

# LIVESTREAM CHOSEN BY THE CLINTON GLOBAL INITIATIVE TO PROVIDE LIVE VIDEO STREAMING OF ITS ANNUAL MEETING

## LIVESTREAM CHOSEN FOR ITS LIVE, HD QUALITY, MULTIPLE-CAMERA STREAMING AND INTEGRATION WITH SOCIAL NETWORKS.



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**NEW YORK, NY (SEPT. 28, 2009)** - The Clinton Global Initiative (CGI) chose Livestream, the leading live Internet video platform, to webcast its CGI 2009 annual meeting, live from New York City, September 22-25, 2009. More than 60 current and former heads of state attended the meeting, including President Barack Obama who addressed the opening session. Founded in 2005 by former President Bill Clinton, CGI brings together government representatives, political leaders, non-government organizations, and philanthropists to create tangible plans for solving problems around the world.

CGI simultaneously webcast four live sessions of the event using Livestream's grid which allowed viewers to switch between concurrent sessions as they were broadcast live. Livestream's player also incorporates an integrated Twitter chat feature that allowed users to submit questions and tweet without leaving the viewing page. In addition to the customized Livestream grid, CGI also used Livestream's recently launched Facebook integrated player.

"The Clinton Global Initiative was thrilled to work with Livestream to bring our Fifth Annual Meeting to the world," said Robert S. Harrison, CEO of the Clinton Global Initiative. "Livestream helped CGI leverage Facebook and Twitter chat to engage a broader community in a conversation that informs action on the world's great global challenges."

*Viewers can watch CGI 2009 at [www.livestream.com/cgi2009](http://www.livestream.com/cgi2009).*

## ABOUT THE CLINTON GLOBAL INITIATIVE

President Clinton and the William J. Clinton Foundation established the Clinton Global Initiative (CGI), <http://www.clintonglobalinitiative.org>, in 2005 to turn ideas into action. A non-partisan initiative of the William J. Clinton Foundation, CGI moves beyond discussion, fostering a sense of shared responsibility to address major global problems. From presidents to academics, from the boardroom to the classroom, CGI members from all walks of life are effecting positive change.

## ABOUT LIVESTREAM

Livestream ([www.livestream.com](http://www.livestream.com) - formerly Mogulus) provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. Founded in 2007, the company is based in New York and includes Gannett Co. as a minority shareholder and investor.

Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-supported) and Premium (ad-free, white-label, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects.