

## Livestream Launches the First Flat Rate, Premium Live Video Service with Unlimited Viewership, Storage and Embedding at Disruptive Price Point

**NEW YORK, NY – 10/16/2012** – Today Livestream ([Livestream.com](http://Livestream.com)), the market leader for live event coverage, announced a new [Premium Plan](#) that includes unlimited bandwidth, storage and an embeddable video player with no overages for brands, producers and event owners, all for an industry low of \$399/month. This all-encompassing model marks a true departure from industry offerings, which typically charge a base fee in addition to a cost per viewer hours, or GigaBytes (GB) streamed. Livestream's innovative and disruptive pricing model eliminates high costs and solves a big problem in live video: brands and producers are no longer punished for the success of their event.

*"In our quest to bring every event live online, we are debuting the industry's first unlimited premium streaming plan, making it easy and cost effective for brands and businesses of any size to connect people with their events on Livestream and any website of their choosing with our embedded video player,"* said Max Haot, CEO and Co-founder. *"We've streamlined our cost structure with a flat rate monthly plan, which allows anyone to broadcast events to the web with no hidden fees, variables or limits. We're disrupting our industry by differentiating our pricing model and eliminating a charge per viewer minutes – as a result, producers save thousands of unbudgeted dollars."*

The Livestream Premium Plan includes seven day a week phone support with Livestream's highly trained team available to troubleshoot specific problems before, during or after events. The all encompassing Premium Plan also includes a full suite of [Live Video Tools](#), [Live Blogging Tools](#), and the ability to use [Live Event Pages](#) on Livestream, Facebook, or any website.

Livestream's new, tiered pricing model allows flexibility to suit all live broadcasting needs. In addition to Livestream's Premium Plan, the company also offers an affordable \$49/month Basic Plan with unlimited event archiving and Free Plan that allows for unlimited ad-free streaming with a one month archive. For more details see Livestream's full listing of [plans and pricing](#).

### **About Livestream:**

Livestream's mission is to connect people and live events. Livestream offers event owners a complete set of hardware and software tools to share their events with a growing community online. More than 30 million viewers each month watch thousands of live events from customers including The New York Times, Facebook, ESPN, SpaceX and Warner Bros. Records. Founded in 2007, Livestream is headquartered in New York with offices in Los Angeles, Ukraine and India. [www.livestream.com](http://www.livestream.com).

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