



## The Governors Ball Music Festival

The Switch takes Governors Ball Music Festival beyond NYC's Randall Island to audiences across North America

### Live time

- The organizers of the Governors Ball Music Festival were looking for a way to ensure delivery of livestreaming and coverage of the three-day, multi-stage event from its remote parkland location on New York City's Randall Island
- Looked to The Switch to bring the 2018 festival beyond the confines of its corner of New York so that audiences across North America could enjoy the city's preeminent cross-genre concert event, featuring a mix of big-name rappers, veteran acts, rising pop stars, indie bands and more – with Eminem, Jack White, Travis Scott and Yeah Yeah Yeahs headlining

### Always there

- The Governors Ball relied on The Switch's ability to seamlessly link the festival's Randall Island site into its extensive network to deliver live High Definition television transmission service from this difficult location
- The Switch provided video and audio connectivity to a range of social media and streaming platforms, leveraging its ability to move high-quality content via its network to wherever its customers need their live productions to go

### Always on

- The Switch enabled the Governors Ball to fully capitalize on the buzz around the event – which builds each year – making it a continent-wide happening rather than just a local music festival
- Proved to be the perfect solution for achieving the connectivity The Governors Ball needed from a remote site, demonstrating how its combined network and expertise provide the perfect solution for events facing tough live transmission challenges