Case Study: Georgetown University

As one of the world’s leading academic and research institutions, Georgetown University has a legacy of hosting notable speakers. Though their content was remarkable, their viewership wasn’t — that is, until the University began broadcasting on Ustream.

Rob Mathis, Social Media Director, had been capturing the University’s high profile speakers on video, and making that content available on the college’s website. But after an appearance by international superstar and U2 frontman Bono in December drew a disappointing audience of only around 5,000, Mathis explains he then thought, “Well, if we’re going to put all this work into it, we should have a way to get it in front of as many people as possible. We threw the question out to the social media community – and the answer came back ‘Ustream’.”

Over 160,000 people watched.

“Going from 5,000 viewers to 160,000 — well, that’s just an astronomical difference,” — says Mathis.

For the producers of Georgetown Live, success is measured as it is in most learning institutions: by the bottom line and the clear demonstration of smart allocation of resources.

“...You have to ask ‘is it worth it? At a recent Board meeting we used Ustream in our presentation. We were able to show how we went from 2,000 viewers to a quarter of a million views within 6 weeks.”

“...the audience is engaging with the message. Its good for the brand when the public sees that Georgetown is providing these great speakers; being tech savvy builds credibility with students and it’s also another way the alumni can still feel connected with the University.”

Maximized engagement and exposure, that’s what Ustream did for Georgetown — how can Ustream lend their expertise to your educational community? Open the conversation today.

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