

BURST INSIDER

Mobile Video to TV Broadcasts, Digital Properties, Social Media, or In-Venue

Customer Quotes

"I think that citizen journalism will become a bigger part of news. I really like Burst as a next generation video journalism tool..."

David Kenny, Chairman/CEO of the Weather Company."

Recent Press

[Forbes Article](#) - The 2015 "Sleeper Ideas" List: Trends, Stocks, And Private Companies To Watch. Unlike a lot of prediction lists which show up at this time of year, this is the only "Sleeper Ideas" List for 2015. A sleeper idea is something that few people see coming ahead of time, but then later goes mainstream.

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Weather Channel: Crowdsourcing videos to the live tv broadcasts.

With Burst, the Weather Channel enables its millions of viewers to provide up-to-the-minute perspectives on major weather events as they happen. Viewers upload videos and Burst integrates that user-generated content (UGC) into the production workflow so they can be ready for broadcast within minutes.

The Dancing Weather Baby video, submitted by a family in KS, was aired during the recent storm Octavia and went viral. As of today it has over 30,000 shares and 4 million views on Facebook.

