

## DaCast helps Cowhead TV stream live with full control.



<http://www.cowheadtv.com>

### Goals

- Flexible streaming system
- Lower cost service

### Challenges

- Avoiding third party driven setup
- Connecting with a global audience
- Not being locked into contracts

### DaCast Solution

- Completely automated system
- Worldwide server network
- Pay as you go bandwidth

### Results

- Up to the minute self-service
- Broadcasting content globally
- No contract or ongoing commitment



Through using DaCast's video streaming services, Cowhead TV provides live broadcasting worldwide from a self-service system that works with the last minute demands of live programming.

Cowhead TV is in the market of radio-video broadcasting. Sensing that today's users are moving away from traditional multimedia access points, and the general expense with doing traditional TV broadcasting, the company moved toward doing live streaming for their programming three years ago in 2009.

*“As far as choosing a streaming company, it's a no brainer: DaCast.”*

- Joseph DiSanto, Cowhead TV

### The Problem: Ownership without the contract

The internet, through making editing and other activities far easier, puts power in the hands of normal consumers. Because of this, content is king and a company can build a dedicated audience of their own. Seeing services like YouTube as giving away this potential, Cowhead TV is looking for a service without rigid contracts and that will let them build and cultivate their audience.

DaCast LLC – 950 Battery Street – San Francisco, CA 94111  
Copyright ©2012 DaCast LLC All Rights Reserved



## Case Study – Cowhead TV

### The Solution: Giving more, taking less

After using different streaming services, Cowhead TV ended up going with DaCast, being unrestricted without large commitments and able to do on the minute changes through the automated approach.

With DaCast's published pricing, Cowhead TV has peace of mind that the service will stay competitive. The Pay As You Go plan also gave them flexibility, with the no contract system being just what they were looking for.



### The Result: Udder control on the air

DaCast gives Cowhead TV utter control over their streaming. The automated approach of the service allows them to work on their schedule, making changes on the minute for instant, on the air results.

The added benefit of CDN delivery, where content is broadcast from a global server network, also lets Cowhead TV reach a geographically diverse audience while not having to work about delivery peaks or audience overload.

The great tracking system provided by DaCast, avoiding a system that mandates loading a CSV or using Excel to get the data they want, lets Cowhead TV also celebrate each broadcast by quickly being able to check their audience size and learning demographic data about their listeners.

← Live streaming Cowhead TV

*“DaCast is self-governing, easily manageable and you can buy bandwidth on the fly, on the minute... right there and right then.”*

### About DaCast:

DaCast is a Streaming as a Service™ video platform for more than 12,000 broadcasters. We specialize in providing professional video streaming services for all. We give businesses and video producers total control over their online video through a white label platform with built-in Pay Per View revenue capabilities.

The company is headquartered in San Francisco, California. To learn more about DaCast, visit us at [www.DaCast.com](http://www.DaCast.com) or contact us at 855-896-9300.

DaCast LLC – 950 Battery Street – San Francisco, CA 94111  
Copyright ©2012 DaCast LLC All Rights Reserved

