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HOW THE CTA LIVE STREAMED MORE THAN 90 SESSIONS AT THE CES

 Dec 6, 2024

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The Consumer Technology Association (CTA)[™] is the trade association representing the U.S. consumer technology industry. Approximately 2,200 companies enjoy the benefits of its membership, which include policy advocacy, market research, technical education, industry promotion, standards development, and the fostering of business and strategic relationships.

CTA also owns and produces CES[®] — the world’s gathering place for all who thrive on the business of consumer technologies. CTA uses video content to enhance value for CES attendees, expand its reach to those unable to attend in person, and increase media coverage.

LACKLUSTER UX, DISJOINTED TECHNOLOGIES, AND THE UNMET NEEDS CREATED POSING CHALLENGES FOR CES LIVE STREAMING

CTA coordinates and manages a live stream of CES, which is un gated and attracts millions of viewers, and typically only live streams about one-third of the conference. This has posed three specific challenges stemming from its live stream efforts, affecting its overall viewing experience, but also its handling of archives and asset management.

The first challenge was the end-user platform, which was not designed for concurrent sessions and didn’t allow for customization of visual elements to enhance the viewing experience. Similarly, CTA’s video archives were hosted on a different platform than the live broadcast, which was another challenge.

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“

By having archives immediately available in the Brightcove library, we're able to do live clipping for social and live streaming.



...s enough leadership capabilities.

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ALICIA GOODMAN

SENIOR DIGITAL CONTENT MANAGER

“Archiving turned out to be problematic,” says Alicia Goodman, Senior Digital Content Manager for CTA. Goodman and her web team struggled with how to pass large files and get them cleaned and posted within a short period of time.

As a result, some archives weren’t posted for weeks after the show. And because content was hosted on two separate platforms, the live streaming platform and the video platform, viewers didn’t have a single clear place to watch or browse.

The third challenge, according to Goodman, was that data and analytics didn’t offer the insights they needed. “We couldn’t distinguish between an archival view,” she says. And because CTA’s archives were stored across multiple servers, it was difficult to view aggregated data.

BRIGHTCOVE GALLERY HELPS DRAW 2K VIEWS, 2K UNIQUE VISITORS

Goodman and her team identified the resources they needed to mitigate these challenges for future CES live streams. For the conference’s external audience, they determined that key imperatives to enhancing the user experience were a high-quality live stream programming, access to live stream recordings, a schedule of live stream recordings, and search options. For its internal audience, CTA would need to give partner companies the ability to download live stream archives, as a record of their participation.

Upon reviewing these needs, Goodman decided to create a separate portal for the conference website, using Brightcove Gallery, and designed a “streaming now” playlist for each stage’s sessions, and placeholder images for each streamed event to provide session information (title, date, and time of session) at a glance. And with

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ted a handful of password-protected, download-enabled
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GALLERY-POWERED WEB PORTAL HOSTS 90+ LIVE STREAM SESSIONS

For CES 2018, CTA rolled out the newly enhanced, Brightcove-powered web portal, which hosted more than 90 live streamed sessions across seven stages, including the keynote addresses. Prior to the event, CTA promoted the live stream via social media and email, while CES partners shared links and embedded the Brightcove Player on their respective sites and channels. And with the help of the Brightcove platform, Goodman was able to move CTA's entire video library and execute six days' worth of live stream sessions in just two

"We couldn't have been more excited with the speed at which we were able to migrate and transition our library," she says. "Having the Gallery as an out-of-the-box solution didn't have to involve our development team in that transition, was a huge benefit. But it also meant we didn't have to spend a lot of time on QA or troubleshooting problems on our own."

In addition, Goodman relied on Brightcove's Live Support team to make sure that live streams didn't experience any issues or outages, ensuring CES audience uninterrupted viewing.

"That really gave us peace of mind to have someone available to answer questions or troubleshoot if we did have any problems during these high-visibility events."

CES 2018 DRAWS HUNDREDS OF THOUSANDS OF VIEWS, EXPANDS AUDIENCE

Following the show, CTA's web team was able to access accurate, aggregated analytics. Goodman recorded hundreds of thousands view of live and archived video

"We were also able to verify that people who weren't event attendees were able to watch

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More important, CTA now has a single-location asset library that can be housed and subsequently repurposed for...

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