



# LIVE EARTH

## CASE STUDY

### OBJECTIVES

Live Earth wanted a scalable, immediate, effective, and reliable way to engage its global audience in conversation. In doing so, it wanted to raise awareness of the climate crisis and ask people to make a personal commitment to live a more eco-friendly lifestyle. In addition, it aimed to educate and inform the world's citizens about ways to reduce energy consumption.

### SOLUTION

VeriSign, the wireless messaging platform for the event, chose Txtstation as its display solution. Txtstation, using its Txtstation TV software, handled all SMS-to-screen activities for the NBC and Bravo broadcasts and in three of the major venues - Giants Stadium in New York, New York; Wembley Stadium in London, United Kingdom; and HSH Nordbank Arena in Hamburg, Germany. Concert goers and home viewers were asked to text a keyword from their mobile phone to one or more of six areas of their lives in which they would pledge to make a change: home, job, shop, ride, share, and lead. Upon sending a commitment, participants received two reply messages – one with educational content and the other inviting them to join the movement publicly. By responding with their first name, last initial and city, their data appeared in the venue and on the TV screen.

### LIVE EARTH HEARD ROUND THE WORLD!

Live Earth was a historic 24-hour music event that brought together an estimated two billion people across all seven of the world's continents on July 7, 2007 to raise awareness about the climate crisis. Concerts were staged in eight cities, featuring 150 leading artists, and the worldwide theme of "Answer the Call" for environmental change was spread. Txtstation, in conjunction with VeriSign and Fifth Finger, provided the display solution for all in-venue activities as well as the NBC and Bravo feeds.



### POST CAMPAIGN RESULTS

Live Earth proved to be one of the largest global entertainment events ever held—with an estimated audience size of two billion people, all focused on the issue of the climate crisis. Over 500 partners in the TV, radio, Internet and wireless space covered the event in more than 130 countries. VeriSign coordinated efforts between 65 global carriers allowing for thousands of SMS texts to be registered. Txtstation then processed and flawlessly displayed these same messages onto the screen.