Data** to confirm the NeST device connection is active and score data is flowing.

Warning: The NeST ID must exactly match the device ID registered in ScoreBird. An incorrect ID means no score data will appear in the ticker during the game. Verify the NeST ID with your ScoreBird administrator before the event begins.

Enabling the Ticker

The ticker does not appear on the viewer site until you turn it on in the Menu settings.

- 01 In the sidebar, navigate to **Settings → Menu**.

02 Locate the **Show Ticker** toggle.

03 Set the toggle to **On**.

04 Click **Save**.

Note: Disabling **Show Ticker** hides the entire ticker bar from all viewers immediately. Individual content items, alerts, and feeds can be deactivated without hiding the bar by setting their own **Status** to **Inactive**.

Analytics

HometownLive includes built-in analytics covering visitors, pages, events, videos, and live channels. Use these reports to understand viewership trends, identify your most popular content, and measure platform performance over time. All analytics pages share a consistent set of time-range filters and export controls.

Analytics Dashboard

Location: Sidebar → **Analytics** (`/admin/analytics`)

The Analytics dashboard provides a high-level overview of all platform traffic. It is the best starting point for a quick health check on viewership before drilling into specific sub-reports.

Time Range Controls

Select a reporting period using the buttons at the top of the page:

BUTTON	PERIOD COVERED
Today	The current calendar day from midnight to now.
Last 7 Days	The previous seven days, including today.
Last 30 Days	The previous thirty days, including today.
Last Year	The previous twelve months, including the current month.

Click **Export** to download the current dashboard view as a CSV file.

Dashboard Widgets

The dashboard displays six widgets that update based on the selected time range.

WIDGET	CHART TYPE	WHAT IT SHOWS
Visits Over Time	Line chart	Total site visits plotted across the selected period. Use this to identify traffic spikes tied to live events.
Device Types	Donut chart	Proportion of visits from Desktop, TV App, and other device types. Use this to understand how viewers are watching.
Top Countries	Pie chart with percentages	Countries generating the most traffic, ranked by share of total visits.
Browsers	Breakdown chart	Browser distribution among all visitors.
Operating Systems	Breakdown chart	OS distribution among all visitors.
Most Visited Pages	Table (10 rows)	Top 10 pages ranked by visits, showing Page URL, Visits, and Percentage of total.

Tip: Use the **Visits Over Time** chart to correlate traffic peaks with specific events. A sharp spike on a date typically indicates a popular live event drove viewers to the platform.

User Analytics

Location: Sidebar → **Analytics** → **Users** (/admin/analytics/users)

User Analytics tracks visit activity at the individual account level. Use this report to identify your most engaged viewers, recognize inactive accounts, or investigate unusual activity patterns.

Using User Analytics

- 01 Select a time range using the buttons at the top of the page.
- 02 Use the **Search** field to find a specific user by name or email.
- 03 Click **Export** to download the complete filtered list as a CSV file.

User Analytics Table Columns

COLUMN	DESCRIPTION
User	The viewer's display name.
Email	The account email address associated with this user.
Visits	Total page visits by this user in the selected time period.
Last Activity	The date and time of this user's most recent visit.
Action	Links to the user's full account record.

Note: User Analytics tracks page visits tied to logged-in accounts. Anonymous visitors are counted in the main Analytics dashboard but do not appear in the User Analytics table.

Page Analytics

Location: Sidebar → **Analytics** → **Pages** (`/admin/analytics/pages`)

Page Analytics shows which pages on the platform receive the most traffic. Use this data to understand which content surfaces are driving viewer engagement and which pages may need improvement.

Using Page Analytics

- 01 Select a time range.
- 02 Use **Search** to filter results by URL.
- 03 Click **Export** to download the data as a CSV.

Page Analytics Table Columns

COLUMN	DESCRIPTION
Page URL	The path of the page relative to the platform root.
Visits	Total visits to this page in the selected time period.
Unique Visitors	Count of distinct visitors who loaded this page at least once.
Percentage	This page's share of total platform traffic.

Example data from a typical installation:

PAGE URL	VISITS	PERCENTAGE
/ (homepage)	55	36.67%
/events	10	6.67%
/signup	10	6.67%
/blog	10	6.67%

Tip: A high percentage of traffic on `/signup` relative to the homepage can indicate strong conversion intent. Pair this with the subscription transaction data in the Monetization section to measure actual conversion.

Events Analytics

Location: Sidebar → **Analytics** → **Events** (`/admin/analytics/events`)

Events Analytics measures the performance of live and on-demand events. Use it to identify your highest-performing events, understand where your event audience is located, and track viewership trends across your schedule.

Summary Tiles

Four summary tiles appear at the top of the page to provide a quick snapshot.

TILE	WHAT IT SHOWS
Total Events	Count of all events currently in the system.
Total Views	Cumulative view count across all events.
Upcoming Events	Count of events scheduled in the future.
Live Events	Count of events currently streaming.

Events Analytics Charts

Two charts appear below the summary tiles:

- **Device Types** — proportion of event views from Desktop, TV App, and other devices.
- **Top Browsers** — browser distribution for event viewers specifically.

Top Events Table

The **Top Events** table shows the best-performing events ranked by views.

COLUMN	DESCRIPTION
#	Rank by view count.
Thumbnail	Event thumbnail image.
Title	Event name.
Status	Whether the event is Active, Upcoming, or ended.
Views	Total view count for this event.
Actions	Link to edit the event or view detailed analytics.

Geographic Tables

Below the Top Events table, two geographic breakdowns help you understand where your audience is located.

Top Countries table — shows the top countries by visit count:

COUNTRY	EXAMPLE VISITS
United States	5,489
France	984
Germany	277

Top Cities table — shows the top cities with country and visit count:

CITY	COUNTRY	EXAMPLE VISITS
Mountain View	US	875
Roubaix	France	651
Atlanta	US	608

Note: Geographic data is derived from IP address geolocation. City-level data is approximate and may not be accurate for all visitors, particularly those using VPNs or cellular data.

Video Analytics

Location: Sidebar → **Analytics** → **Videos** (`/admin/analytics/videos`)

Video Analytics measures the performance of on-demand video content, including standalone videos and TV Show episodes. Use it to identify which on-demand content is resonating with viewers and prioritize similar content production.

Content Type Filter

Use the filter tabs to narrow the view to a specific content type:

- **All** — on-demand videos and show episodes combined.
- **On-Demand** — standalone on-demand video items only.
- **Shows** — TV Show episodes only.

Most Viewed Videos Table

COLUMN	DESCRIPTION
#	Rank by view count.
Thumbnail	Video thumbnail image.
Title	Video title.
Type	On-Demand or Show.
Views	Total view count.
Actions	Link to edit the video or view details.

The **Top Countries** and **Top Cities** geographic tables appear below the main videos table, using the same format as the Events Analytics geographic tables.

Tip: Compare performance across **On-Demand** and **Shows** separately to identify which format drives more engagement for your audience.

Channel Analytics

Location: Sidebar → **Analytics** → **Channels** (</admin/analytics/channels>)

Channel Analytics reports on live channel viewership. Use it to understand which channels attract the most viewers and to compare performance between paid and free channels.

Time Range and Access Type Filters

Select a time range using the standard buttons at the top of the page. Use the access type filter tabs to segment the data:

- **All** — all channels regardless of access type.
- **Paid** — channels restricted to paid subscribers.
- **Free** — channels available to all visitors.

Summary Tiles

TILE	WHAT IT SHOWS
Top Countries	Count of distinct countries with viewership data.
Top Cities	Count of distinct cities with viewership data.
Total Views	Cumulative view count across all channels in the selected time range.

Channel Analytics Table

COLUMN	DESCRIPTION
Channel Name	The name of the live channel.
Access Type	Free or Paid .
Views	Total views for this channel in the selected time range.
Action	Link to channel details or edit screen.

Example channel data from a typical installation:

CHANNEL	ACCESS	VIEWS
Channel 1	Free	2,377
Channel 2	Free	755
Channel 4	Free	212
Channel 3	Free	168

The **Top Countries** and **Top Cities** geographic tables appear below the channel table, in the same format as the Events Analytics geographic breakdowns.

Tip: Use the Export button on each analytics page to download a CSV of the current view for reporting, board presentations, or sponsor performance reports.

Users and Plans

This chapter covers viewer account management, admin accounts, subscription plans, and coupons. Viewer accounts represent the people who watch content on your platform. Admin accounts grant access to the administrative panel. Subscription plans define what content viewers can access and for how long.

User Accounts

Location: Sidebar → **Users** (`/admin/users`)

The Users list shows all registered viewer accounts on the platform. The table is paginated at 10 records per page. Use the controls at the top to manage the list and take bulk actions.

User List Controls

CONTROL	PURPOSE
Filter by Plan	Narrow the list to users on a specific subscription plan.
Search	Find a specific user by name or email.
Add User	Manually create a new viewer account.
Import Users	Bulk-create viewer accounts from a CSV file.
Export Users	Download the full user list as a CSV file for reporting or backup.
Logout All Users	Force-terminate all active viewer sessions on the platform. Use with caution.

User Table Columns

COLUMN	DESCRIPTION
Name	The viewer's full display name.
Email	The account email address used for login and notifications.
Phone	The viewer's phone number, if provided.

COLUMN	DESCRIPTION
Plan	The subscription plan currently assigned to this account.
Exp Date	The date the current subscription plan expires.
Last Event PPV	The most recent pay-per-view event this user purchased.
Status	Active (can log in and view content) or Inactive (access suspended).
Actions	Per-row buttons to edit the account, manage the subscription, or deactivate.

Adding a User

Use **Add User** to manually create a viewer account on behalf of a viewer — for example, to provide complimentary access or to register staff.

01 Click **Add User**.

02 Complete the form fields:

FIELD	TYPE	DESCRIPTION
Name	Text	The viewer's full name as displayed on their account.
Email	Text	Email address used for login. Must be unique — no two accounts can share an email.
Phone	Text	Phone number. Optional.
Password	Text	Initial account password. Communicate this to the viewer securely.
Plan	Plan selector	Assign a subscription plan to grant access to content.
Status	Select	Active or Inactive .

01 Click **Save**.

Tip: If you are adding a large number of accounts at once — for example, at the start of a new season — use **Import Users** rather than adding them individually.

Importing Users

Import Users bulk-creates viewer accounts from a CSV file. This is the fastest way to migrate an existing subscriber list or provision a group of accounts at once.

01 Click **Import Users**.

- 02 Download the CSV template provided in the import modal.
- 03 Fill in the template with name, email, phone, and plan data for each user.
- 04 Upload the completed CSV file.
- 05 Click **Import** to create the accounts.

Note: Importing a CSV with an email address that already exists in the system will not create a duplicate account. The import skips existing emails and creates only new records.

Exporting Users

- 01 Click **Export Users**.
- 02 The platform downloads a CSV file containing all current user records, including name, email, plan, expiry date, and status.

Use the export for external reporting, subscriber audits, or backup before making bulk changes.

Editing a User

- 01 Click the edit icon on the user's row.
- 02 Update any fields as needed, including plan assignment, status, or contact information.
- 03 Click **Save**.

Warning: Setting a user's **Status** to **Inactive** immediately prevents them from logging in. Their account data is preserved and can be reactivated at any time.

Admin Users

Location: Sidebar → **Users** → **Admin Users** (`/admin/sub_admin`)

Admin Users are separate from viewer accounts. They have access to the `/admin/` panel and can manage platform content, settings, and user accounts. Admin accounts do not automatically include a viewer subscription.

The table shows: **Name**, **Email**, **Phone**, **Status**, and **Actions**.

Current admin users on a typical demo installation include platform administrators, school staff, and technical contacts.

Adding an Admin User

01 Click **Add Admin**.

02 Enter the admin's **Name**, **Email**, and **Phone**.

03 Set **Status** to **Active**.

04 Click **Save**.

Note: Contact HometownLive support to provision admin accounts for new school or organization staff who need access to the admin panel.

Admin User Roles

Admin users have full access to the admin panel by default. There is no granular role system — any admin user can access all areas of the platform configuration. Limit admin accounts to staff who genuinely require that level of access.

Deleted Users

Location: Sidebar → **Users** → **Deleted Users** (`/admin/deleted_users`)

When a viewer account is deleted from the active Users list, it is moved here rather than permanently removed. Soft-deleted accounts retain their data and can be restored.

Deleted Users Table Columns

COLUMN	DESCRIPTION
Name	The viewer's full name.
Email	The account email address.
Phone	The viewer's phone number.
Actions	Restore — moves the account back to the active Users list. Permanently Delete — removes the account and all associated data permanently.

Warning: Permanently deleting an account from the Deleted Users list is irreversible. All account data, purchase history, and subscription records associated with that account are removed. Restore the account instead whenever possible.

Subscription Plans

Location: Sidebar → **Plans** → **Subscription Plans**

(`/admin/subscription_plan`)

Subscription Plans define what content subscribers can access and for how long. Plans can be duration-based (rolling period from purchase date) or tied to a fixed date range. Plans are assigned to events and channels to control which subscribers can view that content without a separate pay-per-view purchase.

Subscription Plans Table Columns

COLUMN	DESCRIPTION
Plan Name	The display name shown to subscribers on the purchase page.
Plan Type	Duration Based or Fixed Date Range .
Duration/Date Range	For Duration Based plans: the rolling period (e.g., "3 Day(s)"). For Fixed Date Range plans: the specific start and end dates.
Auto Renew	Yes (automatically renews at period end) or No (one-time purchase only).
Price	Plan price in the platform currency.

COLUMN	DESCRIPTION
Device Limit	Maximum simultaneous streams allowed under one subscription.
Ads	Whether advertisements are shown to subscribers on this plan.
Status	Active (available for purchase) or Inactive (not purchasable).
Actions	Edit or delete the plan.

Creating a Subscription Plan

01 Click **Add Plan**. The plan creation modal opens.

02 Complete the form fields:

FIELD	TYPE	DESCRIPTION
Plan Name	Text	The name shown to subscribers. Be descriptive — for example, "Fall Basketball Season Pass."
Plan Type	Select	Duration Based — the plan period starts on the date of purchase. Fixed Date Range — the plan is active only between specific start and end dates regardless of when purchased.
Duration	Number + Unit	The plan length for Duration Based plans. Enter a number and select Day(s) , Month(s) , Year(s) , or Hours .
Granularity	Select	Sub-day precision for short-term plans. Select Hour or Day .
Auto Renewal	Select	Yes — the plan renews automatically at the end of the period, charging the viewer again. No — one-time purchase only; the viewer must renew manually.
Fixed Start Date	Date/time	The date the plan becomes active. Fixed Date Range plans only.
Fixed End Date	Date/time	The date the plan expires. Fixed Date Range plans only.
Price	Number	Plan price in dollars.
Plan Message	Textarea	Description displayed to viewers on the purchase page. Explain what content this plan covers.
Device Limit	Number	Maximum number of simultaneous streams allowed under one subscription. A limit of 2 is common for household use.
Ads	Toggle	On — advertisements display for subscribers on this plan. Off — no ads for subscribers on this plan.
Status	Select	Active or Inactive .

01 Click **Save** to create the plan.

Note: Plans assigned to Events in the Distribution section of the event form grant subscribers on those plans free access to those events. If an event is Paid and not

included in a subscriber's plan, the viewer must purchase pay-per-view access separately.

Tip: Use **Fixed Date Range** plans for tournament weekends or seasonal passes with a hard end date. Use **Duration Based** plans for rolling monthly or annual subscriptions.

Coupons

Location: Sidebar → **Plans** → **Coupons** (`/admin/coupons`)

Coupons provide discount codes that viewers enter at checkout when purchasing a subscription plan. Use coupons for seasonal promotions, launch discounts, or targeted offers for specific groups.

Coupons Table Columns

COLUMN	DESCRIPTION
Coupon Code	The code viewers enter at checkout.
Coupon Percentage	The percentage discount applied to the plan price.
Number of Users Allowed	Maximum number of accounts that can redeem this coupon before it deactivates.
Coupon Used	Running count of how many times this coupon has been redeemed.
Expiry Date	The date after which the coupon is no longer valid.
Packages	The subscription plans this coupon applies to.
Status	Active or Inactive.

Creating a Coupon

01 Click **Add Coupon**.

02 Complete the form fields:

FIELD	TYPE	DESCRIPTION
Coupon Code	Text	The code viewers type at checkout. Use uppercase and avoid ambiguous characters such as 0 and O. Example: <code>FALL2025</code> .
Percentage Discount	Number (0–100)	The percentage off the plan price. A value of 25 means 25% off.
Max Redemptions	Number	Maximum number of users allowed to use this coupon. Leave blank for unlimited.

FIELD	TYPE	DESCRIPTION
Expiry Date	Date	The date the coupon expires. Viewers cannot redeem it after this date.
Applicable Plans	Multi-select	Which subscription plans this coupon applies to. A coupon will not apply to plans not selected here.
Status	Select	Active or Inactive.

01 Click **Save**.

Tip: Set a low **Max Redemptions** value and a specific **Expiry Date** for limited-time promotional codes. This prevents overuse if a code is shared publicly and ensures you can track the promotion's reach through the **Coupon Used** counter.

Monetization

HometownLive supports multiple revenue streams. Subscriptions provide recurring or one-time access to all content. Pay-per-view (PPV) events let viewers purchase access to a single event. Sponsorships sell branded placement to local businesses. This chapter covers payment gateway configuration and transaction reporting for all revenue types.

Monetization Overview

REVENUE TYPE	HOW IT WORKS	WHERE TO CONFIGURE
Subscription Plans	Viewers pay for a rolling period or fixed date range that grants access to all content included in the plan.	Chapter 8 — Users and Plans
Pay-Per-View (PPV)	Viewers pay a one-time fee to access a single event for a set number of hours.	Events form — Pay-Per-View section (Chapter 4)
Sponsorship Plans	Businesses purchase a sponsorship tier and receive ad placement or branding on the platform.	<code>/admin/sponsorships</code>
Coupons	Viewers apply a discount code at checkout to reduce the price of a subscription plan.	Chapter 8 — Users and Plans

Payment Gateways

Location: Sidebar → **Monetization** → **Payment Gateways**

(/admin/payment_gateway)

Payment Gateways configure which payment processors the platform uses to collect money from viewers. HometownLive supports five processors. Each gateway has an independent **Edit** button for credential configuration and an enable/disable toggle to activate or deactivate it without deleting its configuration.

GATEWAY	NOTES
PayPal	Widely used consumer gateway. Supports credit cards and PayPal balance.
Stripe	Developer-friendly gateway supporting cards, Apple Pay, and Google Pay.
Mollie	European-focused gateway with strong support for local payment methods.
Flutterwave	African market gateway supporting mobile money, cards, and bank transfers.
Coingate	Cryptocurrency payment processor supporting Bitcoin and other digital currencies.

Warning: Never share payment gateway API keys with anyone outside your organization. Store credentials securely and rotate them immediately if they are compromised. Contact your payment provider's support team for instructions on key rotation.

Configuring a Payment Gateway

- 01 Click **Edit** on the gateway you want to configure.
- 02 Enter the required API credentials. Key names and values vary by gateway — refer to your payment provider's developer documentation for the exact fields required.
- 03 Toggle the gateway to **Enabled**.
- 04 Click **Save**.

Note: Enable only the gateways your organization actively uses. Disabling unused gateways reduces your payment configuration's attack surface and simplifies

troubleshooting.

Sponsorship Plans

Location: Sidebar → Monetization → Sponsorship Plans

(`/admin/sponsorships`)

Sponsorship Plans define paid tiers for brands and local businesses. Sponsors purchase a plan in exchange for ad placement, logo display, or other branding across the platform. Configuring multiple tiers allows you to offer options at different price points.

Sponsorship Plans Table Columns

COLUMN	DESCRIPTION
Plan Name	The sponsorship tier name shown to potential sponsors at checkout.
Price	The price sponsors pay for this tier.
Image	A thumbnail preview of the sponsor logo or tier artwork.
Status	Active (available for purchase) or Inactive .
Actions	Edit or delete the sponsorship plan.

Creating a Sponsorship Plan

01 Click **Add Plan**.

02 Enter the **Plan Name** — for example, "Gold Sponsor" or "Banner Sponsor."

03 Enter the **Price**.

04 Upload the sponsor tier **Image** if applicable.

05 Set **Status** to **Active**.

06 Click **Save**.

Tip: Create two to three sponsorship tiers at different price points — for example, Presenting Sponsor, Gold Sponsor, and Community Sponsor. Clear tier naming helps businesses understand what they are purchasing.

Transactions

The Transactions section provides detailed records for every revenue type. Use these reports to verify payments, reconcile accounts, and resolve access disputes. Each sub-section has its own export function.

Tip: Use the Export button in each Transactions sub-section to generate CSV reports for accounting, board presentations, or end-of-season financial summaries.

Subscription Plan Transactions

Location: Sidebar → **Monetization** → **Transactions** → **Plans**

(`/admin/transactions/plans`)

Subscription Plan Transactions lists every subscription purchase made on the platform. Use this report to verify that a specific viewer's payment was received, audit subscriber activity, or identify revenue by gateway.

Plan Transaction Filters

- **Gateway** — filter by payment processor. Supported values: PayPal, Stripe, Razorpay, Paystack, Instamojo, PayUMoney, Mollie, Flutterwave, Paytm, Cashfree, Coingate, Bank Transfer, External API.
- **Date Range** — filter by specific date or start/end range.

Plan Transaction Table Columns

COLUMN	DESCRIPTION
Name	The subscriber's full name.
Email	The subscriber's account email address.
Plan	The subscription plan that was purchased.
Amount	The amount paid.
Payment Gateway	Which payment processor handled the transaction.

COLUMN	DESCRIPTION
Payment ID	The unique transaction ID from the payment processor. Use this to look up a transaction in your gateway dashboard.
Payment Date	The date and time the payment was completed.

Exporting Plan Transactions

- 01 Click **Export Transactions**.

- 02 In the export dialog, select a specific date or a start/end date range.

- 03 Click **Export**. A CSV file downloads to your computer.

Order Transactions

Location: Sidebar → **Monetization** → **Transactions** → **Orders**

(`/admin/transactions/orders`)

Order Transactions records merchandise and shop purchases. Use this report to track physical product orders and identify orders by source.

Order Transaction Filters

- **Gateway** — filter by payment processor.
- **Type** — filter by **Admin** (orders created manually by an admin user) or **User** (orders placed by viewers through the storefront).

Order Transaction Table Columns

COLUMN	DESCRIPTION
Order #	The unique order number for this purchase.
Name	The customer's full name.
Amount	The total order amount.
Payment Method	The payment gateway used.
Payment ID	The transaction ID from the payment processor.
Status	The fulfillment status of the order.
Type	Admin or User — who created this order.
Date	The date the order was placed.

COLUMN	DESCRIPTION
Actions	View or manage the order.

Sponsorship Transactions

Location: Sidebar → **Monetization** → **Transactions** → **Sponsors**

(`/admin/transactions/sponsors`)

Sponsorship Transactions records every sponsorship plan purchase from brands and advertisers. Use this report to track sponsor activity and revenue.

Sponsorship Transaction Table Columns

COLUMN	DESCRIPTION
Name	The sponsor's name or business name.
Email	The sponsor's contact email.
Sponsorship	The sponsorship plan that was purchased.
Amount	The sponsorship fee paid.
Payment Gateway	Which payment processor handled the transaction.
Payment ID	The transaction ID from the payment processor.
Payment Date	The date the payment was completed.

Use the filter and **Export** button to manage and download sponsorship transaction data.

Event Purchases (Pay-Per-View)

Location: Sidebar → **Monetization** → **Transactions** → **Event Purchases**

(`/admin/transactions/event-purchases`)

Event Purchases records all pay-per-view transactions. Use this report to verify PPV access for a specific viewer, confirm a payment was received, and investigate access issues.

Event Purchase Filters

- **Payment Method** — filter by Stripe, PayPal, or Razorpay.
- **Status** — filter by **Completed**, **Pending**, or **Failed**.

Event Purchase Table Columns

COLUMN	DESCRIPTION
User	The viewer who made the purchase.
Event	The event that was purchased.
Amount	The PPV price paid.
Payment Method	The payment gateway used.
Payment ID	The transaction ID from the payment processor.
Status	Completed , Pending , or Failed .
Access Expires	The date and time when the viewer's PPV access to this event expires.
Purchase Date	The date and time the purchase was made.

Note: If a viewer reports they paid for an event but cannot access it, use the Event Purchases table to locate their transaction. Check **Status** first — a **Pending** status may indicate a payment processing delay. A **Failed** status means the payment did not complete successfully.

Revenue Summary

The Dashboard at `/admin/dashboard` displays high-level revenue tiles for a quick financial overview. These tiles are visible to all admin users every time they open the admin panel.

TILE	WHAT IT SHOWS
Daily Revenue	Total revenue from completed transactions today.
Weekly Revenue	Total revenue from completed transactions in the current calendar week.
Monthly Revenue	Total revenue from completed transactions in the current calendar month.
Yearly Revenue	Total revenue from completed transactions in the current calendar year.

Note: Revenue tiles reflect **completed** transactions only. Pending or failed transactions are not included in these totals. Use the individual Transactions sub-sections to view pending or failed payments.

Home Management

The Home section controls what viewers see when they arrive at `https://platform.hometownlive.tv`. Use these settings to feature content in the hero slider, configure which homepage sections are visible, manage a secondary carousel, and set up an optional welcome popup. These settings have an immediate effect on the viewer experience and should be updated whenever your featured content changes.

Slider

Location: Sidebar → **Home** → **Slider** (`/admin/slider`)

The Slider is the full-width hero banner at the top of the viewer homepage. Each slide links to an event, channel, or custom advertisement. The slider auto-rotates through all active slides on a timed interval. Use the slider to feature your most important upcoming events and most-watched channels.

Items from a typical demo installation:

- TEST EVENT
- SAMPLE FOOTBALL
- YOUR AD HERE
- Channel 1
- Channel 2

Each slider item has a **Show/Hide** toggle (`categoryonoff`). Active items are visible to viewers. Inactive items are retained in the admin list for future use without appearing on the homepage.

Adding a Slider Item

01 Click **Add Slider**.

02 Select the content item to feature: an event, a channel, or a custom ad image.

- 03 Toggle the item to **Active** (category *onoff* = On) to make it visible on the homepage.
-

- 04 Click **Save**.

Ordering Slides

The slides appear to viewers in the order they are arranged in the admin list. To reorder:

- 01 Drag a slide card to its new position in the list.
-
- 02 The new order takes effect on the viewer homepage immediately.

Tip: Place your most important upcoming event or most active channel in the first slider position. The first slide is the one viewers see on page load before the carousel begins rotating.

Home Sections

Location: Sidebar → **Home** → **Home Sections** (`/admin/home_sections`)

Home Sections control which content rows appear on the viewer homepage below the slider, and the order in which they display. Each section represents a horizontal row of content cards. Use sections to organize the homepage around the content types that matter most to your viewers.

Default sections on a new installation:

- **LIVE NOW** — displays events currently streaming live.
- **ON DEMAND** — displays available on-demand video content.
- **BLOG** — displays recent blog posts.

Each section has an **adsonoff** toggle that controls whether advertisements appear within that section. Each section also has an **Active/Inactive** toggle that shows or hides the entire section.

Configuring a Home Section

- 01 Click **Add Section** to create a new content row.
- 02 To toggle an existing section's visibility, switch its **Active** toggle.
- 03 To toggle ads within a section, switch its **adsonoff** toggle.
- 04 To reorder sections, drag them into the desired position.

Note: Deactivating a section hides it from viewers immediately without deleting it. This is useful for temporarily removing a section — for example, hiding the LIVE NOW section during the off-season.

Tip: The order of sections in the admin list matches exactly what viewers see on the homepage. Put the highest-priority content row first — typically LIVE NOW during active sports seasons.

Carousel

Location: Sidebar → **Home** → **Carousel** (`/admin/carousel`)

The Carousel is a secondary rotating image or content display, separate from the main hero Slider. It is typically placed in the middle or lower portion of the homepage to feature additional content, sponsors, or community announcements. Like the Slider, it supports multiple items that rotate on a timed interval.

Each carousel item has an **adsonoff** toggle and an **Active/Inactive** toggle.

Adding a Carousel Item

- 01 Click **Add Slider**.
- 02 Select or upload the image or content item for this carousel position.
- 03 Set the **adsonoff** toggle based on whether ads should display within

this carousel item.

04 Toggle **Active** to make the item visible to viewers.

05 Click **Save**.

Note: The **Add Slider** button in the Carousel section creates a *carousel* item, not a hero slider item. The hero Slider and the Carousel are separate features managed from separate admin pages.

Popup

Location: Sidebar → **Home** → **Popup** (`/admin/popup`)

The Popup is an optional modal dialog shown to visitors on page load. Use it to announce upcoming events, promote a subscription offer, or display a welcome message to new visitors. The popup supports both a rich HTML message and a standalone image.

Popup Configuration Fields

FIELD	TYPE	DESCRIPTION
Show Popup	Toggle (On/Off)	Whether the popup appears to visitors. Set to Off between announcements to avoid viewer fatigue.
Popup Type	Select	HTML — displays a rich-text message using the TinyMCE editor. IMAGE — displays an uploaded image as the popup content.
Popup Image	Image upload	The image displayed when Popup Type is set to IMAGE . Recommended resolution: 270×390 pixels.
Popup Content	Rich text editor (TinyMCE)	The HTML content displayed when Popup Type is set to HTML . Supports full text formatting, links, buttons, and embedded media.

Configuring a Popup

01 Navigate to **Home** → **Popup**.

02 Set **Show Popup** to **On**.

03 Select a **Popup Type**.

- 04 If using **IMAGE** type: upload the image file in the **Popup Image** field. Keep the image at or near 270×390 pixels for best display quality.
-
- 05 If using **HTML** type: use the TinyMCE editor in the **Popup Content** field to compose your message. You can format text, add links, and embed images.
-
- 06 Click **Save Settings**.

Warning: The popup displays on every visitor's first page load. Keep the message concise and directly relevant to the current announcement. Long popups cause viewers to dismiss them without reading, and showing a popup with outdated content creates a poor first impression.

Tip: Use the popup for high-impact announcements only — such as "Season passes now on sale" or "Watch the championship live tonight." Turn it off as soon as the announcement is no longer timely.

Menu Settings

Location: Sidebar → **Settings** → **Menu** (`/admin/settings/menu`)

The Menu Settings page controls which sections appear in the top navigation bar on the viewer site and which homepage features are enabled. Each toggle takes effect immediately on the viewer-facing site when saved.

TOGGLE	DEFAULT	WHAT IT CONTROLS
Shows On/Off	On	Whether the TV Shows navigation item appears in the viewer menu.
Events On/Off	On	Whether the Events navigation item appears in the viewer menu.
On-Demand On/Off	On	Whether the On-Demand navigation item appears in the viewer menu.
Live TV & Radio On/Off	On	Whether the Live TV & Radio navigation item appears in the viewer menu.
Sponsorship Plans On/Off	On	Whether the Sponsorship Plans navigation item appears in the viewer menu.
Guide On/Off	On	Whether the program Guide navigation item appears in the viewer menu.
Show BUY Button On/Off	On	Whether the subscription purchase button is displayed prominently in the navigation.
Show Slider On/Off	On	Whether the hero Slider is displayed on the homepage.

TOGGLE	DEFAULT	WHAT IT CONTROLS
Show Player On/Off	On	Whether the default video player is shown on the homepage.
Default Channel	Select	Which channel plays by default on the homepage player.
Blog On/Off	On	Whether the Blog navigation item appears in the viewer menu.
Shop On/Off	On	Whether the Shop navigation item appears in the viewer menu.
Show Ticker On/Off	Off	Whether the scrolling Ticker bar appears at the bottom of the viewer site.

Note: Disabling a navigation item in Menu Settings hides it from viewers but does not delete the associated content. For example, turning off **Events** removes the Events menu item, but existing event records are preserved and the toggle can be turned back on at any time.

Enabling the Ticker from Menu Settings

The ticker bar does not appear on the viewer site until you explicitly enable it here.

01 Navigate to **Settings** → **Menu**.

02 Locate the **Show Ticker On/Off** toggle.

03 Set it to **On**.

04 Click **Save**.

Tip: Review Menu Settings when launching a new season or rolling out a new feature. Enabling or disabling navigation items is the fastest way to control which parts of the platform are surfaced to viewers without removing any data.

Blog and Shop

The Blog and Shop features give your organization a way to publish content and sell branded merchandise directly through the HometownLive platform. Both sections are accessible from the admin sidebar and can be enabled or disabled from Settings → Menu.

Blog

The Blog lets you publish articles, announcements, and stories for your community. Posts are organized by category, can be featured on the home page, and are accessible to viewers at `/blog` when the Blog menu item is enabled.

Blog Posts (`/admin/blog/posts``)

The blog posts table shows all published and draft articles. Each row displays the post thumbnail, title, category, status, featured flag, view count, and publish date.

The **Filter by Category** dropdown narrows the list to posts in a specific category. Use this when managing large volumes of content across multiple topics.

COLUMN	DESCRIPTION
Image	Thumbnail uploaded as the featured image for the post.
Post Title	The title of the article as it appears on the viewer-facing blog.
Category	The blog category this post is assigned to (e.g., Sports, Fine Arts).
Status	Active posts are visible to viewers. Inactive posts are hidden.
Featured	Yes/No — featured posts are highlighted in the blog listing and may appear in home sections.
Views	Total view count since the post was published.
Date	The publish date of the post.
Action	Edit or delete the post.

Creating a Blog Post

- 01 In the admin sidebar, click **Blog → Posts**.
- 02 Click **Add Post**.
- 03 Fill in the required fields (see field reference below).
- 04 Click **Save** to publish or save as inactive.

FIELD	DESCRIPTION	NOTES
Title	The post headline shown on the blog listing and post page.	Keep titles concise — under 70 characters displays best.
Featured Image	The thumbnail image shown in the blog grid and at the top of the post.	Upload a landscape image. Recommended minimum width: 800px.
Category	The category this post belongs to.	Categories must be created before assigning them. See Blog Categories .
Status	Active makes the post visible to viewers. Inactive hides it.	Use Inactive to draft posts before they are ready.
Featured	Toggle On to mark this post as featured.	Featured posts may be highlighted in the blog listing or home sections.
Content	The body of the post, written in the TinyMCE rich text editor.	Supports text formatting, images, links, and embedded media.

Tip: Write the post in Inactive status first. Review it on the viewer-facing site using an admin account before switching it to Active.

Editing a Blog Post

01 In the posts table, click the **Action** button for the post you want to edit.

02 Click **Edit**.

03 Make changes and click **Save**.

Note: Changes to a live (Active) post take effect immediately after saving.

Deleting a Blog Post

01 In the posts table, click the **Action** button for the post.

02 Click **Delete**.

03 Confirm the deletion.

Warning: Deleting a blog post is permanent. The post and its view history cannot be recovered. Use the Inactive status to hide posts without deleting them.

Blog Categories (`/admin/blog/categories``)

Categories organize your blog posts into topics. Each post must be assigned to a category. Create categories before creating posts that use them.

COLUMN	DESCRIPTION
Category Name	The label displayed to viewers in the blog filter menu.
Status	Active categories are visible and available for post assignment. Inactive categories are hidden from viewers.
Action	Edit or delete the category.

Adding a Category

01 Click **Add Category**.

02 Enter a **Category Name** (e.g., Sports, Fine Arts, Announcements).

03 Set **Status** to Active.

04 Click **Save**.

Note: Deactivating a category hides it from viewers but does not hide posts assigned to it. To hide all posts in a category, set each post to Inactive individually.

Viewer-Facing Blog

When the Blog menu item is enabled in Settings → Menu, viewers can browse posts at `https://platform.hometownlive.tv/blog` . Posts are displayed in a grid with the featured image, title, category label, and publish date.

Viewers can filter posts by category using the filter controls on the blog page. Only Active posts in Active categories are visible.

Tip: Enable the Blog menu item in Settings → Menu → Blog to make the blog accessible from the main navigation. See [Settings](#) for menu configuration.

Shop

The Shop lets your organization sell branded merchandise — school spirit gear, apparel, and other items — directly through the HometownLive platform. The shop includes products, categories, size and color attributes, tags, and an order management workflow.

Note: The viewer-facing shop appears in the navigation when the Shop menu item is enabled in Settings → Menu.

Product Categories (``/admin/product/categories``)

Product categories organize your merchandise into logical groups (e.g., Apparel, Accessories, Spirit Wear). Categories are required — every product must be assigned to one.

COLUMN	DESCRIPTION
Image	A category thumbnail or banner image displayed in the shop.
Name	The category label shown to viewers in the shop navigation.
Products	The count of products assigned to this category.
Status	Active categories are visible in the shop. Inactive categories are hidden.
Action	Edit or delete the category.

Adding a Product Category

01 In the admin sidebar, click **Shop** → **Product Categories**.

02 Click **Add Category**.

03 Enter a **Name** and upload an optional **Image**.

04 Set **Status** to Active.

05 Click **Save**.

Products (``/admin/products``)

The Products page lists all items available in your shop. Each product has a name, category, price, stock level, and optional attributes like sizes, colors, and tags.

COLUMN	DESCRIPTION
Image	The primary product photo displayed in the shop grid.
Name	The product name shown to viewers.
Category	The product category this item belongs to.
Price	The listed price for this product.
Stock	Current inventory quantity. A stock of 0 marks the item as out of stock.
Status	Active products are visible in the shop. Inactive products are hidden.
Featured	Featured products may be highlighted on the shop home page.
Action	Edit or delete the product.

Adding a Product

- 01 Click **Add Product**.

- 02 Complete the product fields (see reference below).

- 03 Assign any applicable Sizes, Colors, and Tags.

- 04 Set **Status** to Active when the product is ready to sell.

- 05 Click **Save**.

FIELD	DESCRIPTION
Name	The product title displayed in the shop.
Category	The product category. Must be created in Product Categories first.
Price	The selling price. Use the configured currency (set in General Settings).
Stock	Starting inventory quantity. Decrements with each order.
Status	Active = visible in shop. Inactive = hidden from viewers.
Featured	Toggle On to feature this product in highlighted positions.
Sizes	Select applicable size options (must be defined in Sizes first).
Colors	Select applicable color options (must be defined in Colors first).

FIELD	DESCRIPTION
Tags	Add descriptive tags to improve searchability and filtering.
Image	Upload the primary product photo.

Tip: Upload high-quality product photos with a clean background. Clear images increase purchase confidence for viewers browsing the shop.

Sizes (`/admin/sizes`)

Sizes define the size options that can be assigned to products (e.g., S, M, L, XL, 2XL). Create all needed sizes before creating products that require them.

COLUMN	DESCRIPTION
Name	The label displayed to viewers when selecting a size (e.g., Small, Large, Extra Large).
Code	A short code used internally (e.g., S, L, XL).
Sort Order	Controls the order sizes appear in product listings. Lower numbers appear first.
Status	Active sizes are available for assignment to products.
Action	Edit or delete the size.

Adding a Size

01 Click **Add Size**.

02 Enter the **Name**, **Code**, and **Sort Order**.

03 Set **Status** to Active.

04 Click **Save**.

Note: Sort order determines the display sequence when a buyer selects a size on the product page. Set sizes in logical order (e.g., XS=1, S=2, M=3, L=4, XL=5).

Colors (`/admin/colors`)

Colors define the color options that can be assigned to products (e.g., Black, White, Cardinal Red). A hex code controls the color swatch displayed to viewers.

COLUMN	DESCRIPTION
Name	The color label displayed to viewers (e.g., Black, White, Navy).
Code	A short internal code (e.g., BLK, WHT, NVY).
Hex Code	The HTML hex color value (e.g., #000000). Used to display a color swatch in the product selector.
Sort Order	Controls the order colors appear on the product page.
Status	Active colors are available for product assignment.
Action	Edit or delete the color.

Adding a Color

01 Click **Add Color**.

02 Enter the **Name**, **Code**, and **Hex Code**.

03 Set a **Sort Order**.

04 Set **Status** to Active.

05 Click **Save**.

Tip: Use the official hex values for your school colors to ensure swatches are accurate. Your school's brand guide should list these.

Tags (`/admin/tags`)

Tags are descriptive labels that can be applied to products for filtering and search (e.g., "New Arrival", "Spirit Wear", "Clearance"). Tags are optional but improve the browsing experience in a large shop.

Adding a Tag

01 Click **Add Tag**.

02 Enter a **Name** and optional **Description**.

03 Set a **Sort Order** and **Status**.

04 Click **Save**.

Orders (`` /admin/orders ``)

The Orders page shows all customer purchases made through the shop. Admins can filter orders by status and manually create orders for in-person or phone sales.

COLUMN	DESCRIPTION
Order Number	Unique identifier for the order.
Customer	Name and contact information for the buyer.
Total	The total value of the order.
Payment Status	Whether payment has been received.
Order Status	Pending / Processing / Completed / Cancelled.
Date	Date the order was placed.
Action	View or update the order.

Filtering Orders by Status

01 Use the status filter tabs above the order table: **Pending**, **Processing**, **Completed**, or **Cancelled**.

02 Click a tab to view only orders in that status.

03 Click **All** to return to the full order list.

Creating a Manual Order

01 Click **Create Order**.

02 Select or enter the customer information.

03 Add products to the order.

04 Set the payment and fulfillment status.

05 Click **Save**.

Note: Manual orders are useful for in-person sales at games or events where a buyer pays with cash or a card reader outside the platform.

Processing an Order

01 Click **Action** → **View** on the order you want to update.

02 Review the line items, shipping information, and payment status.

03 Update the **Order Status** (e.g., change from Pending to Processing when fulfillment begins).

04 Click **Save**.

Tip: Update order status promptly. Buyers may contact your school if they do not receive a status update after purchasing.

Settings

The Settings section controls every platform-wide configuration option — from your site name and logo to email delivery, social login, advertising, and the video player. Most settings require admin credentials to access. Settings that affect the entire platform are marked with an IT callout.

Note: IT / Installer: Complete all settings in this chapter during initial platform setup. Changes to Site Name, Logo, Platform ID, and SMTP configuration affect the entire platform and all viewers.

General Settings (`/admin/general_settings``)

General Settings define the identity and behavior of your HometownLive platform. These are the foundational settings that influence how the site

appears to viewers and how it interacts with external services.

Site Identity

FIELD	DESCRIPTION	NOTES
Site Name	The name of your platform displayed in the browser title bar and throughout the viewer-facing site.	Use your school or organization name (e.g., "Riverside High Athletics Live").
Site Logo	Your organization's logo, displayed in the site header.	Recommended size: 180×50 px. PNG with transparent background works best.
Site Favicon	The small icon that appears in the browser tab.	Recommended size: 16×16 or 32×32 px. Use a simplified version of your logo.
Email	The admin contact email address for the platform.	Used for platform notifications and displayed on contact forms.
Platform ID	A unique auto-generated identifier for this platform instance.	Click Check Status to verify the platform is registered and active.
Description	A brief description of your platform, used in search engine metadata.	Keep this under 160 characters for best SEO results.
Site Keywords	Comma-separated keywords for search engine optimization.	Include your school name, city, sport types, and "live streaming".
Copyright Text	The copyright statement displayed in the site footer.	Example: © 2025 Riverside Unified School District. All rights reserved.

Custom Code Injection

FIELD	DESCRIPTION
Header Code	HTML or JavaScript inserted into the <code><head></code> of every viewer-facing page. Use for analytics tracking codes, custom fonts, or third-party scripts.
Footer Code	HTML or JavaScript inserted just before the closing <code></body></code> tag on every page. Use for chat widgets, additional tracking, or custom scripts.

Warning: Incorrect HTML or JavaScript in Header Code or Footer Code can break the viewer-facing site for all users. Test changes in a staging environment or during low-traffic hours if possible.

Content Defaults

FIELD	OPTIONS	DESCRIPTION
Default Access for On-Demand	Free / Paid	Sets the default access type when creating new on-demand content. Paid requires viewers to purchase or subscribe.

FIELD	OPTIONS	DESCRIPTION
Default Timezone	UTC dropdown (full list)	The timezone used for event start times and scheduling throughout the platform.
Default Language	Language dropdown	The default interface language for the viewer-facing site.
Currency Code	Currency code (e.g., USD)	The currency used for pricing throughout the shop and PPV purchases.

Note: IT / Installer: Set the Default Timezone during initial setup to match your organization's local timezone. Event times are stored relative to this setting.

Styling

The **Styling** field accepts custom CSS that is applied globally to the viewer-facing site. Use this for minor visual adjustments that cannot be achieved through Theme Colors alone.

Note: IT / Installer: Custom CSS overrides platform default styles. Document any custom rules added here so future administrators can identify the source of styling changes.

API Integrations

FIELD	DESCRIPTION	NOTES
TMDB API Key	API key from The Movie Database (TMDB). Used to retrieve metadata (posters, descriptions) for movie and show content.	Obtain from themoviedb.org/settings/api . Required only if you use TMDB-sourced content.
ScoreBird API Key	API key that connects your HometownLive platform to ScoreBird for live score data.	Obtain from your ScoreBird account. This key enables the ScoreBird scoring overlay on events.

Facebook Integration

Use the **FACEBOOK PAGE** section to connect your organization's Facebook page for live radio or additional social embedding.

FIELD	DESCRIPTION
Facebook URL	The full URL to your organization's Facebook page.
Access Token	A Facebook page access token used for API calls. Obtain from the Facebook Developer portal.
Radio Name	The display name for your Facebook-connected radio stream.

FIELD	DESCRIPTION
Radio URL	The stream URL for the Facebook-connected radio station.

Footer Social Icons and App Links

Enter the full URLs for your social media profiles and app store listings. These appear as icons in the site footer.

FIELD	DESCRIPTION
footerfbblink	Facebook page URL.
footertwitterlink	Twitter/X profile URL.
footerinstagramlink	Instagram profile URL.
footergoogleplay_link	Google Play Store listing URL for your Android app.
footerapplestore_link	Apple App Store listing URL for your iOS app.
footerrokustore_link	Roku Channel Store listing URL.
footerandroidtv_link	Android TV app listing URL.

TKDS AI Settings

FIELD	DESCRIPTION
tkdsa_token	API token for the TKDS AI assistant integration.
enable_tkdsai	Toggle On to activate the TKDS AI assistant features on the platform.

Note: IT / Installer: The TKDS AI token is provided by TKDS Media during platform provisioning. Do not share this token externally.

GDPR Cookie Consent

FIELD	OPTIONS	DESCRIPTION
gdprcookieon_off	On / Off	Toggle On to display a cookie consent banner to viewers in regions subject to GDPR.
gdprcookietitle	Text	The heading shown in the cookie consent banner.
gdprcookietext	Text	The body text explaining your cookie use policy.
gdprcookieurl	URL	Link to your full privacy/cookie policy document.

SMTP Email (`/admin/email_settings`).

SMTP settings configure the outbound email server that the platform uses to send account registration confirmations, password reset emails, and order notifications.

Note: IT / Installer: SMTP must be configured before viewers can register accounts, reset passwords, or receive order confirmations. Use your organization's SMTP relay or a transactional email service such as SendGrid or Mailgun.

FIELD	DESCRIPTION	NOTES
Host	The SMTP server hostname.	Example: <code>smtp.sendgrid.net</code> or <code>smtp.office365.com</code> .
Port	The SMTP port number.	Common values: 587 (TLS), 465 (SSL), 25 (unencrypted — not recommended).
Email	The sender email address displayed on outbound messages.	Use a no-reply address such as <code>noreply@yourdomain.edu</code> .
Password	The SMTP authentication password or API key.	Store this securely. It is masked in the admin panel.
Encryption	TLS or SSL	Use TLS (port 587) unless your provider requires SSL.

Testing SMTP Configuration

- 01 Fill in all SMTP fields.
- 02 Click **Test SMTP**.
- 03 Check the admin email inbox for a test message.
- 04 If the test email does not arrive within 2 minutes, verify the host, port, credentials, and firewall rules.

Tip: Run the SMTP test after any credential change to confirm email delivery is working before viewers attempt to register or reset passwords.

Social Login (``/admin/social*login*settings``)

Social Login allows viewers to create accounts and log in using their existing Google or Facebook credentials instead of a separate username and password.

Note: IT / Installer: Social login credentials are obtained from the Google Cloud Console (console.cloud.google.com) and Facebook Developer portal (developers.facebook.com). Each platform requires your domain to be whitelisted as an authorized redirect URI.

Google Login

FIELD	DESCRIPTION
On/Off Toggle	Enable or disable Google Login for viewer accounts.
Google Client ID	The OAuth 2.0 client ID from your Google Cloud Console project.
Google Secret	The OAuth 2.0 client secret from your Google Cloud Console project.

Facebook Login

FIELD	DESCRIPTION
On/Off Toggle	Enable or disable Facebook Login for viewer accounts.
Facebook App ID	The app ID from your Facebook Developer portal app.
Facebook Client Secret	The app secret from your Facebook Developer portal app.

Menu (``/admin/menu settings``)

Menu Settings control which sections appear in the viewer-facing navigation. Disabling a menu item removes the link from the navigation bar and prevents viewers from browsing that section.

MENU ITEM	OPTIONS	DESCRIPTION
Shows	On / Off	TV Shows section — seasons, episodes, and on-demand series.
Events	On / Off	Events listing — live and on-demand individual events.
On-Demand	On / Off	Dedicated on-demand video library section.
Live TV & RADIO	On / Off	Live TV channels and radio streams page.
Sponsorship Plans	On / Off	Viewer-facing sponsorship or subscription plan listings.

MENU ITEM	OPTIONS	DESCRIPTION
Guide	On / Off	Program guide showing scheduled content.
Show BUY Button	On / Off	Displays the purchase/buy button on events and content that require payment.
Show Slider	On / Off	Enables the featured content slider on the home page.
Show Player	On / Off	Enables the persistent player displayed on the home page.
Default Channel	Channel 1–4	The channel that auto-plays in the home page player when a viewer arrives.
Blog	On / Off	Blog section — articles, announcements, and posts.
Shop	On / Off	Merchandise shop — products, categories, and checkout.
Show Ticker	On / Off	Enables the scrolling ticker displayed across the viewer-facing site.

Note: Disabling a menu item does not delete the content — it only removes the navigation link. Re-enable the toggle to restore access.

reCAPTCHA (`/admin/recaptcha settings`)

reCAPTCHA adds bot protection to public forms on the viewer-facing site. Use the Site Key and Secret Key from your Google reCAPTCHA console.

Note: IT / Installer: Obtain your reCAPTCHA v2 keys from google.com/recaptcha/admin . Your site domain must be registered with Google before the keys will work.

FIELD	DESCRIPTION
Site Key	The public key used in the viewer-facing form widget. Safe to expose in HTML.
Secret Key	The private key used on the server to verify reCAPTCHA responses. Keep this confidential.
Display on Login	Toggle On to add reCAPTCHA to the viewer login form.
Display on Signup	Toggle On to add reCAPTCHA to the viewer registration form.
Display on Forgot Password	Toggle On to add reCAPTCHA to the password reset form.
Display on Contact Us	Toggle On to add reCAPTCHA to the Contact Us form.

Tip: Enable reCAPTCHA on Signup and Login at minimum. These are the highest-risk forms for automated abuse.

Website Banner Ads ([/admin/web*ads*settings](/admin/web*ads*settings))

Banner ads allow you to display sponsor or promotional content in eight positions across the viewer-facing site. Each position supports three content types.

Note: Banner ads appear in 8 positions across the site. Image banners: recommended size 930×100 px.

AD POSITION	WHERE IT APPEARS
Home Top	Above the content on the viewer home page.
Home Bottom	Below the content on the viewer home page.
List Top	Above the list on Events, Shows, and Live TV list pages.
List Bottom	Below the list on Events, Shows, and Live TV list pages.
Details Top	Above the content on individual event and show detail pages.
Details Bottom	Below the content on individual event and show detail pages.
Other Pages Top	Above the content on miscellaneous pages (Blog, Shop, Contact, etc.).
Other Pages Bottom	Below the content on miscellaneous pages.

Each ad position supports the following configuration:

FIELD	DESCRIPTION
Type	Iframe — embeds an external ad via iframe code. Image — displays an uploaded image file. Score Ticker — embeds a live score ticker from an external source.
Upload / URL	For Iframe: paste the iframe embed code. For Image: upload an image file (recommended 930×100 px). For Score Ticker: enter the ticker URL.
Make Image Clickable	Toggle On to make the image ad clickable.
Click URL	The destination URL when a viewer clicks the image ad. Used when Make Image Clickable is On.

Tip: Image ads at 930×100 px create a standard leaderboard banner. Coordinate with your sponsors to obtain correctly sized artwork.

Theme Images ([/admin/theme_images](/admin/theme_images))

Theme Images configure the background photos used in the breadcrumb area and on the login and signup pages.

FIELD	DESCRIPTION
Breadcrumb Background Image	The image that appears behind the page title bar on interior pages (Events, Shows, Blog, etc.).
Login/Signup Background Image	The image displayed as the background on the login and account creation pages.

Tip: Use a high-quality action photo from your school or community — a crowd shot, a team on the field, or a performance — to give the platform a personal, local feel.

Theme Colors (`/admin/theme_colors``)

Theme Colors let you match the HometownLive platform to your school's branding. A live preview panel shows how changes look in the Navbar and Footer before saving.

COLOR SETTING	DESCRIPTION
Primary Color	The main brand color used for buttons, links, and accents.
Secondary Color	A supporting brand color used for secondary UI elements.
Accent Color	A highlight color used for badges, labels, and call-to-action elements.
Background Primary	The main page background color.
Background Secondary	The background color for cards, panels, and sidebar areas.
Footer Color	The background color of the site footer.
Navbar Color	The background color of the top navigation bar.
Text Primary	The main body text color.
Text Secondary	The secondary text color for captions, labels, and metadata.
Gradient Start	The starting color for gradient elements throughout the UI.
Gradient End	The ending color for gradient elements.

After making changes, the live preview at the bottom of the page shows a Navbar Preview and a Footer Preview using your selected colors.

Click **Reset to Default** to restore the original platform colors.

Tip: Set your school's primary and secondary colors first, then adjust background and text colors for readability. The live preview lets you verify contrast before saving.

Warning: Low contrast between text and background colors can make content unreadable for viewers with visual impairments. Verify that your text colors have

sufficient contrast against their backgrounds.

Site Maintenance (`/admin/site_maintenance``)

Site Maintenance mode temporarily blocks all viewer access to the platform and displays a custom maintenance message. This is useful during upgrades, content reorganization, or emergency situations.

Warning: Enabling Maintenance Mode immediately blocks all viewer access to the site. Only admins with the bypass cookie can view the site while maintenance mode is active.

FIELD	DESCRIPTION
Maintenance Mode	On/Off toggle. Enabling this blocks all viewer access immediately.
Title	The heading displayed on the maintenance page viewers see.
Description	A rich text message explaining the outage. Include an expected return time if known.
Maintenance Secret	A bypass token that allows admins to view the live site during maintenance. Append this to <code>https://platform.hometownlive.tv/TKDS`</code> to receive a bypass cookie.

Enabling Maintenance Mode

- 01 Enter a clear **Title** and **Description** before enabling maintenance mode.
- 02 Note your **Maintenance Secret** before enabling.
- 03 Click **On** for Maintenance Mode.
- 04 Verify the maintenance page is showing by opening the viewer site in a browser where you are not logged in as admin.

Bypassing Maintenance Mode as an Admin

- 01 Open a browser and navigate to `https://platform.hometownlive.tv/TKDS`` with your Maintenance Secret appended.

02 The platform grants a bypass cookie to this browser session.

03 You can now view the live site while it remains in maintenance mode for other visitors.

Note: The bypass cookie is tied to a single browser session. If you switch browsers or clear cookies, you will need to visit the bypass URL again.

Disabling Maintenance Mode

01 Go to Settings → Site Maintenance.

02 Click **Off** for Maintenance Mode.

03 Verify the viewer-facing site is accessible again.

Video Player Settings (`/admin/player\_settings`)

Player Settings configure the appearance and behavior of the embedded video player used throughout the platform.

FIELD	OPTIONS	DESCRIPTION
Player Style	Classic Dark / Metal Dark / Minimal Dark / Modern Dark	The visual theme of the video player. All styles are dark-mode variants. Modern Dark is the most contemporary look.
Vector Icons	No / Yes	Use vector SVG icons for player controls. Yes provides sharper icons on high-resolution displays.
Autoplay	Yes / No	Whether video begins playing automatically when a viewer opens a channel or event. Note that most browsers block autoplay of unmuted video.
Rewind and Forward	No / Yes	Display rewind and forward skip buttons in the player controls.
Player Watermark	No / Yes	Display a logo watermark overlay on the video during playback.
Player Logo	Image upload	The logo image shown as the watermark. Recommended size: 180×50 px.
Logo Position	Top Right / Top Left / Bottom Right / Bottom Left	Corner placement of the watermark logo on the video frame.
Player URL	Domain URL	The domain used when generating shareable player links.

FIELD	OPTIONS	DESCRIPTION
Default Ads	None / Built-in Advertisement / VAST+VMAP+IMA	The default advertising system applied to the player. Can be overridden per channel or event.

Tip: Use the **Modern Dark** player style with your school logo as a watermark to create a professional, branded viewing experience.

Player Ads (`/admin/player*ad*settings``)

Player Ads configure the advertising systems that deliver ads within the video player. The platform supports two independent ad systems.

VAST, VMAP, and IMA/DFP Advertising

VAST/VMAP is an industry-standard ad system supporting pre-roll, mid-roll, post-roll, and nonlinear ads from ad networks like Google Ad Manager (DFP).

FIELD	DESCRIPTION
Source Type	Local — upload an ad file directly. URL — enter the VAST/VMAP tag URL from your ad server.
Source File	Upload an ad file (if Local) or enter the VAST/VMAP tag URL (if URL).

Note: VAST/VMAP advertising requires a compatible ad server such as Google Ad Manager. Contact your ad network for a VAST tag URL.

Built-in Advertisement

The built-in system supports up to three custom ads without an external ad server. Each ad can be a video file, image, webpage, or YouTube URL.

FIELD	DESCRIPTION	NOTES
Source	Path to the ad content: mp4 file path, image path, webpage URL, or YouTube URL.	Use this to run sponsor messages, school announcements, or promotional clips.
Timestart	The point in the video (HH:MM:SS) when the ad appears.	Set to <code>00:00:00</code> for a pre-roll ad that plays before the main content.
Link	A click-through URL that opens when a viewer clicks the ad.	Optional. Leave blank for ads with no landing page.

Tip: Use the built-in advertisement system for school-produced sponsor acknowledgments. A 15-second sponsor message at the start of a broadcast is a

straightforward sponsorship deliverable.

Language, Genres, Conferences, and Groups

These settings define the metadata taxonomy that organizes content and enables viewer filtering.

Language (``/admin/language``)

Language entries define the language options that can be assigned to content. Each language can have ads independently enabled or disabled.

FIELD	DESCRIPTION
Name	The language label displayed in content filters (e.g., English, Spanish).
Status	Active languages are available as a filter on the viewer-facing Events page.
adsonoff	Toggle whether ads are shown on content tagged with this language.

Genres (``/admin/genres``)

Genres categorize content by type. The default genres are Athletics, Fine Arts, and News. These match the genre filter on the viewer-facing Events page.

FIELD	DESCRIPTION
Name	The genre label displayed in content filters (e.g., Athletics, Fine Arts, News).
Status	Active genres are available as a filter on the viewer-facing Events page.
adsonoff	Toggle whether ads are shown on content assigned to this genre.

Conferences (``/admin/conferences``)

Conferences organize content by competitive grouping or program area (e.g., Varsity Football, Marching Band, JV Basketball). Assign a conference when creating events to improve organization and filtering.

Groups (``/admin/groups``)

Groups represent student organizations, booster clubs, or community organizations (e.g., DECA, HOSA, Baseball Boosters). Groups can be assigned to content for additional organizational structure.

Note: Genres, Conferences, and Groups all share the same structure: Name, Status, and adsonoff. Create the entries you need before creating content that references them.

Tutorials (</admin/how-to-work>)

The Tutorials section provides embedded video walkthroughs for common admin tasks. These tutorials are accessible only to logged-in admins and are a useful first stop when setting up or troubleshooting the platform.

Available tutorials:

TUTORIAL TITLE	PUBLISHED
HomeTownLive RTMP Stream	February 19, 2026
HOME SECTIONS	September 10, 2025
On-Demand Video	September 10, 2025
STREAMING	September 10, 2025
EVENTS	September 9, 2025

Tip: Watch the **STREAMING** and **EVENTS** tutorials before configuring your first live broadcast. They provide the most complete walkthrough of the end-to-end setup process.

Tools (</admin/tools>)

The Tools section provides download links and resources for streaming apps and setup guides. Items are organized into four categories: Apps, Files, Links, and Articles.

ITEM	DESCRIPTION	CATEGORY
TKDS Streaming App iOS	Link to the TKDS Streaming App on the Apple App Store.	Apps
TKDS Streaming App Android	Link to the TKDS Streaming App on the Google Play Store.	Apps
How to Create Streamer Account for TKDS Streaming App	PDF guide (0.20 MB) with step-by-step account creation instructions.	Files

Pages (`/admin/pages `)

The Pages section manages static content pages on the viewer-facing site. These pages appear in the site footer and are used for legal, informational, and contact content.

Default pages included with the platform:

- **Privacy** — Your organization's privacy policy.
- **Contact Us** — The viewer contact form.
- **About Us** — Information about your organization and broadcast program.
- **Terms Of Use** — Terms and conditions for platform use.

Adding a Page

01 Click **Add Page**.

02 Enter a **Title** for the page.

03 Write the page **Content** in the TinyMCE rich text editor.

04 Set a **Page Order** number to control the footer display sequence.

05 Set **Status** to Active.

06 Click **Save**.

Editing a Page

01 Click **Action** → **Edit** for the page you want to update.

02 Make changes in the TinyMCE editor.

03 Click **Save**.

Note: The Contact Us page includes a built-in form. Editing the page content changes only the text shown above or around the form — the form fields themselves are

managed by the platform.

Tip: Keep your Privacy and Terms Of Use pages current. If your school or district has a legal department, have them review these pages before the platform goes live.

Viewer Guide

This chapter is written for viewers — fans, families, students, and alumni who watch events on HometownLive. No technical background is required. Share this chapter or link viewers to it when they need help getting started.

HometownLive brings your school's games, performances, and events to any screen. Most content is free and does not require an account. This guide covers everything you need to watch, purchase, and get the most out of the platform.

Getting Started

You do not need to create an account to watch free content. Open a browser, navigate to `https://platform.hometownlive.tv`, and start watching. An account is required only when purchasing Pay-Per-View access.

SUPPORTED BROWSERS	NOTES
Google Chrome	Recommended. Best compatibility with HLS streams and the video player.
Mozilla Firefox	Fully supported on all platforms.
Microsoft Edge	Fully supported on Windows and macOS.
Safari	Supported on macOS and iOS. Use the latest version for best results.

Tip: Keep your browser up to date. An outdated browser is the most common reason the video player does not load correctly.

Watching Live Channels

Your school's live channels stream games, events, and broadcasts in real time. Live channels are always visible on the home page when a broadcast is active.

- 01 Go to `https://platform.hometownlive.tv`.
- 02 The **Live Now** section on the home page shows channels that are currently broadcasting.
- 03 Click **Watch** under any channel to open the video player.
- 04 No login is required to watch free channels.

To browse all channels — including those not currently live:

- 01 Click **Live TV & RADIO** in the top navigation.
- 02 The page shows all available channels and radio streams.
- 03 Use the **Category** filter to narrow results (e.g., LIVE TV).
- 04 Click a channel card to open it in the player.

Note: If a channel shows as offline, the broadcast has not started yet or has ended. Check the Events page for scheduled start times.

Browsing and Watching Events

Events are individual broadcasts — a football game, a band concert, a graduation. You can browse all upcoming and recent events from the Events section.

- 01 Click **Events** in the top navigation.
- 02 Use the **Language** and **Genre** filter dropdowns to narrow results.

- Genre options include: Athletics, Fine Arts, and News.

03 Use the **Sort** dropdown to reorder results: Newest, Oldest, A to Z, or Random.

04 Click any event card to open the event page.

05 If the event is live, the player loads and begins streaming.

06 If the event is on-demand, the recording plays immediately.

Note: The Genre filter is the fastest way to find what you are looking for. Select **Athletics** to see sports events, or **Fine Arts** to find performances and concerts.

Watching TV Shows

TV Shows are episodic programs organized into seasons and episodes — recurring series like a weekly sports wrap-up show, a student news broadcast, or a performing arts showcase.

01 Click **TV Shows** (or **Shows**) in the top navigation.

02 Browse the show grid or use the genre filter to narrow results.

03 Click a show card to open the show page.

04 Select a season from the season tabs.

05 Click an episode to watch it.

Tip: If your school produces a regular news or sports show, it appears here. Bookmark the show page to find new episodes easily.

Creating a Viewer Account

A viewer account is only required to purchase Pay-Per-View events. Free content is always available without logging in.

- 01 Go to `https://platform.hometownlive.tv/signup` .
- 02 Fill in your **Name**, **Email address**, and **Password**.
- 03 Complete the reCAPTCHA verification if prompted.
- 04 Click **Sign Up**.
- 05 Check your email inbox for a confirmation message and follow the link to verify your account.

Note: Your email address is your username. Use an email address you check regularly so you can receive order confirmations and password reset emails.

Logging In

- 01 Go to `https://platform.hometownlive.tv/login` .
- 02 Enter your **Email** and **Password**.
- 03 Complete the reCAPTCHA if prompted.
- 04 Click **Log In**.

You may also log in using a Google or Facebook account if your school has enabled social login. Click the Google or Facebook button on the login page to use that option.

Resetting Your Password

- 01 Go to `https://platform.hometownlive.tv/login` .

- 02 Click **Forgot Password?** below the login form.
- 01 Enter the email address you used to create your account.
- 02 Click **Submit**.
- 03 Check your inbox for a password reset email. Follow the link in the email to set a new password.

Tip: If the reset email does not arrive within a few minutes, check your spam or junk folder. Add `noreply@platform.hometownlive.tv` to your contacts to prevent future messages from being filtered.

Purchasing a Pay-Per-View Event

Some events require a purchase before you can watch them. These are marked with a **Buy** or **Purchase** button on the event page.

- 01 Create an account and log in (see above).
- 02 Find the event you want to watch from the Events page or navigation.
- 03 Click the event card to open the event page.
- 04 Click the **Buy** or **Purchase** button.
- 01 Select your payment method and complete the checkout process.
- 02 Access is granted immediately after a successful payment.
- 03 The video player loads on the event page — click **Play** to begin watching.

Note: Your purchased access lasts for the duration set by your school administrator. Typically this covers the broadcast window and a short replay period. Contact your school's AV team if you need clarification on access length.

Tip: Purchase access before the event starts so you are ready when the broadcast begins. Purchases are processed immediately — you do not need to wait.

Watching on Roku

HometownLive is available as a Roku channel, so you can watch events on your television from the comfort of home.

- 01 On your Roku device, press the **Home** button on the remote.
- 02 Navigate to the **Streaming Channels** section or open the **Roku Channel Store**.
- 03 Search for **HometownLive** or your school's specific channel name.
- 04 Select the channel and click **Add Channel**.
- 05 Open the HometownLive channel from your Roku home screen.
- 06 Browse live and on-demand content using the Roku remote.

Note: The Roku channel must be enabled by your school administrator before it appears in the Roku Channel Store. If you cannot find the channel, contact your school's AV team to confirm Roku is activated.

Tip: The footer of the HometownLive viewer site includes a Roku store link. You can also follow that link on a computer to find and add the channel to your Roku account.

Watching on Mobile

HometownLive works in the browser on any smartphone or tablet. You do not need a separate app for mobile viewing.

- 01 Open your phone's browser (Chrome on Android, Safari on iOS).
- 02 Navigate to `https://platform.hometownlive.tv`.

03 The site adjusts automatically to your screen size.

04 Tap any event, channel, or show to watch.

Tip: For the best mobile experience, use a Wi-Fi connection rather than cellular data when watching live streams. Live video uses more data than recorded content.

Contacting the School

If you have a question about an event — schedule changes, cancellations, or access issues — use the Contact Us form.

01 Go to <https://platform.hometownlive.tv/page/contact-us> .

02 Fill in your **Name, Email, Phone, Subject, and Message**.

03 Click **Submit**.

04 A school representative will reply by email.

Note: The Contact Us form reaches the school or organization running the HometownLive platform — not HometownLive or TKDS Media directly. For platform technical issues, contact your school's AV team or IT department.

Understanding Access Types

Not all content has the same access requirements. Here is a quick reference.

ACCESS TYPE	DESCRIPTION	ACCOUNT REQUIRED?
Free	Anyone can watch without logging in.	No
Pay-Per-View (PPV)	Requires a one-time purchase for access. Price and access duration are set by the school.	Yes — must be logged in to purchase.
Subscription	Access is included in a subscription or sponsorship plan purchased from the school.	Yes — must be logged in.

Tips for the Best Viewing Experience

- **Use a wired connection or strong Wi-Fi** — live streams require a stable connection. A weak Wi-Fi signal causes buffering.
- **Close other tabs and apps** — streaming video uses bandwidth. Other open applications and browser tabs can compete for resources on slower connections.
- **Use Chrome or Firefox on a computer** for the most consistent playback experience.
- **Full-screen mode** — click the full-screen icon in the player controls or press **F** on your keyboard for a full-screen view.
- **Volume control** — use the volume slider in the player controls. Your device volume also affects playback.

Warning: If you are watching on a school or workplace network and the stream will not load, the network may be blocking streaming content. Try using a personal device on a different network, or contact your network administrator.

Troubleshooting

This chapter covers the most common issues encountered by both admins and viewers. Each entry describes the symptom, the most likely causes, and the steps to resolve it. Work through the steps in order — most issues are resolved by the first or second step.

Admin Troubleshooting

Stream Shows "Finished" But the Event Should Be Live

Symptom: Viewers see a "Finished" status on an event that is actively being broadcast.

Cause: The encoder is not connected to the channel, the RTMP push has stalled, or the channel status in Feeds Console does not reflect the active stream.

Resolution:

- 01 Verify your encoder (OBS, TKDS Streaming App, or hardware encoder) is running and actively pushing.

- 02 Confirm the encoder is pointing to the correct RTMP URL and Stream Key for this channel. Copy the RTMP URL and Stream Key from Admin → Live Channels → the channel's edit page.

- 03 Check that the encoder software shows a connected and streaming status — not an error or disconnected state.

- 04 In the admin panel, go to Admin → Live Channels → Feeds Console for the channel and verify the incoming stream is showing an active signal.

- 05 If the stream shows as stalled in Feeds Console, stop and restart the encoder.

- 06 Update the Event status to **Live** if it has been set to Finished or Upcoming incorrectly.

Tip: Keep the Feeds Console open on a second screen during a broadcast so you can monitor the incoming stream status in real time.

Cannot Log In to the Admin Panel

Symptom: Entering admin credentials on the login page results in an error or the page reloads without granting access.

Cause: Incorrect email or password, an expired or locked account, or a reCAPTCHA failure.

Resolution:

- 01 Confirm you are entering the correct email address — admin accounts are provisioned by HometownLive, not self-created.

- 02 Click **Forgot Password?** on the login page and follow the password reset process.

- 03 If the Forgot Password email does not arrive, check the spam/junk folder.

- 04 If reCAPTCHA is enabled on the login form, ensure you complete it before clicking **Log In**.

- 05 If none of the above resolves the issue, contact HometownLive support at [SUPPORT CONTACT] to verify your account status.

Note: Admin accounts are separate from viewer accounts. If you can log in to the viewer-facing site but not the admin panel, your account has viewer-only access.

Event Not Appearing on the Viewer-Facing Site

Symptom: An event was created and saved in the admin panel but does not appear in the Events listing on the viewer site.

Cause: The event status is Inactive, the start date is in the future beyond the visible window, or the channel assigned to the event is inactive.

Resolution:

- 01 Go to Admin → Events and find the event.

- 02 Verify the event **Status** is set to **Active**. Inactive events are hidden from viewers.

- 03 Check the event **Start Date** and **Start Time**. Some views filter by date — verify the date is correct and not set to a past or far-future date

incorrectly.

-
- 04 Confirm the **Channel** assigned to this event is Active. Go to Admin → Live Channels and verify the channel status.
-
- 05 Verify the **Genre** and **Language** assigned to the event are Active in Settings → Genres and Settings → Language.
-
- 06 Save the event again to force a cache refresh.

Roku Channel Not Showing in the Roku Channel Store

Symptom: Viewers report they cannot find the HometownLive Roku channel when searching the Roku Channel Store.

Cause: The Roku checkbox is not enabled on the channel configuration, or the required Roku TV app assets (background image, banner image) have not been uploaded.

Resolution:

- 01 In the admin panel, go to Admin → Live Channels and open the channel.
-
- 02 Verify the **Roku** checkbox is enabled.
-
- 03 Go to Admin → Settings → Roku TV Apps (or the Roku configuration section for this channel).
-
- 04 Confirm a **Background Image** and **Banner Image** have been uploaded. These are required by Roku for the channel to display correctly.
-
- 05 If images were just uploaded, Roku channel updates can take 24–48 hours to propagate through the Roku Channel Store.
-
- 06 Confirm the channel is using the correct Roku channel credentials provided by HometownLive during setup.

Note: IT / Installer: Roku channel publication is part of the initial platform setup. If the Roku channel has never appeared, contact HometownLive support — the channel may not yet be submitted to the Roku Channel Store.

ScoreBird Live Scores Not Appearing on the Stream

Symptom: A ScoreBird-connected event is live but the scoring overlay is not showing on the video player.

Cause: The nest_id is incorrect, the ScoreBird device is offline, or the ScoreBird integration is not enabled on the event.

Resolution:

- 01 Open the event in the admin panel and verify the **ScoreBird** checkbox is enabled.

- 02 Confirm the **nest_id** field contains the correct NeST ID for the connected ScoreBird device. The NeST ID is visible in the ScoreBird admin portal or on the device label.

- 03 Verify the ScoreBird NeST device is powered on, connected to the network, and actively scoring the game. Log in to the ScoreBird admin to confirm the device status.

- 04 Verify the **ScoreBird API Key** is correctly entered in Settings → General Settings → `scorebirdapikey`.

- 05 If the API key or NeST ID were just changed, reload the event page in the viewer-facing browser.

Tip: Test the ScoreBird integration before the game starts by enabling the event early and verifying the overlay appears. This gives you time to troubleshoot before the broadcast begins.

Ticker Not Showing on the Viewer-Facing Site

Symptom: The scrolling ticker is not visible at the top or bottom of the viewer site.

Cause: The Show Ticker toggle is disabled in Menu Settings, or the ticker has no Active content items.

Resolution:

- 01 Go to Admin → Settings → Menu and verify **Show Ticker** is set to **On**.

- 02 Go to Admin → Ticker and verify that at least one ticker item has **Status** set to **Active**.

- 03 If ticker items exist but none are active, toggle at least one item to Active.

- 04 If the Show Ticker setting was just changed, reload the viewer-facing site in a new browser tab.

Video Not Playing for Viewers

Symptom: Viewers report that the video player loads but the video does not play, or the player shows an error.

Cause: The video type or URL is misconfigured, the HLS stream is not accessible, or the channel is set to Paid without an active subscription plan assigned.

Resolution:

- 01 Open the event or channel in the admin panel.

- 02 Verify the **Video Type** field matches the actual source: HLS (`.m3u8`), MP4, YouTube, or RTMP.

- 03 If using HLS, paste the `.m3u8` URL into a browser tab or VLC player to verify it loads independently of the platform.

- 04 If the stream URL has changed (e.g., a new encoder was configured), update the channel's stream URL.

- 05 If the event is set to **Paid**, verify that at least one active subscription or PPV plan is assigned to it. A paid event with no plan configured blocks all viewers.

- 06 Check the Default Access setting in Settings → General Settings. If it is set to Paid, new content may inadvertently require purchase.

- 07 Verify the channel is not set to a Paid plan that has expired.

Warning: If you change a Free channel to Paid, all viewers immediately lose access until they complete a purchase. Coordinate any access changes with your community to avoid disrupting an active broadcast.

Maintenance Mode Was Accidentally Enabled

Symptom: Visitors to the site see a maintenance page. Maintenance mode was enabled unintentionally or you need to access the site while maintenance mode is on.

Cause: The Maintenance Mode toggle in Settings → Site Maintenance is set to On.

Resolution:

- 01 Locate the **Maintenance Secret** from Settings → Site Maintenance. If you do not have it written down, it is visible in the Site Maintenance settings page — but maintenance mode blocks the admin panel login. In that case, proceed to step 2.

- 02 If you can still access the admin panel (because you are already logged in), go to Settings → Site Maintenance and click **Off** to disable

maintenance mode immediately.

- 03 If you have been locked out of the admin panel by maintenance mode, use the bypass URL: navigate to

`https://platform.hometownlive.tv/TKDS` with your Maintenance Secret appended. This sets a bypass cookie in your browser.

- 04 Once you have bypass access, navigate to the admin panel and disable maintenance mode.
-

- 05 Verify the viewer site is accessible by opening it in a private/incognito browser window.

Note: Write down your Maintenance Secret and store it securely before enabling maintenance mode. You will need it to regain access if you are locked out.

Viewer Troubleshooting

Cannot Watch a Live Channel

Symptom: Clicking **Watch** on a channel either shows a spinner that never resolves, plays no video, or shows an error message.

Cause: The event may not have started yet, the channel may be offline, the school may have put the site in maintenance, or there is a network issue on the viewer side.

Resolution:

- 01 Check the Events page to confirm the event's scheduled start time. The channel may not be live yet.
-
- 02 Refresh the page and try again. A stale browser cache can prevent the player from loading new stream URLs.
-

- 03 Try opening the channel in a different browser (Chrome, Firefox, or Edge).

- 04 Check your internet connection by loading another site or video service.

- 05 If the site shows a maintenance message, the school is performing updates. Check back later or contact the school for an expected return time.

- 06 If other channels on the site work but this specific one does not, the channel may be offline. Contact the school's AV team.

Video Is Buffering or Quality Is Poor

Symptom: The video stutters, pauses to buffer, or looks pixelated or blurry.

Cause: The viewer's internet connection does not have sufficient bandwidth to sustain the stream, or the viewer's device is under load.

Resolution:

- 01 Test your internet speed at `fast.com` or `speedtest.net`. Live video typically requires at least 5–10 Mbps for reliable playback.

- 02 Move closer to your Wi-Fi router or connect via ethernet cable if possible.

- 03 Close other applications and browser tabs that are using bandwidth (other streaming services, video calls, large file downloads).

- 04 If the player offers a quality selector, try selecting a lower quality level.

- 05 Try watching on a different device on the same network to determine whether the issue is device-specific.

- 06 Restart your router and modem if other devices on the same network are also experiencing slowness.

Tip: Cellular connections (4G/5G) can handle most streams, but you may experience brief buffering during peak usage or in areas with weak signal. For important events, use a Wi-Fi connection when available.

"Access Denied" or "Purchase Required" Message

Symptom: Clicking an event or channel shows a message indicating access is denied or requires a purchase.

Cause: The event is Pay-Per-View and requires purchase, or a previously purchased access period has expired.

Resolution:

- 01 Verify you are logged in to your viewer account. Access Denied messages on PPV content require you to be signed in before purchasing.
-
- 02 Check whether you have already purchased this event. Log in and check your account for active purchases.
-
- 03 If your purchased access has expired, contact the school to ask whether extended access is available.
-
- 04 If you believe you purchased access but still see an access denied message, try logging out and back in to refresh your session.
-
- 05 If the issue persists, contact the school using the Contact Us form at <https://platform.hometownlive.tv/page/contact-us>.

Note: Access duration is set by the school administrator, not by HometownLive. The school's AV team can confirm how long access lasts for a specific event.

Forgot Password

Symptom: You cannot remember your password and need to regain access to your viewer account.

Resolution:

- 01 Go to `https://platform.hometownlive.tv/login`.

- 02 Click **Forgot Password?**.

- 03 Enter the email address you used to create your account.

- 04 Click **Submit** and check your email inbox for a reset link.

- 05 If the email does not arrive within 5 minutes, check your spam/junk folder.

- 06 Follow the link in the email to set a new password.

Note: Free content does not require an account. Only PPV purchases require you to be logged in. If you only need to watch free content, you can skip account recovery entirely.

Roku Channel Not Loading

Symptom: The HometownLive Roku channel opens but displays an error, spins without loading, or shows no content.

Cause: The Roku device is offline or has a stale cache, the channel app needs an update, or the school's HometownLive platform is temporarily unavailable.

Resolution:

- 01 Press the **Home** button on the Roku remote to exit the channel.

- 02 Re-launch the HometownLive channel.

- 03 If the channel still fails to load, press **Home** again and navigate to **Settings** → **System** → **System Restart** to restart the Roku device.
- 04 Check for channel updates: go to **Settings** → **System** → **System Update** on your Roku.
- 05 Verify your internet connection is working by opening another channel (e.g., YouTube or The Roku Channel).
- 06 If your internet connection is working but HometownLive still fails, the school's platform may be experiencing downtime. Try again in a few minutes or contact the school.

Tip: Most Roku playback issues are resolved by a simple device restart. Press and hold the **Home** button for 5 seconds to access the restart option from anywhere on the Roku.

Frequently Asked Questions

This chapter answers the most common questions from both viewers and administrators. Questions are organized by audience. For step-by-step instructions on any topic, refer to the chapter listed in each answer.

For Viewers

Do I need an account to watch?

No. Free content on HometownLive is accessible to anyone without logging in or creating an account. Simply go to <https://platform.hometownlive.tv> and start watching. An account is only required when you want to purchase access to a Pay-Per-View event. Creating an account is free and takes less than a minute.

Is HometownLive free?

Watching is free for most content. Schools can designate specific events as Pay-Per-View, which require a one-time purchase. The price and access duration for PPV events are set by the school, not by HometownLive. When browsing events, any event that requires payment will display a **Buy** or **Purchase** button instead of a direct play button.

How do I watch on Roku?

Search for the HometownLive channel (or your school's specific channel name) in the Roku Channel Store on your Roku device. Add the channel, open it from your Roku home screen, and browse content using your Roku remote. If you cannot find the channel, contact your school's AV team to confirm the Roku channel has been enabled — it must be activated by the school administrator before it appears in the Roku store. See [Watching on Roku](#) in the Viewer Guide for full steps.

Can I watch from my phone?

Yes. HometownLive works in the browser on any smartphone or tablet. Open Chrome on Android or Safari on iOS, navigate to `https://platform.hometownlive.tv`, and the site adapts automatically to your screen. You do not need to install a separate app to watch on mobile. For the best experience, use a Wi-Fi connection when watching live streams.

How do I purchase a Pay-Per-View event?

Create a viewer account and log in first. Then find the event you want to watch, click the **Buy** or **Purchase** button on the event page, and complete the checkout. Access is granted immediately after a successful payment and the video player loads on the same page. See [Purchasing a Pay Per View Event](#) in the Viewer Guide for detailed steps.

How long do I have access after buying a PPV event?

Access duration is set by your school's administrator and varies by event. Some events allow access for the duration of the broadcast plus a replay

window; others may allow access for a set number of days. The access window should be described on the event's purchase page. Contact your school's AV team if you are unsure how long your access lasts for a specific event.

What do I do if the stream is buffering?

First, check your internet connection — live video typically requires 5–10 Mbps. Move closer to your Wi-Fi router, close other applications using bandwidth, and try reloading the page. If buffering continues, try a different browser or device. If the player offers a quality selector, choose a lower quality setting. See [Video Is Buffering or Poor Quality](#) in the Troubleshooting chapter for a complete checklist.

I forgot my password – what do I do?

Go to <https://platform.hometownlive.tv/login> and click **Forgot Password?** Enter your email address and click Submit. A password reset link will be sent to your inbox. If the email does not arrive in a few minutes, check your spam folder. Note that free content does not require a password — only PPV purchases require you to be logged in.

Can I watch events after they have ended?

Yes, if the school has made the recording available on demand. After a live event ends, the recording is typically available on the same event page for a period set by the school administrator. Not all events are archived — some are broadcast live only. Check the event page after it ends to see whether replay is available.

What browsers are supported?

HometownLive works on all current versions of Google Chrome, Mozilla Firefox, Microsoft Edge, and Safari. Chrome is recommended for the most consistent experience. Keep your browser updated — an outdated browser is the most common cause of video player issues.

How do I contact the school about an event?

Use the Contact Us form at

<https://platform.hometownlive.tv/page/contact-us> . Fill in your name, email, phone, subject, and message and click Submit. A school representative will respond by email. The Contact Us form reaches the school or organization running the platform — not HometownLive support directly.

For Admins

How do I add a new event?

In the admin panel, go to Admin → Events and click **Add Event**. Fill in the event title, genre, channel, start date and time, access type (Free or PPV), and any additional details. Set the status to Active when the event is ready to appear on the viewer site. See [Events](#) (Chapter 4) for a complete field reference and step-by-step guide.

How do I set up a channel?

Go to Admin → Live Channels and click **Add Channel**. Configure the channel name, category, thumbnail image, and RTMP stream settings. Copy the RTMP URL and Stream Key from the channel's edit page and enter them into your encoder (OBS, TKDS Streaming App, or hardware encoder). Set the channel status to Active. See [Live Channels](#) (Chapter 3) for a full setup walkthrough.

What is the difference between an Event and a TV Show?

An **Event** is a single broadcast — one game, one concert, one ceremony. It appears in the Events listing and has a single stream or recording. A **TV Show** is an episodic program organized into seasons and episodes — a recurring series like a weekly news show or sports wrap-up. If you are broadcasting something that happens once, use an Event. If you are producing a multi-episode series, use TV Shows. See [Events](#) (Chapter 4) and [TV Shows](#) (Chapter 5) for details.

How do I connect ScoreBird to show live scores?

First, enter your ScoreBird API Key in Settings → General Settings → `scorebirdapikey`. Then, when creating or editing an event, enable the **ScoreBird** checkbox and enter the **nest_id** for the connected ScoreBird NeST device. The scoring overlay will appear on the video player during the event when the ScoreBird device is online and scoring. See [Events](#) (Chapter 4) for the full ScoreBird configuration steps.

Can I password-protect content?

HometownLive does not support content passwords in the traditional sense, but you can restrict access using the **Paid** access type on events and channels. Setting an event to Paid requires viewers to purchase access before watching. Setting content to Inactive hides it entirely. For additional access control, subscription and PPV plans can be created in the Monetization section. See [Monetization](#) (Chapter 9) for plan configuration.

How do I enable the Roku app?

On each channel you want to make available on Roku, open the channel's edit page and enable the **Roku** checkbox. Upload a **Background Image** and **Banner Image** in the Roku TV Apps section — these are required by Roku for the channel listing. The Roku channel itself must be set up during initial platform provisioning by HometownLive. Contact HometownLive support at [SUPPORT CONTACT] if the Roku channel has not been published. See [Troubleshooting](#) for Roku-specific issues.

How do I disable a feature from the viewer navigation?

Go to Settings → Menu and toggle Off the menu item you want to hide. For example, to remove the Blog from the navigation, set the **Blog** toggle to Off. Disabling a menu item removes the navigation link immediately but does not delete any content. Re-enable the toggle at any time to restore access. See [Settings](#) (Chapter 12) for the full menu configuration reference.

Can I have multiple admins?

Yes. Admin accounts are provisioned by HometownLive. Contact HometownLive support at [SUPPORT CONTACT] to request additional admin accounts for your team. The Users section in the admin panel (Admin → Users) also shows registered viewer accounts, but admin access must be granted by HometownLive directly rather than promoted from a viewer account. See [Users and Plans](#) (Chapter 8) for the user management overview.

How do I export user data?

Viewer account information is accessible in Admin → Users. Use the table controls to filter and browse registered accounts. For bulk data export, contact HometownLive support — the platform may support CSV export depending on your plan. If you need user data for GDPR or privacy compliance purposes, document this requirement when requesting your export.

How do I configure payment processing?

Payment processing is configured during initial platform setup as part of the HometownLive provisioning process. Contact HometownLive support at [SUPPORT CONTACT] to configure your payment gateway. Once configured, PPV pricing and subscription plans are managed in Admin → Monetization. See [Monetization](#) (Chapter 9) for plan and pricing configuration.

How do I put the site in maintenance mode?

Go to Settings → Site Maintenance and click **On** for Maintenance Mode. Before enabling, enter a **Title** and **Description** so viewers see a helpful message, and note your **Maintenance Secret** so you can bypass the maintenance page as an admin. To disable maintenance mode, return to the same page and click **Off**. See [Site Maintenance](#) in the Settings chapter and [Maintenance Mode Was Accidentally Enabled](#) in the Troubleshooting chapter for complete details.

Warning: Enabling Maintenance Mode immediately blocks all viewer access. Do not enable it during an active broadcast unless you intend to stop the stream.

How do I add a streaming app to the Tools section?

Go to Admin → Tools and click **Add Tool** (or the equivalent Add button for your item type). Select the category (App, File, Link, or Article), enter the title, and provide the URL or upload the file. Set the status to Active to make it visible to admins in the Tools section. Tools are visible only in the admin panel — use them to distribute download links and setup guides to your streaming team.

What is the PiPELiNE service?

PiPELiNE is a HometownLive managed streaming service that provides a complete production and delivery pipeline for organizations that do not have their own streaming hardware or technical staff. Rather than setting up and managing your own encoder, PiPELiNE handles the ingest, transcoding, and delivery of your content. Contact HometownLive at [\[SUPPORT CONTACT\]](#) for pricing and availability details. If your organization is already using PiPELiNE, the channel stream URLs and keys are pre-configured as part of the service — contact HometownLive support for your specific stream credentials.