

Content Highlights:

Chile Earthquake and Hawaii Tsunami Watch: February 2010

- Ustream live footage from the ground in Chile and Hawaii emerges before any major TV networks are able to get live feeds; CNN and major networks use Ustream coverage in their newscasts
- Dozens of live Ustream feeds are viewed by more than 4.3 million, making it one of Ustream's largest days ever

Carl's Jr Hosts Live Webchat with Kim Kardashian: January 2010

- Working with Carls Jr, Ustream powers a live chat with celebrity Kim Kardashian as part of the company's launch of a new salad line
- Broadcast embedded on Carl's Jr and Kim's Facebook fan pages
- More than 80,000 viewers tune into the live webcast

American Music Awards Red Carpet Pre-Show: November 2009

- Dick Clark Productions partners with Ustream to deliver a first-of-a-kind hosted red carpet pre-show for one of the music industry's biggest events
- More than 2 million uniques and 3.3 million total viewers tune into the event
- ABC's viewership of the AMAs increased by 2 million over 2008's broadcast

Michael Jackson's This Is It Red Carpet Premiere: October 2009

- Sony Pictures partners with Ustream for the worldwide premiere of one of the largest movie events of 2009
- Broadcast in six different languages simultaneously, the 90-minute broadcast generated more than 1.8 million total views

Jonas Brothers Live Webcast to Celebrate the Release of "Lines, Vines, and Trying Times": May/June 2009

- 1.5 million unique posts were made via Facebook live feed
- 23K average posts per minute
- More than 100K users joined the chat after seeing their friends' comments on FB
- 974K total unique viewers watched the 1-hour webcast

Republican National Convention Live Stream: August 2008

- First ever RNC to be broadcast live on the internet
- More than 7 million viewers tuned in to watch live and recorded highlights
- Total unique live viewers over the duration of the convention: 1,593,000
- Stream was distributed through Google News and news sites around the web

Michael Jackson Memorial Service Coverage: July 2009

- Biggest traffic event in Ustream history
- Nearly 4.6 million total streams, including the breaking news feed from partner CBSNews.com
- 1.6 million unique viewers from around the world
- 12,000 chat messages sent per minute
- More than 3,000 tweets sent mentioning @cbsnews, the majority of which were from Ustream
- Ustream was the only place to view the funeral on the iPhone via the Ustream Viewing Application

President Obama's Inauguration: January 2009

- Ustream powered more than 3.8 million streams during the event
- 400,000 simultaneous viewers watching during the oath and speech
- Ustream was the only place you could watch on the iPhone using the Ustream Viewing Application

Shiba Inu Puppy Cam: October 2008

- Viewed by more than 10 million people worldwide
- One of 2008's top 10 Viral Web Videos
- Over 900 viewer years, making it the most watched web video ever according to MSNBC

Obama Yard Sign: September 2008

- Live stream of an Obama campaign sign that had been repeatedly stolen off of a Portland, Oregon family's front lawn
- Over 300,000 people tuned in to take turns keeping watch over the sign, and they watched for over 100,000 viewing hours

TechCrunch50: September 2009 & 2008

- Delivered video of all TechCrunch50 presenting companies
- Stream was integrated with a chat room and Social Stream to provide viewers with an opportunity to react and respond in real time
- Enabled recorded videos of each presentation after each event
- 2009 stream provided more than 55,000 viewer hours, and nearly 100K unique viewers (two-day event)
- 2008 stream resulted in over 70,000 viewer hours, and nearly 100K unique viewers (three-day event)

Miss Teen USA: July 2009

- The first time The Miss Universe Organization allowed a pageant to be streamed online to a worldwide audience
- Nearly 20,000 unique viewers tuned in to the event, resulting in over 15,000 viewer hours

Notable Partnerships:

CBS News Partners with Ustream to bring Live Coverage of News Events: June 2009

- CBS live streams all of its Evening News broadcasts and breaking news events, including Presidential Press Conferences, Keynotes, congressional hearings, and other political content on Ustream
- Ustream linked on CBSnews.com's website

Ustream on Facebook Program Expands Live Video to Social Networks: June 2009

- Allows artists, companies, brands, politicians and organizations to provide live streaming video on their Facebook Profiles and engage fans
- Ustream is Facebook's preferred partner for live events
- Miley Cyrus, Jonas Brothers, Duke University, Ashton Kutcher and dozens of others have Ustream on Facebook applications

Ustream Gains Access to Exclusive Tech Crunch Content: May 2009

- Tech Crunch uses Ustream to stream live from their offices daily
- Every major Techcrunch event, including TechCrunch50 and CrunchUp, is broadcast live on Ustream to a worldwide audience

Ustream Partners with Ashton Kutcher's Katalyst Media: April 2009

- Combining Katalyst's innovative content and Ustream's technology offerings to bring live, interactive and original programming to online audiences worldwide
- Brought Punk'd-like content to a live audience, including Ashton Kutcher's "Ding-Dong Ditch" event

Awards:

- Fast Company "Most Innovative Companies" in Web category, 2010
- 2009 People's Voice Award Winner in the Viral category for The Shiba Inu Live Puppy Cam
- Red Herring 100 Winner for Internet & Services, 2009
- Summit at Stanford A0250 Global Winner, 2008
- PC Magazine Editors' Choice, 2008
- On Hollywood Top 100 Private Companies, 2009
- On Hollywood Top 100 Private Companies, 2008
- On Hollywood 100 Rookie of the Year, 2008
- Webware 100 Editor's Choice, 2008
- Webware 100 Editor's Choice, 2007