Case Study

"We work with Ustream to plan our events. Each one is unique and has its own challenges, but I'm able to pick up the phone or Skype and talk to the Ustream folks and ask, 'What are the best settings?' 'What's the best way to do this?' If we were working with a company that just provided the bandwidth, we wouldn't have that additional support."

Under such formidable circumstances, TechCrunch simply can't gamble with an unreliable or spotty live video platform. Says Orlin, "Using Ustream, we're able to get our viewers right into the places they can't see." To grant their audience this access, TechCrunch depends upon Ustream's stable, robust technology to perform and deliver — even on the fly.

TechCrunch also takes advantage of the full array of additional Ustream features, such as video on demand and fully integrated social stream to deliver top value to its readers. "Archived on-demand clips mean there's always video in the channel to be seen, and with the social chat [viewers] can be winning prizes or asking questions. We give [events] a Twitter hashtag and using Ustream's chat module we can pick up the tweets and know what's happening."

TechCrunch is also storming ahead of their competition by utilizing Ustream's latest innovation: Live Playlists, which offers a way to bring synergy to otherwise static events. "For example, we have some conferences coming up in Europe and Asia and the time difference makes that a problem. Having the ability to play those conferences during the day here in the U.S. adds interactivity."

"Doing live video is really a great value. We put a live player on our homepage so everyone coming to TechCrunch can see the live element, [viewers] don't know what's going to happen — people want to watch it and hear it for the first time live."

"We use Ustream to make live happen."