

# Worldnow Case Study

## Live Streaming

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KKTV | [www.kktv.com](http://www.kktv.com)

### Background

- KKTV has historically fought for the number two position on-air in Colorado Springs
- Digitally, KKTV has always been the leader in their market

### Strategy

- KKTV's overall strategy is to be able to simultaneously provide their news on all platforms
- Maximize coverage of the Colorado wildfires online by streaming live coverage to strengthen online, mobile and on-air viewership
  - KKTV used social media to promote their live streaming coverage, especially on mobile
  - Gave many viewers a lifeline to their news as they were displaced from their homes

### Results

- Viewers loyal to other stations in market for many years have converted to KKTV viewers because of their live coverage
- Online and mobile coverage boost on-air ratings making KKTV number one during live streaming coverage
  - From 5 am to 5 pm from June 25-28, KKTV held number one position on-air all but 1.5 hours during four day period where they were number two (Rentrak June 2012)
- 845,840 total video clips viewed from June 25-June 28 (WebTrends June 2012)
  - Represented 69% of total video clips viewed for the entire month of June
- 539,799 mobile video clips viewed from June 25-June 28 (HLScast June 2012)
  - Represented 77% of total mobile video clips viewed for the entire month of June
- Web traffic increased 20% two weeks after live event ended
- Extended their reach globally as viewers tuned in to live streaming coverage while on vacation or those serving in the armed forces overseas



mobile live stream



Obama press conference/coverage



post-fire area