



Mediakinetic helps Activision launch *Call of Duty: Black Ops* with Wirecast

Telestream live webcasting software brings record-breaking UK game launch party event to over 183,000 viewers

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Jon Pratchett
Streaming Manager
Mediakinetic

Background

Mediakinetic is a full service TV and video production firm located outside of London in the United Kingdom. It provides services for the broadcast and corporate sectors, including creative development, scripting, studio production, editing, 2D & 3D graphics, DVD authoring, and encoding for web delivery.

In November of 2010, Mediakinetic was called upon to assist with the live UK launch of Activision's new video game, *Call of Duty: Black Ops*. The game casts players as various US military special ops soldiers during the cold war.

The Challenge

Activision planned to hold its prestigious launch event in South London while more than 400 video shops around the UK opened their doors for special midnight sales of the new video game. With the assistance of Mediakinetic, Activision also wanted to broadcast the launch premier to its large web audience.

The Solution

The launch event would be a five-hour long, non-stop stream from the iconic Battersea Power Station, with feeds coming from eight mobile cameras mixed with a lot of pre-recorded material.

Case Study: Mediakinetic

Mediakinetic choose Telestream Wirecast live webcasting software to broadcast the massive, non-stop stream to the potentially huge live audience.

"It was important both to us and Activision that the live web stream be of the highest quality, with high production value, and most importantly, reliability," related Jon Pratchett, streaming manager for Mediakinetic. "This reliability above all other aspects was the main reason we chose Telestream's Wirecast software to produce the live webcast."

Pre-recorded video footage was cut by editors during the event and uploaded to Wirecast for mixing – all while still maintaining the live stream. Wirecast Desktop Presenter software was used to input a live link from an Oxford Street Games store which was transmitted using Skype. This allowed Mediakinetic to switch at will between the Battersea feed and the Oxford Street feed. The final production, including captions and graphics created using Wirecast, was then sent to Ustream.tv for distribution to worldwide web audiences.

The Results

A live stream of the launch event ran flawlessly for more than five hours to over 183,000 viewers, without a single issue. Wirecast performed faultlessly, with no disconnects or crashing, all from one MacBook Pro laptop. Multi-camera switching plus advanced production capabilities, including chroma key, 3D graphics, virtual sets, combined with Wirecast's layering system, allowed Mediakinetic to easily create a professional quality live broadcast for the web.

In addition to thousands of web viewers, the event was followed by 1.2 million Facebook friends. In anticipation of this major launch, the Black Ops game trailer was viewed more than seven million times.

"Wirecast is an amazing product," added Pratchett. "It was a joy to use, and we will continue to use Wirecast for all our future live streaming events."

According to Gfk Chart-Track, Black Ops sold a combined 2 million units in the UK across all platforms in just five days, netting an estimated £81.9 million (\$131.6 million USD) in the process. Call of Duty: Modern Warfare 2 held the previous record with five-day unit sales of 1.8 million, and revenue of £67.4 million (\$108.3 million USD in today's dollars). The Activision launch became the most successful game release to date, making \$360 million in North America on its first day. (That's more than four times the amount of money "Avatar" made during its entire opening weekend!) Worldwide five-day sales totals topped a whopping \$650 million.

For more information: tel +1 530. 470.1300 - www.telestream.net