

BRINGING IT ALL IN

Tata Communications Media delivers largest cloud-based production to date for HubSpot's INBOUND

Live Time

HubSpot needed to ensure INBOUND, its immersive online experience for global business and marketing leaders, was professional, universally accessible, informative and impactful in its virtual form when it was livestreamed to tens of thousands of participants worldwide.

They looked to Tata Communications Media (formerly The Switch) to handle the challenging technical requirements and production logistics of bringing to life the largest cloud-based production yet. Our MIMiC Cloud Video Services platform was trusted to deliver hundreds of hours of content, including presentations, webinars, panels and keynote speeches.



Always there

We managed all live and preproduced programming for 115 sessions over three 12-hour days, featuring 160 speakers joining from locations around the world and recruited top-of-the-line production crews, that handled the scheduling of session livestreams, prepped all speakers ahead of each live telecast and provided built-in redundancy for every feed. Tata Communications Media created 12 virtual control rooms within MIMiC, where a team of 28 produced content across six concurrent channels in real time, delivered video, audio and graphics directly to the INBOUND digital hub.

MIMiC's low latency cloud-based communications system allowed production personnel to be distributed across North America, from HubSpot's home base in Boston to locations ranging from Los Angeles to Tampa Bay and Colorado to Washington State. Live feeds were coordinated from as far away as the Caribbean, Sweden and the UK through a cloudbased production workflow. Also, we enabled cloud-based transmission of the produced feeds for distribution to the INBOUND website.

Always on

MIMiC delivered the largest cloud-based production to date, breaking new ground in the deployment of cloud capabilities for top-of-the-range live events.

HubSpot reached more than 60,000 business and marketing leaders globally with engaging live content, and the distributed production workflow enabled us to tap into the best production and technical talent in the country while cutting travel and staffing costs, significantly reducing the overall cost and physical requirements of livestreaming a global event. 200 hours of live programming were produced and delivered over, including a closing address from television talk show host, actress and philanthropist Oprah Winfrey.