LiveU Solo is The Huffington Post's Go-To 'Plug and Play' Solution for Live Streaming to Facebook Live

The Situation

Video content has become a major trend for organizations, brands and influencers alike. As more and more people are choosing to not only tell people about a service or product but show them, brands are now able to maximize their audience engagement efforts.

According to Cisco, by 2017, video will account for 69% of all consumer internet traffic. With numbers on the rise, social media platforms have emerged like Periscope and Meerkat to connect influencers and brands alike to their audiences through live streaming. With the added values of authenticity and trust that live broadcast streaming brings, organizations recognize that online video is where informative content meets entertainment.

Breaking into live social streaming, Facebook recently introduced its 'Facebook Live' feature that connects its audience to live streaming content. This has brought live streaming to the forefront. The Huffington Post, a leading global source of breaking news, opinion, entertainment and community and an early adopter of live streaming technology, is utilizing LiveU's new 'plug-and-play' encoder, LiveU Solo to continuously deliver broadcast-quality HD live video via Facebook Live.

Why?

To expand its online presence and increase audience engagement on Facebook.

The Solution

Optimized for online video performance, Solo delivers the rock-solid video streams LiveU is known for by using LiveU Reliable Transport (LRT™) protocol's integral adaptive bit rate and forward error correction technology. LiveU Solo connects automatically to Facebook Live, Wowza Streaming Cloud™, as well as other popular CDNs, OVPs and YouTube Live, making live video simple. Solo can be managed and controlled remotely via a web interface or smartphone.

Results

"At The Huffington Post, we're eager to deliver live streaming to our Facebook audience and have already increased production by seven times in the last month," said Patrick McMenamin,

Supervising Producer at The Huffington Post in a recent press release. "LiveU Solo has helped us become one of the first outlets to stream high-definition video direct to Facebook."

Whether someone is tuning in to The Huffington Post's popular Game of Thrones after-show chat, primary campaign coverage, or a high-profile interview, the organization heavily relies on LiveU Solo to deliver the content to Facebook Live.

"The Solo encoder is perfect for the 'one man band.' We can send a reporter out with a cameraman and share compelling live content with our online and mobile audiences," said Dennis Scarna, Senior Manager, Live Stream Operations at AOL/The Huffington Post in a statement.

As many social media platforms start to allow influencers, brands and individuals to upload videos and utilize live streaming services, they realize that connectivity is just as important as content. With LiveU Solo, organizations don't have to sacrifice one for the other to reach their target audience on social media platforms. Take The Huffington Post's word, or rather watch, firsthand how live broadcast streaming can enhance an organization's digital presence and be enjoyed by all.

About LiveU Solo

Bring live sports, music or any other event to the web, and captivate your audience, private or public, Solo fits all. It is easy-to-use, intuitive and platform-agnostic – compatible with YouTube Live, Facebook, Wowza Streaming Cloud and other popular CDNs and OVPs. The choice is yours.

Product Highlights:

- All-in-one solution – a hardware device that's got it all. HDMI connector, SDI connector, internal battery and screen all inside a durable case.

- Versatility – use Solo with a compact camera or a shoulder mount. Just attach it to your camera or strap it to your belt.

- End-to-end solution – a complete live streaming solution, our web and mobile friendly management interface helps you to connect to your favorite online destination every time.

- Bonding – we've now made bonding available for everyone. Connect two cellular net cards with SIM cards and we will bond them together to create a single fat connection to meet all your needs.