CASE STUDY

The Great American Total Solar Eclipse

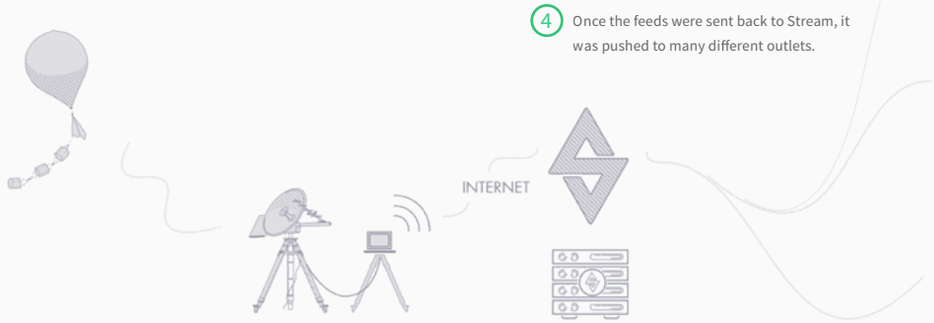
In August 2017, Stream worked with the NASA Grant Program to launch 55 weather balloons that would float up to the atmosphere to live stream and record the curvature of the earth while the sun and moon cross paths during the Solar Eclipse.

The Challenge

NASA needed a solution that would allow their balloons to livestream the event uninterrupted and in high quality to multiple media endpoints. Each weather balloon had a payload attached below including tracking devices, transmitters, and raspberry pi cameras inside. The ground station for each team had a satellite and computer to talk to the balloon as it rises high into the atmosphere.

THE BALLOON TO STREAM PROCESS

1. NASA Grant Program created a strong payload to hang below the weather balloons, allowing for technology to stay safe and dry inside.



4. Once the feeds were sent back to Stream, it was pushed to many different outlets.

2. Stream created an FFmpeg file which was a downloadable turnkey solution.

3. At the ground station each team had a satellite connection to the balloon which was hardwired back to a laptop allowing Stream to be implemented.

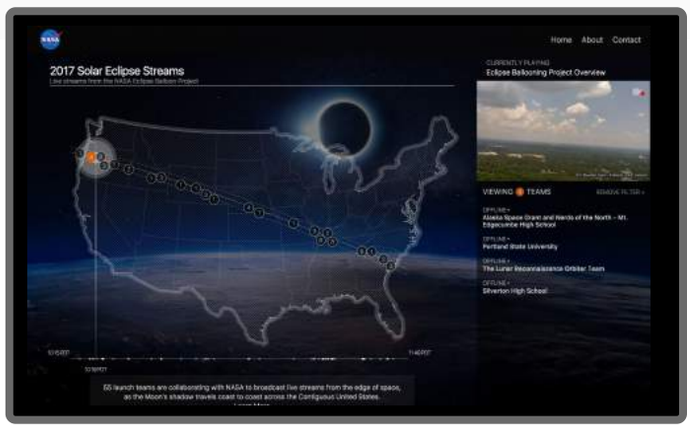
5. Steam is able to share embed code which allowed TV station providers, NASA.gov, our interactive map, and many more to have the live streams play.

The Solution

NASA needed a solution that would allow their balloons to livestream the event uninterrupted and in high quality to multiple media endpoints.

Feature highlights for this use case:

- Technical solution to live stream from a moving target at 100,000 ft
- Support for 50+ feeds going to multiple digital properties
- A custom site capable of delivering live video content automatically
- Real time curation for sending selected live feeds to nasa.gov
- An auto-scaling infrastructure that supported 7M+ viewers



The Result

Over 7 million people were viewing the live streams of the weather balloons floating up to the atmosphere, without suffering any lag or uptime issues. NASA and Stream also enjoyed the benefit of the joint site going viral with media coverage and acclaim

USA TODAY · Mashable · BUSINESS INSIDER · Astronomy · NBC · The Boston Globe · lifehacker

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