

Livestream Announces the World's First Free, Ad-Free Live Streaming Service

Now available with full suite of free producer tools for Mac, PC & iPhone

NEW YORK, NY – 9/18/2012 – Today, Livestream <http://www.livestream.com>, the market leader for live event coverage, announced full access to its suite of live video and live blogging tools. The suite includes encoding software for Mac and PC, ad-free event pages and mobile broadcasting to the web from the Livestream for Producers iPhone app <http://www.livestream.com/iPhone>. Unlike other streaming platforms, New.livestream.com is going ad-free and never imposes banner ads, pre-roll and mid-roll video that typically clutter and disrupt watching events on the web or via mobile devices.

“Everyone knows that videos wrapped with banners and pre-roll ruin the viewer experience, especially with live events where you can miss the moments that matter most. After looking at our ad-supported pages and player and realizing they looked like a MySpace page from five years ago, I knew we needed to do something to better our customers’ experience,” said Max Haot, Co-Founder and CEO. *“Building New Livestream from the ground up allowed us to think outside the box and provide free, ad-free, live streaming to anyone with a connection to the web.”*

The Livestream for Producers iPhone app features live video broadcasting to Livestream.com, the first free, ad-free event coverage platform. The app allows users to share their events in real-time on Livestream.com while simultaneously posting text updates, photos and video clips. The Livestream for Producers <http://livestream.com/Android> Android app is scheduled to release soon with full streaming capabilities.

With the new updates, users can share live video to an online audience for free from the palm of their hand. From a citizen journalist covering a rally or protest, to a mother sharing a wedding or birthday with family far away, to large conferences and music concerts, the power of Livestream is now at your fingertips.

Livestream’s unique engineering approach offers the highest performing live video when broadcasting over 3G via the Livestream for Producers iPhone app. Livestream’s video quality coupled with the ad-free plan provides the best user experience for any given connection. To prove it, Livestream tested the app against competing services in New York City’s Times Square. Watch it here <http://livestream.com/mobilecomparevideo>

Free broadcasting access is available today at livestream.com and offers unlimited streaming to the web with 30-days of event archiving with the Internet’s largest Livestreaming community. Additionally, Livestream offers an account upgrade for \$45/month, which removes viewer login requirements and offers unlimited archiving of event pages.

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, London, Ukraine and India. www.livestream.com.

Press Contact:

Livestream

Christina DiRusso, PR Manager

(646) 532-6622

christina.dirusso@livestream.com

Assets:

Images:

<http://cl.ly/0J2F1U2C1j1z>

Livestream for Producers iPhone App video embeddable link:

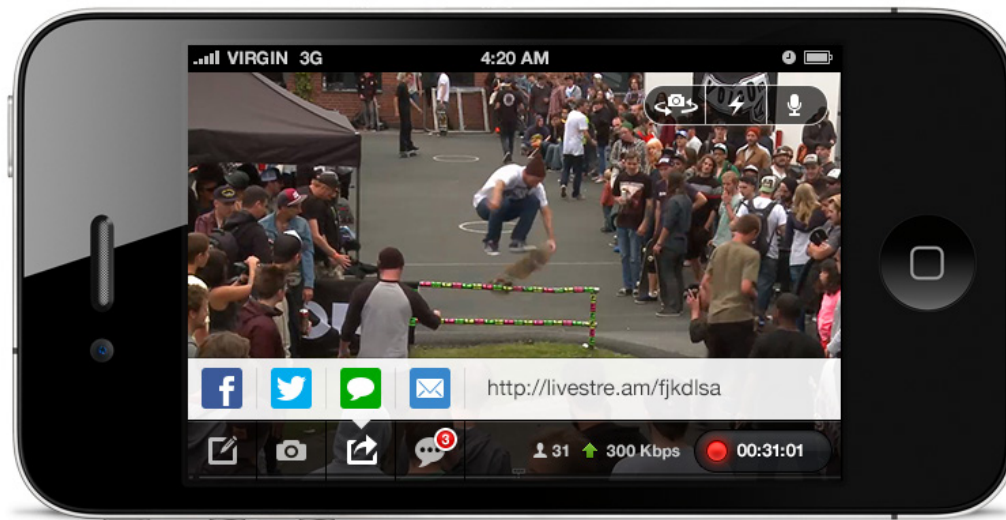
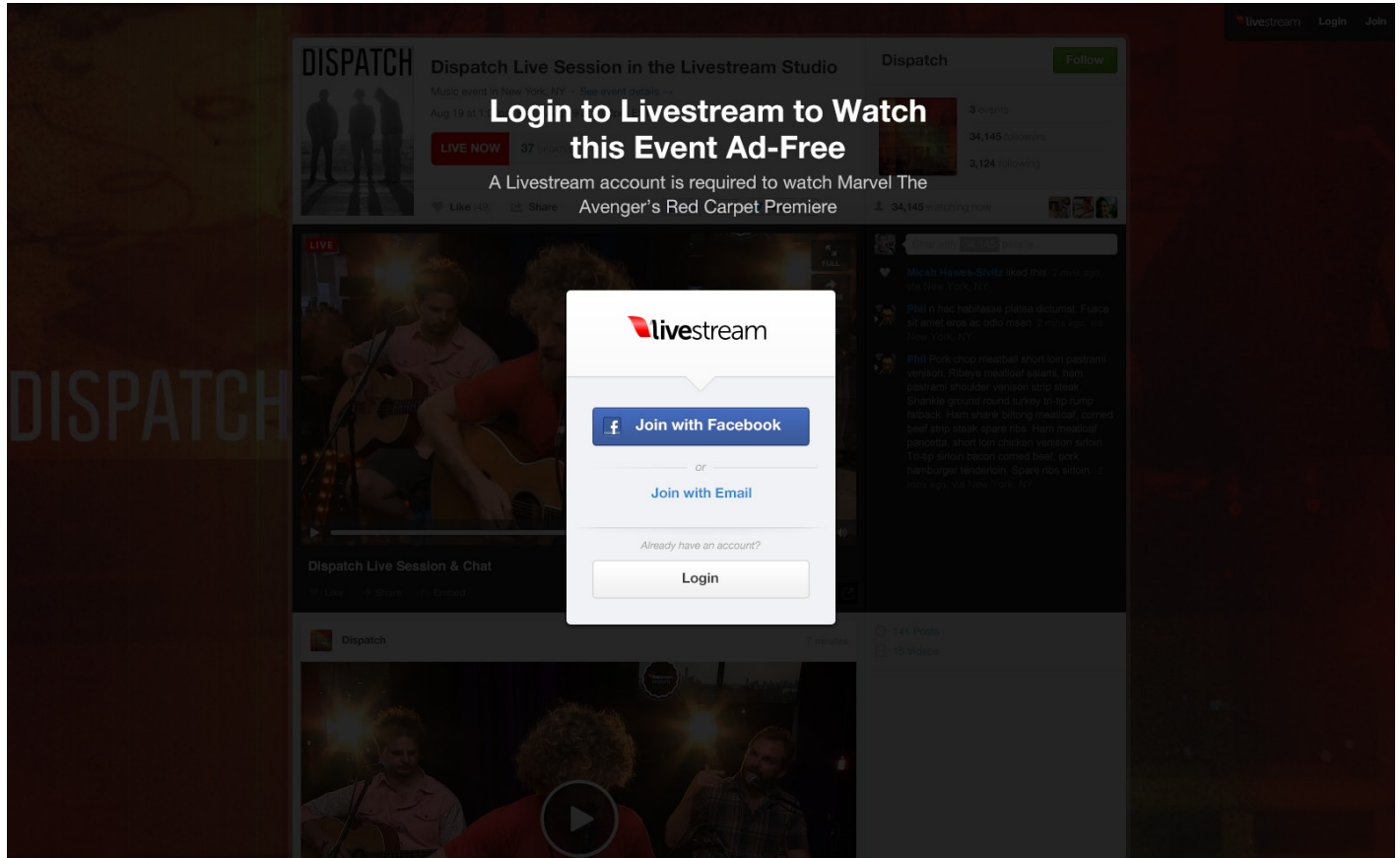
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&height=360&autoPlay=false&mute=false" width="640" height="360" frameborder="0" scrolling="no"></iframe>
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Livestream for Producers iPhone App video download:

http://cdn.livestream.com/pressrelease/MobileVid_Final_720p.mov

Livestream for Producers iPhone App video preview:

<http://cdn.livestream.com/demo/mobile>





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Profile

Design

Notification

Connected Accounts

Password

Billing & Support

Free Account

\$0/month

Current Plan


- ✓ Watch Events
- ✓ Create Events
- ✓ Post Photos, Videos, Text and Live Video
- ! 1 Month Event Archive
- ! Viewers can't watch unless logged in
- ! No Live Embeds (*new plan coming soon*)

Producer Account

\$45/month

Upgrade

- ✓ Watch Events
- ✓ Create Events
- ✓ Post Photos, Videos, Text and Live Video
- ✓ Unlimited Archive
- ✓ Viewers can watch without logging in
- ! No Live Embeds (*new plan coming soon*)

 [Learn more about Producer Accounts](#)

PAYMENT

You will be billed on June 3, 2012 → Visa ending in 2753 expires 04/01/16

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PROMO / COUPON / VOUCHER

3 months free voucher via Livestream Broadcaster purchase

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