

PLAY Track

Satellite Sam Aar Sam Aaro

## **WIRTUAL SOLUTIONS**

**m Aaro**n, CEO (Sonic

## Keynote Nat Frie (GitHub)

Upcoming

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GitHub Satellite Virtual 2020

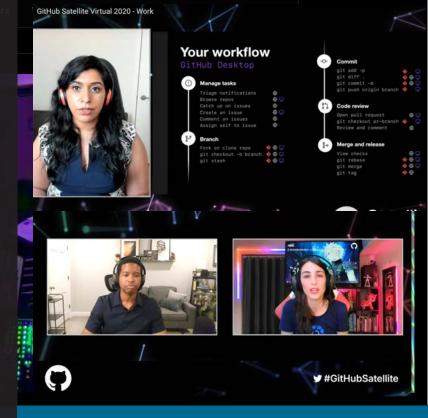
Global software development platform GitHub had plans in place for its annual community and product event, Satellite, to be held in Paris in May until the COVID-19 pandemic shut down inperson events. In less than two months, GitHub Satellite was transformed into a live virtual event for attendees to learn, engage, play, and share ideas from the safety of their own homes.

## SOLUTION

ETP Company LMG customized a robust broadcast-level streaming platform to create a 100% remote solution where both the presenters and crew worked and presented from remote locations.

Watch Recorded Stream





## STATS | RESULTS



**12X greater audience** than expected for the Paris event and livestream.



**Over two years of content** absorbed across the globe over the course of the virtual event, distributed across Livestream.com, YouTube, and Twitter/Periscope.





**15** Entertainment Acts

Content was split into a "work" track for the serious sessions, and a "play" track for a more fun, playful approach to education. All presenters were live, with some prerecorded elements for transitions/breaks.