



Stand Up To Cancer Telecast

The Switch enables Stand Up To Cancer to stand tall across North America

Live time

- Stand Up To Cancer looked to The Switch to meet, for the sixth time, the complex distribution needs of the broad array of broadcasters, streaming platforms and other content providers carrying its 2018 US telecast featuring celebrities from film, television and sports

Always there

- The Switch provided Uncompressed High Definition feeds for the one-hour fundraising telecast supporting the US, Canadian and Spanish language program feeds – as well as the international, webcast and over-the-top (OTT) feeds
- Supported production needs by providing Ethernet connectivity
- Made the feeds available in 1.485 Gbps Uncompressed High Definition on The Switch pool ports in Los Angeles, New York, and Toronto

Always on

- Stand Up To Cancer successfully aired on all major US broadcasters and numerous OTT services, including ABC, CBS, FOX, NBC, Bravo, Discovery Life, E! Entertainment, HBO, MTV2, National Geographic and Showtime – and via on-demand services such as Comedy Central and Hulu afterwards
- In Canada, the show went out on all four major English language broadcasters, CBC, City, CTV and Global, and was available on-demand on Shomi and Telus Optik TV
- The Spanish feed of the telecast aired on platforms such as HBO Latino, STARZ ENCORE ESPAÑOL and Univision Puerto Rico