

THE SWITCH

ALWAYS ON. ALWAYS THERE



Farm Aid

The Switch helps Farm Aid 'amplify the voice of family farmers everywhere' with support for YouTube broadcast

Live time

- Farm Aid relied on The Switch to help extend the reach of its sold-out annual benefit music festival, headlined by Willie Nelson, Neil Young, John Mellencamp and Dave Matthews, by enabling the 2017 YouTube feed of the event

Always there

- The Switch was the primary provider of Over-The-Top (OTT) services for the YouTube broadcast of Farm Aid, providing streaming and encoding
- Also provided Video-On-Demand (VOD) post-production services, which included sub-clipping of the concert to allow for both the artists' individual songs and playlists to be published on Farm Aid's YouTube channel

Always on

- Streaming the event on YouTube enabled Farm Aid supporters around the world to participate in the annual festival, which Matt Glidden, Online Marketing Director of Farm Aid, said "amplified the voice of family farmers everywhere"