



## Livestream Debuts on Roku Streaming Platform

With new Livestream channel, millions of Roku users can watch more than 75,000 live events a month

---

**NEW YORK, NY – September 4, 2013** – Livestream, today announced its launch on the Roku® streaming platform, enabling millions of viewers to access free live sports, news, web chats, red carpets, concerts and more directly on their televisions. Additionally, existing Livestream customers can now watch their favorite events on the big screen in HD with the purchase of a Roku streaming device for as little as \$49.99.

Event producers can now broadcast their events to millions of Roku viewers by streaming with Livestream’s hardware, free software or mobile app, without any further integration or app development

### **New features include:**

- Discover live and upcoming content from over 60 U.S. local news stations, the New York Times, Facebook, HBO, Associated Press, SpaceX, Warner Bros. Records, Marvel Comics, and watch annual events including Grammy and Oscar Red Carpets, Times Square Ball Drop, New York Fashion Week, TEDx talks, the Sundance Film Festival and the Clinton Global Initiative
- Watch live and archived HD video with adaptive bitrate to ensure the highest quality video streaming
- Search for and discover events from your favorite teams, artists, schools, businesses, red carpets, concerts, celebrities and more

“Roku was our first choice to bring Livestream from the second screen to the big screen,” said Max Haot, Co-founder and CEO, Livestream. “Their affordable and innovative streaming devices enable us to broaden our reach to millions of Roku users, getting us closer to our goal to democratize live video.”

In the past quarter, Livestream has more than doubled its audience on its award-winning platform

and has recently emerged as the largest live video platform by unique visitors in the US according to Compete.com. Visit [www.livestream.com](http://www.livestream.com) for more information on how to broadcast live events to the Livestream channel on Roku from a computer, mobile device or Livestream broadcasting products.

### **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).

### **Press Contact**

Christina DiRusso, PR Manager  
(646) 532-6622  
[christina.dirusso@livestream.com](mailto:christina.dirusso@livestream.com)