

C-SPAN SELECTS LIVESTREAM PREMIUM TO POWER ITS LIVE SOTOMAYOR CONFIRMATION HEARING COVERAGE



636 Broadway, 3rd Floor
New York, NY 10012

Phone: +1 (646) 602 2080
Fax: +1 (646) 602 2083

PAGE 1 OF 1

NEW YORK, (JULY 15, 2009): C-SPAN has announced that it is using the live video streaming service from Livestream to provide real-time coverage of the Judge Sotomayor confirmation hearings this week.

C-SPAN is offering four-camera, live coverage from the venue, allowing each viewer to select his or her own view (www.c-span.org/Supreme-Court-Sotomayor-Senate-Confirmation-Hearings.aspx). The multi-channel player with refreshing live thumbnails of the streams was developed in two days using the power of the soon-to-be-launched Livestream Player API (application programming interface).

"Using the Livestream Platform enabled us to develop and launch this project in just a few days," said Stephen Harkness, C-SPAN Director of New Media. "It also allows us to reach the maximum number of viewers through its scalability and Flash-based player which requires no download to view the live stream."

C-SPAN has previously used Livestream to cover the 2008 presidential election, broadcasting debates through C-SPAN's "Debate Cam," and other election-related events. The network also provided viewers with one of the most in-depth offerings of live online coverage of Inauguration Day.



ABOUT LIVESTREAM

Livestream (www.livestream.com - formerly Mogulus) provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. Founded in 2007, the company is based in New York and includes Gannett Co. as a minority shareholder and investor. Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-supported) and Premium (ad-free, whitelabel, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects.