

BURST INSIDER

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

Customer Quotes

Lee Rolontz, EVP Original Music Production, VH1 said that the "Burst platform helps provide a concert-goer's perspective of the program... creating another level of content that reflects all of the night's amazing musical performances."

Recent Press

[Forbes Article](#) - This year, concert-goers will have the opportunity to submit their own videos and photos—all taken at the show—to be seen by all those watching. Each and every fan in the audience will be able to enter their own clips, and select ones will be shown on live television and on all of the [VH1](#) digital properties.

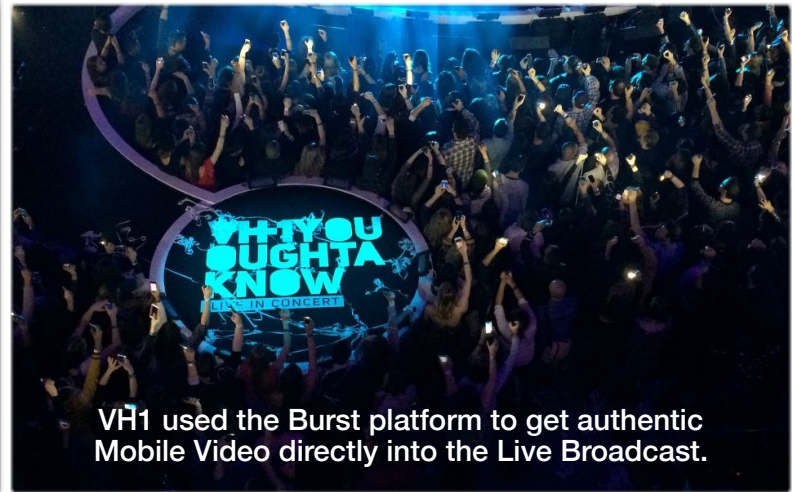
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VH1 used the Burst platform to get authentic Mobile Video directly into the Live Broadcast.

Behind the Scenes: The VH1 "You Oughta Know" Live TV Event

VH1 used Burst to quickly re-broadcast uploaded videos from their in-house production team so that their live national TV audience could experience a second screen feed from the "You Oughta Know" concert in near real-time. With Burst, each production team member (from intern to senior producer) could use just their cell phone to capture behind-the-scenes footage of the event as it was happening. Within minutes, the production studio had the content and was able to make it available for broadcast. VH1 was able to take the viewing audience backstage without the additional costs of an expensive production unit.

