



Mathrubhumi.com

MATHRUBHUMI

Mathrubhumi is one of the largest media and communication groups in India with a production house (MBTV), two TV channels (Mathrubhumi News and Kappa TV), a weekly magazine, a radio station (CLUB FM) and the second most read daily newspaper in South India.

CHALLENGE

On May 19th 2019, almost 1 billion Indians voted in the largest democratic election in history. Mathrubhumi required a simple and affordable way to broadcast live election results from their studio and different regions around India.

REQUIREMENTS

Mathrubhumi needed a solution that was mobile, lightweight, easy to operate by journalists in the field, and could live stream to Facebook Live to maximize audience engagement.



SOLUTION

The Dazzl app enabled MoJos (Mobile Journalists) to live stream from remote locations around India over 3G and 4G mobile networks, giving viewers unparalleled coverage of the vote counting process.

RESULTS

Vote counting began on May 23rd. Dazzl was used to produce and broadcast the Lok Sabha election results on Facebook Live, allowing Mathrubhumi to streamline their production process and reach over 28,000 viewers.

"An unbelievable experience. Simultaneous live streaming from four locations without break. The first of its kind experience not only for us but also for the audience. We have never seen such clarity on Facebook live before. Thanks Dazzl.tv."

Abu Fyzee - Video Manager at Mathrubhumi Online





DAZZL **LIVE MULTICAMERA VIDEO SOLUTION IN THE CLOUD**

ABOUT **DAZZL**

Dazzl is an innovative mobile app and cloud-based video production suite revolutionizing the live production and delivery of mobile video content. Dazzl streamlines live multi-camera video production for the following use cases:



Live Sports

Reach your audience and engage with your community.



Live News

Journalists, reporters and MoJos can use Dazzl from anywhere in the world



Broadcasters

Easily manage the broadcasting of your live event

OUR **SOLUTION**

Using a cloud dashboard, you can capture live videos from multiple devices. You can easily add effects and stream to your web site as well as social media platforms.



Capture

From any smart phone, professional camera and encoder.



Produce

Multi-camera live production from anywhere in the world.



Distribute

Your live broadcast to social media and streaming platforms.