



TERADEK EXPANDS AUDIENCE REACH AND MEASURES CONTENT EFFECTIVENESS WITH USTREAM

“LiveAd is a phenomenal way to drive traffic to your live broadcast and provides a fantastic mechanism to gather data on how successful your content is. I wholly recommend it to any live production looking to expand their reach online... LiveAd increased our viewership by more than 600% in just 24 hours.” Michael Gailing, Director of Marketing, Teradek

Goals

Increase visibility

and measure how viewers identify with new content

Measure audience

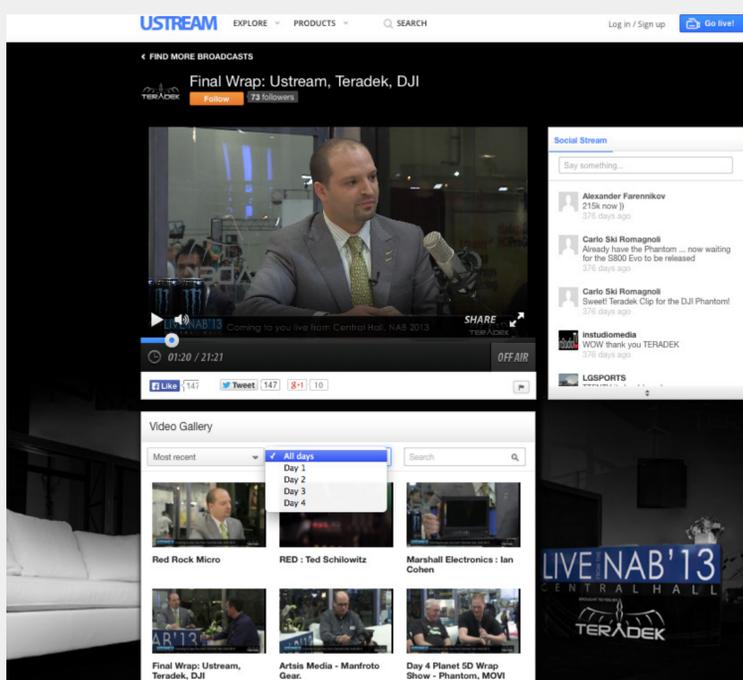
engagement time & length of viewership

Showcase new products

and content to a wider audience

Ustream Tool Kit

- LiveAd
- Live Spanish Closed Captions
- Analytics console
- Custom video gallery



Success Metrics

- LiveAd helped boost Teradek's viewership 600% in 24 hours
- Teradek's 2014 broadcast drew 52% more total viewers than in 2013
- Viewers were more engaged this time around, tuning in 145% longer on average

Overview

Teradek decided to take a new approach for their 2014 show, as they were looking to offer more in-depth, well-rounded coverage for their audience. They built an elaborate set on the NAB floor, brought in Emmy Award-winner, Michael Artsis, to host the show, and lined up dozens of interviews with executives in the broadcasting space. They had a wealth of content planned but needed to make sure they had an engaged audience watching.

Challenge

In 2014, Teradek decided to change their content to offer their audience a more in-depth and well-rounded approach to report the events taking place at NAB. In an effort to test this new content, they wanted to measure how many viewers would watch the show and for how long. They already had a core base of followers, but wanted to expand viewership to see how well the average viewer would identify with their new content.

Strategy

Ustream customized a solution for Teradek, combining live video with LiveAd, live Spanish Closed Captions, and a custom video gallery.

Reach a Larger, Targeted Audience

LiveAd fuses the precision and targeting capabilities of display advertising with streaming video's ability to share live experiences, within standard display ad units. Teradek was able to reach a wider audience across multiple websites using LiveAd.

Get Viewers More Engaged

Ustream's closed caption support provided Spanish subtitles, enabling more viewers to freely communicate with Teradek and other viewers across social channels.

Learn from Real-Time Analytics

Real-time analytics helped Teradek analyze viewer engagement, concurrent viewership, and sources during and post-event.

Results

“We now have a better idea of how different kinds of content performed during our live show. By utilizing Ustream's metrics, we now know which segments we need to work on and which were runaway successes. If we didn't use LiveAd, we would have largely received data from our core audience, something we already had plenty of.” - Michael Gailing