



## Latin GRAMMYs

Blending Broadcast and Social: MIMiC powers social media and livestreams for 21<sup>st</sup> Latin GRAMMYs

### Live time

- The Latin GRAMMYs needed to switch to a hybrid live and virtual show that maintained the vibrancy and immediacy of previous events – but without a live audience or red carpet – all while keeping stars, production crews and social media editors COVID-safe
- A live telecast, featuring a star-studded line-up of the who's who of the Latin music scene – from Anuel AA, Camilo and Fito Paéz to J Balvin, Pitbull and Ricky Martin – brought together a mix of remote performances and interviews from around the world, plus stream presentations from Miami's AmericanAirlines Arena
- The Premiere ceremony and main awards show were livestreamed while social media highlights capturing all the anticipation and action around the show needed to go out internationally in real time across a wide range of social channels
- The Switch stepped up to produce real-time social media highlights and livestreams for the Latin Recording Academy through MIMiC, its pioneering Cloud Video Services platform; and deliver live video feeds for the primary US rightsholder, Spanish-language broadcaster Univision

### Always there

- The Switch handled all aspects of the production and delivery workflow for streaming and social media – including ingest, editing, graphics creation, clipping, comms and talk-back, and distribution – via MIMiC
- Three dedicated editors, working in COVID-safe conditions at The Switch's Burbank facility supported clip and highlight creation from the main performances, acceptance speeches and media center interviews
- MIMiC's innovative cloud-based workflow allowed 20 Spanish and Portuguese language social media editors, working from remote locations, to post real-time content throughout the virtual event
- The Switch provided connectivity at the AmericanAirlines Arena, delivering live feeds to Univision's Miami production facility via four dedicated transmit paths for HD/SDI, ASI and data signaling – plus an Internet connection for general use

### Always on

- The Switch's network production expertise supported instantaneous delivery of engaging live content through social media and streaming to more fans across more platforms than ever, including GRAMMY.com and the Latin GRAMMYs Facebook page
- The 21st Latin GRAMMYs achieved 11.8 million social media interactions
- 5.7 million viewers tuned in to Univision for the main broadcast