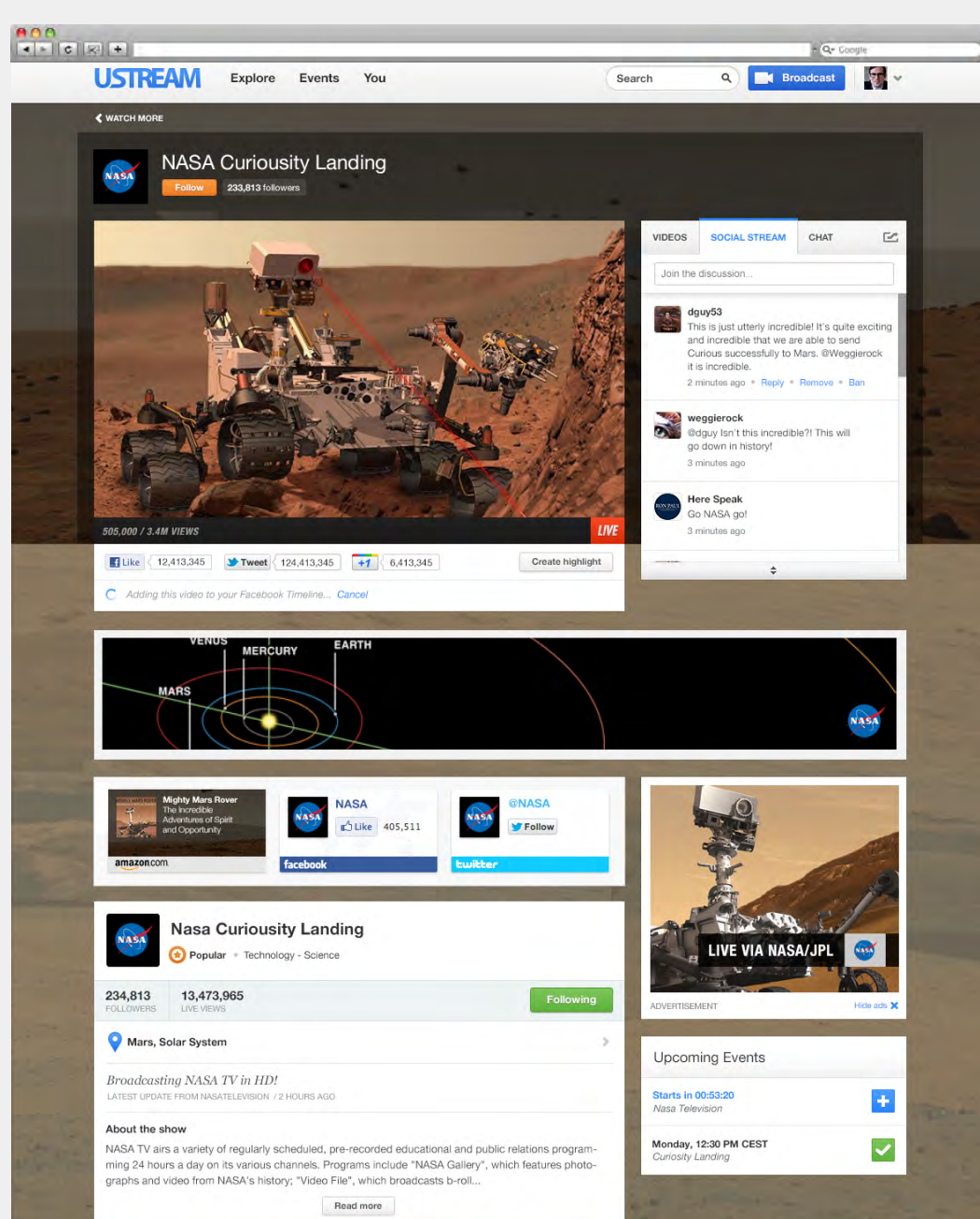




Among the many discoveries made by NASA's Jet Propulsion Laboratory, there's one in particular that's relied upon to serve as the foundation for a strong community of space enthusiasts — Ustream.

Using Ustream's easy, reliable live streaming platform, NASA JPL invites the public to watch live and chat about everything from Mars rovers to asteroids and black holes to cool cosmic discoveries, capturing the imaginations (and attention) of millions of viewers, worldwide. On Aug. 5, 2012 millions watched live on Ustream as NASA's Curiosity rover touched down on the Red Planet. The success of this broadcast helped lead to the earthlings behind NASA JPL's Ustream account landing the coveted 2013 South by Southwest (SXSW) Interactive Award for best social media campaign.



NASA JPL has been relying upon Ustream's robust, scalable platform since January 2009. **"We were starting a program to engage the public with scientists and engineers, and knew people around the world wanted to watch,"** says Veronica McGregor, NASA JPL news and social media manager.

Looking back on that first Ustream broadcast, McGregor says, **"I have a saved tweet from a viewer of that initial event that says 'This is going remarkably well.' Reviews like that made us realize we needed to continue on and do more."** Since then, the relationship has blossomed, with the agency's three Ustream channels broadcasting everything from a monthly lecture series and annual open house, to the groundbreaking live feed of the Mars Curiosity landing.

"For us, it's about building community and getting people excited." With the reach of Ustream's Facebook and Twitter integrated social stream and the portable viewing capability of its iPhone and Android mobile apps, **" . . . people can ask NASA a question and the whole world sees the answer. Watching our numbers grow has been amazing."**

In fact, in February of 2013, NASA and Ustream shattered all existing live streaming records with the broadcast of asteroid DA14 near-earth flyby — bringing in a peak audience of 1.4 million concurrent viewers. With traffic like this, platform stability and dependability was the key to success. **"Knowing Ustream would not go down was crucial."** Over the course of the event, the NASA channels received a total of 6 million views. **"It was an amazing collaboration,"** continues McGregor. **"We had a great idea about what we could do, but in order to make it happen, we needed something both simple and reliable."**

And the very down-to-earth bottom line for the agency that reaches for the stars? **"Ustream allows us to put our content where the public is."** To reach (and grow) your own audience, visit www.ustream.tv today.

