



# **Case Study:** GPS Impact Live Streams to Facebook Using StreamShark

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## About StreamShark

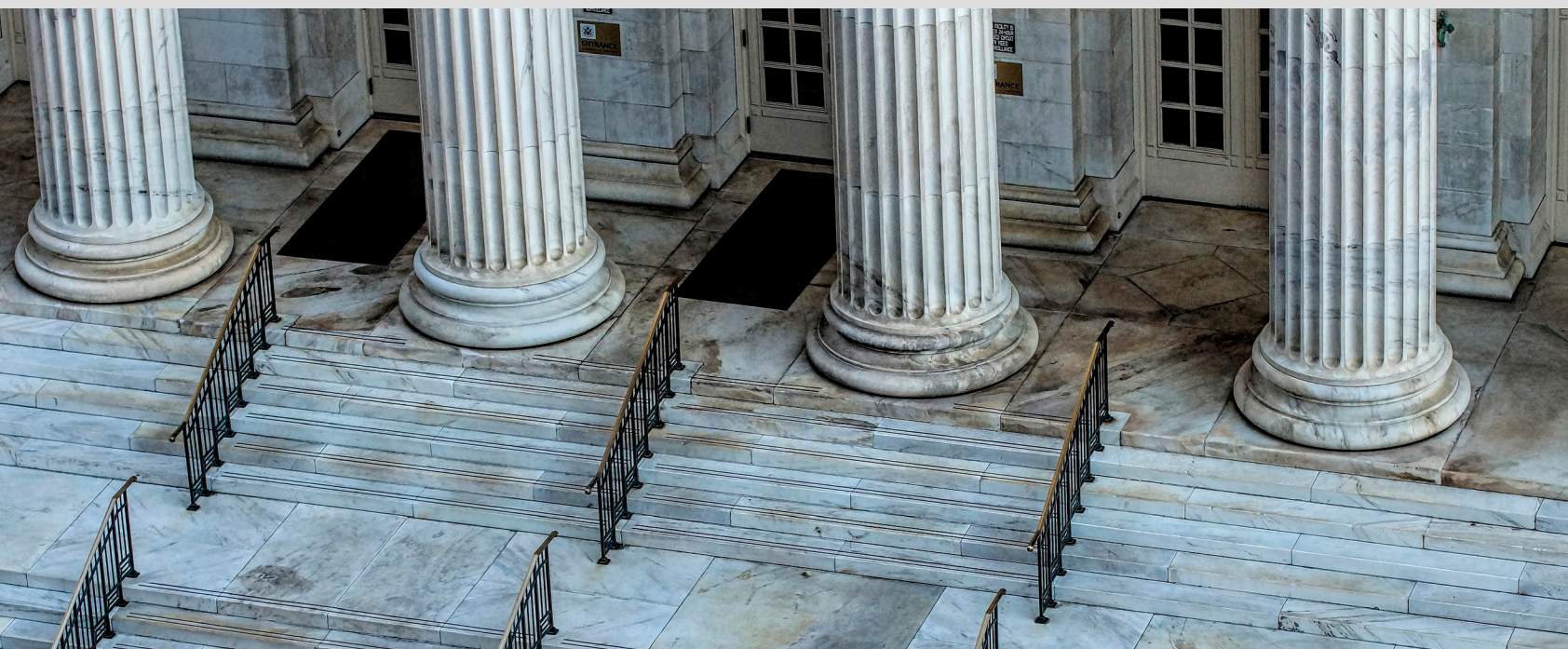
We are a technology company with expertise in reliable video stream delivery for global reach.

We excel at making the live streams of large scale, high profile events a massive success with viewers having an exceptional viewing experience.

If live stream failure is a risk you don't want to take, stream with StreamShark and join some of the world's biggest and best brands.

## About GPS Impact

A political media digital firm, GPS Impact specializes in political campaigns on the democratic side in the United States. Ryan Alexander, the firm's Principal is a veteran of the Obama campaign in 2012.



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# Project Requirements

GPS Impact was looking for a way to help gubernatorial candidate Phil Murphy bring his campaign directly to people all across New Jersey and enable people to interact with him. Facebook Live had just launched and GPS Impact knew it would be a great way for Murphy to engage and interact with his constituents would be to hold a Town Hall, an interactive live-streamed Q&A session on Murphy’s Facebook page.



# Challenges Faced

Desiring a high-quality stream where viewers could clearly see, hear and interact with Murphy, GPS Impact wanted to use professional audio-video equipment for the best possible result, rather than streaming from a phone.

StreamShark also provided a sophisticated workflow to securely grant permission to publish to Facebook pages and profiles.

With limited tools available for professional live streams, GPS Impact had to find the right streaming partner that would ensure Murphy’s Town Hall with his constituents would be delivered in a polished and professional way. A short time window for preparing for the stream posed a second challenge.



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# The Solution

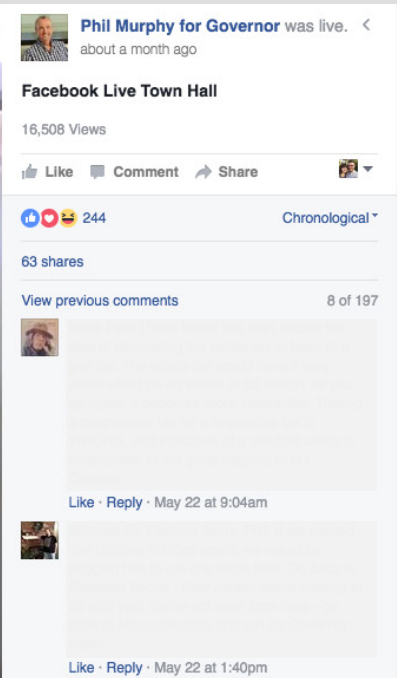
Ryan commenced the search for a streaming partner for GPS Impact that could offer a Facebook Live technology solution reliably and provide full support to help his team stream successfully.

Out of a number of Facebook Live streaming partners, Ryan found StreamShark to be by far the most responsive to his questions and incredibly supportive for a reasonable price. He was at ease that the stream would be flawless with the support of StreamShark.

# The Experience Using StreamShark

GPS Impact found the experience of working with StreamShark very easy. The platform's interface was very simple to use and GPS Impact received support for setup of their hardware encoder.

Prior to the live event, test runs were performed to ensure that everything in the workflow was working smoothly. On the day, the event went live at the exact moment GPS Impact had planned.



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# A Successful Outcome

“Working with StreamShark was an excellent experience. The platform was easy to use and the team was very responsive. We couldn’t have been happier with the live stream event for the Phil Murphy for Governor Town Hall on Facebook.”



**Ryan Alexander**  
GPS Impact  
Principal



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# StreamShark



You Create. We Deliver.