

## theStream.tv

### Location:

Hollywood, California

### Challenges:

- Expand capabilities to deliver live video from on-location
- Need a versatile, mobile streaming solution that doesn't require a hard Internet connection

### Benefits:

- Portable solution transmits video from practically any location
- Simple operation for photographers with little to no training
- Compatible with any CDN, easily fitting into video streaming workflow

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– Susan Wrenn, CEO, theStream.tv

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*Hollywood Production Studio Turns to TVU for Live Online Streaming Video From On-Location*

A pioneer in innovative online video media, theStream.tv creates and distributes both live and on-demand interactive entertainment via its Web site, YouTube, and other online video streaming platforms. Broadcasting from its state-of-the-art studios in Hollywood, theStream.tv produces more than 30 regularly scheduled online programs covering a wide range of subjects including television and film, healthy lifestyles, sports and technology.

### Challenge:

As a Web-centric media company fighting for viewership in an ultra-competitive space, theStream.tv has grown its substantial audience by focusing on creating entertainment with a youthful energy and frame of reference. In order to better serve its target audience, the company made a strategic decision to focus on airing a greater amount of live programming that was tied to events that are important to their target audience. To accomplish this goal, theStream.tv needed to augment its live capabilities with portable, mobile solution capable of delivering live video from on location.

"We have a production facility in Hollywood that enables us to produce content that rivals what you see from over the air broadcasters. However, we were tethered to the studio if we wanted to go live, which limited us in some of the shows we wanted to do. Often times going live from on location meant a costly or a complicated setup for our camera crews and it just wasn't worth it," said Susan Wrenn, CEO and managing partner, theStream.tv.

### Solution:

To expand its ability to go live from beyond its studio walls, theStream.tv turned to TVUPack mobile IP broadcasting solutions. With its ability to stream HD-quality video over multiple cellular, Wifi, and Ethernet connections combined with its simple operation, TVUPack gave theStream.tv a powerful and flexible tool to go live from on location.

"The TVUPack was an intriguing solution to us because we needed a video streaming solution that was portable and, perhaps of greater significance, reliable - and would let us go live from anywhere, regardless of whether or not we had access to a hard wired Internet connection," explained Wrenn.

According to Wrenn, TVUPack has been a useful tool in allowing theStream.tv to meet its objectives and grow its audience. "We can now be live and on location every day. We can share the events that our viewers wish they could attend, and TVUPack has allowed us to do that. The TVUPack has been a game changer for us. Not only has it allowed us to go live more frequently, but we are also able to be more creative in the types of content we are able to show our viewers. With TVUPack, the sky is the limit," she explained.

### **Benefits:**

Because of its portability and ease of use, TVUPack has been a valuable addition to theStream.tv's production workflow.

"It was imperative that our live streaming solution would be easy to use. We didn't want to run into a situation where our cameramen or switchers were put in a position where they would need a lot of training or would need to spend a lot of effort configuring the technology," said Wrenn. "The TVUPack has been a perfect solution for us in that regard. It's so easy for our crew to use. They plug in the camera, push the button and we have live video. And the 24/7 support is superb."

With TVUPack, theStream has been able to expand its live capabilities and cover more live events that are pertinent to its audience. For example, theStream.TV was able to put the TVUPack to the test during a recent red carpet movie premiere at the famed TCL Chinese Theatre in Hollywood. Partnering with the AMC movie theatre chain, the channel ran a three-hour live show to cover the event that featured a combination of studio hosts, pre-recorded content and frequent live interviews with the film's stars directly from the red carpet via the TVUPack.

"We were thrilled with the TVUPack's performance at the red carpet event. As we planned the production, we knew we needed a solution that would not only give us an HD picture, but would be able to perform with minimal delay," said Wrenn. "The picture quality amazing, and the pack's portability let us get in and capture the action on the red carpet in a way that we never would have been able to do before. More importantly, our partner AMC was very happy with the final product."

With TVUPack, theStream.TV plans to expand its live coverage of large public events, including film and music festivals and conventions. "We finally have a trustworthy solution that will let us go live from any location we need. With TVU, we have big plans in the future to be able to cover these exciting events in new and unique ways," said Wrenn.