

City of Brisbane

Agenda Report

TO: Honorable Mayor and City Council

FROM: Caroline Cheung via Clay Holstine, City Manager

DATE: Meeting of January 17, 2012

SUBJECT: New Live Streaming Provider for Ch. 27

PURPOSE:

Provide an update to the Council and community of Ch. 27's new streaming features.

RECOMMENDATION:

For Council to receive staff's presentation and provide any feedback.

BACKGROUND:

Live streaming was first implemented on the City's website in August of 2009. The reason being, those who were not Comcast subscribers, or out of town, could still tune in to the channel to view live City Council meetings, as well as Planning Commission, Open Space and Ecology Committee, and Parks and Recreation Commission meetings. When live streaming was first implemented, Ch. 27 could only be viewed on a computer, with the browser open to the City's live streaming webpage located on the City's website at <http://brisbaneca.org/city-government/live-streaming>.

DISCUSSION:

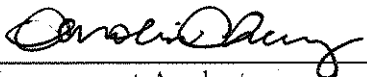
The new streaming provider enables multi-platform distribution, so the channel can be viewed now on iPhone and Android products, including tablets. The City has signed up for a Ustream Pro Broadcasting account, which includes 100 viewer hours per month. In the trial period from December 9 – January 8, the stream had 119 unique views for a total of 49.6 viewer hours. The channel can still be viewed on the City's website, or by searching "Brisbane, CA" after installing the free Ustream application on one's mobile device or tablet. The ability to watch Ch. 27 on mobile devices and tablets is being advertised to the community on the City's website, City newsletters, and Ch. 27 itself.

FISCAL IMPACT/FINANCING ISSUES:

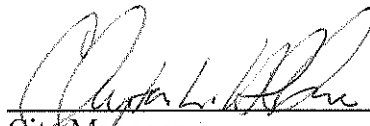
The Pro Broadcasting account costs \$99.00/mo., \$0.50 per additional viewer hour. The previous provider charged \$38/mo., but was going to change to a pay-as-you-go pricing model. The IT Manager, Ch. 27 Station General Manager, and the City's website developer felt Ustream was the more economical and better choice in the long run.

MEASURE OF SUCCESS:

For more viewers tuning in to the channel by way of live streaming, closer to the 100 allotted viewer hours per month.



Management Analyst



City Manager

ATTACHMENTS:

None.