

asu live

In this wired age, in order to secure alumni support, retain passionate staff and lure a talented student body, universities must provide much more than brick and mortar classrooms. Today's learning institutions must provide opportunities to connect thought leaders, world leaders and leaders of tomorrow together and in real-time; an interactive digital campus, which encompasses the entire globe. Ustream's live video streaming technology provides these opportunities for forward thinking educators to deliver knowledge, opinions and the spirit of inquiry to a world-wide community of learners.



An independent college of Arizona State University, The Walter Cronkite School of Journalism and Mass Communication is a nationally recognized professional program that prepares students for careers in media. The program utilizes the advantages of online technology offered by Ustream to both control costs and enhance learning – connecting the campus with the world via ASU Live, by creating and delivering live and video on demand content. This cost effectiveness, ease of use and reliability benefit administrators, students, staff and the online environment at-large.

After demand for seats far exceeded supply for a commencement speech delivered by President Barack Obama's in 2009, ASU Live (formerly known as ASUtv) took the occasion as an opportunity to give live video streaming a try. It was a smart move, as Jim Salisbury, ASU Live Station Manager explains, **“We aired [the speech] on Ustream in addition to airing it on cable in the Phoenix area and it went viral and we ended up with about 25,000 viewers.”**

Since that historic day for the University, ASU Live has continued to utilize Ustream's scalable and robust platform to connect the campus with scholars around the planet.

“Ustream is a great tool for the University to reach into people's homes . . . We're trying to be a whole new ideal in education and Ustream allows us to reach people around the world, not only in their homes, but on their mobile devices wherever they might be.”

Salisbury continues to be pleasantly surprised by the global span of people viewing the ASU Live channel, **“What surprised me about Ustream was our ability to reach around the world, and using the metrics, I have seen that people are watching our programs from 60-70 countries at any given time during a major broadcast.”**

Aside from simply broadcasting live and recorded University events, classes, commencements and more, ASU Live utilizes the Ustream platform as a cornerstone of the very foundation of learning and inquiry – to encourage conversation, discussion and debate. Says Salisbury, **“These live events have also helped us to engage with students through the chat [functions] . . . they're able to talk back and forth during these live events [and] start some lively debates . . . [viewers] engage each other in social media and on the chat and social stream that Ustream provides.”**

ASU Live also maximizes its reach through the use of Ustream's proprietary Live Playlist feature to schedule 24/7 programming. **“If [viewers] tune in at the middle of a program, they can look at the schedule and find out when it's going to air again, they can look at the schedule and find out when we're going to have live broadcasts and what's coming up within the next week.”**

Ustream is used globally by thousands of learning institutions. Whether streaming live lectures, announcing scientific discoveries, sharing sports or events, Ustream makes it possible for students, alumni, faculty and interested parties around the world to engage with your content in real-time, on any device. **“It helps us accomplish our mission of reaching a wide audience. ASU Live on Ustream helps us reach audiences we'd never thought we'd be able to reach before.”**