

SUCCESS STORY

VIRTUAL MUSIC CONCERT

ISRA partners with MultiTV to deliver
largest online COVID fundraiser
in India





About ISRA Sangeet Setu

The 'Bridge of Music' also known as Sangeet Setu, was a virtual series of music concerts conceptualized by the Indian Singers Rights Association (ISRA) where 185 singers performed amid lockdown from their homes. The show was aired for three days from April 10th to April 12th with a goal to request viewers to donate to the PM-CARES COVID relief fund.

The Challenge

ISRA was looking for a partner to scale this event so that maximum people can view the live streaming of concerts across online and digital platforms.

- Maximize reach across online platforms since most of the people were at home during the lockdown period
- Ensure seamless delivery of live video events on social media platforms, OTTs across smartphones, desktops, and other online digital devices.
- Ensure artists from different states, countries are able to join simultaneously and broadcast in an easy manner

The Solution

MultiTV's BeLIVE platform along with Moving Pixels Company and XP&D partnered with the ISRA in this effort to massively scale the reach of this event across all online platforms. Leveraging BeLIVE's cutting-edge tech stack and comprehensive suite of features (social media integration, OTT platform support, intuitive UX, multi-screen support, large concurrency, transcoding and encoding), the event was broadcasted to a massive audience base across three days.



The Results

400+ Million
Online Viewers

185
Artists

3
Days

40+
live-streamed on
40+ OTT and Digital TV
platforms