

Live stream setup and optimization experts Stream Inspectors LLC, counts on

# AT&T Business Fiber to help its clients stream on

- **Business needs** – Streaming media specialists required speedy, rock-solid internet connectivity to assist clients with their live stream broadcasts.
- **Networking solution** – AT&T Business Fiber Service gives Stream Inspectors a fast, stable internet connection that easily enables technicians to troubleshoot client operations and moderate live chat sessions.
- **Business value** – Robust and highly reliable connectivity helps Stream Inspectors equip its clients for success.
- **Industry focus** – Livestream media
- **Size** – Startup

## About Stream Inspectors

Longtime gamer and streaming master Zach Ward launched Stream Inspectors to help businesses reap the benefits of live streaming, which involves using the internet to transmit or receive live video and audio coverage of an event.

Headquartered in Houston, Texas, Stream Inspectors serves a global clientele, helping companies and individuals to live stream content, create operational efficiencies, troubleshoot problems, and manage day-to-day operations.

## The situation

Stream Inspectors often conducts remote sessions to support its clients' live streaming events. The company also does live chat moderation to keep clients' chat environments positive. These and other services that Stream Inspectors' clients rely upon demand a speedy, stable internet connection.

## Solution

AT&T Business Fiber Service gives Stream Inspectors the power to manage client operations with highly secure internet with speeds up to 1 Gigabit per second and outstanding reliability. The highly secure solution enables the company's technicians to assist clients in optimizing their live stream broadcasts.

## Brave new worlds of opportunity

Live streamed video, once just the purview of teenage video game players, has gone mainstream and become a major force in marketing.

The Interactive Advertising Bureau found that more than two-thirds of consumers globally have streamed live video content. Its research also showed that 47% of consumers globally say they have increased their live streaming since last year. More than half of live stream viewers have engaged with an ad while live streaming.<sup>1</sup>

Companies have learned that live stream marketing can boost sales intent among their target audience by 97% and can solidify brand association by 139%.<sup>2</sup> It's no wonder that many businesses are scrambling to add live streaming to their marketing mix.

Zach Ward, founder and CEO of Stream Inspectors, LLC, said live streaming has opened worlds of opportunity for individuals and corporations. "There are some serious benefits," he said. "Live streaming and placing video content strategically on a landing page can increase conversions significantly." A conversion can involve getting a website visitor to fill out a form, request more information, or make a purchase.

## Expanding beyond video games

Ward got started in the business as a highly skilled video game player who streamed his play live on the internet. He recognized early on that live streaming could expand beyond gaming and began devising ways to use streaming to market businesses, nonprofits, and other organizations.

He created Stream Inspectors to help organizations get the most from transmitting their performances, promotions, and other events live over the internet. While the company is brand new, he and his staff of veteran streamers, content creators, designers, and expert technicians have a decade of experience in the industry.



The company has become part of the growing movement to promote the use of live streaming for marketing purposes. "In the very beginning of the industry, gaming was more or less the only thing that people were live streaming or even cared about," he said. The best gamers found that they could attract significant financial support through sponsorships. "One live streamer who was a professional e-sports player found a way to market himself with live video that took the world by storm," Ward said. "That changed everything."

<sup>1</sup> <https://www.iab.com/insights/live-video-streaming-2018/>

<sup>2</sup> <https://www.businessnewsdaily.com/9442-how-to-livestream-advertise-for-business.html>

## Creating the optimal environment

As the number of live streaming platforms increased, more people were exposed to streamed content. This happened especially when the most popular social media sites, with billions of members, began live streaming. “Just within the last two years or so people started to move beyond gaming and use live video in a different way on social media,” Ward said.

The exploding popularity of live streaming has attracted corporate attention and a lot of money, Ward added, but it has also created some problems. Individuals and even companies that begin live streaming often lack the technical background necessary to create a good product.

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**Zach Ward**  
CEO, Stream Inspectors, LLC

Slow internet speeds can result in interruptions of the live stream. Other problems include too many people at a location using the internet, out-of-date browsers, and inadequate viewing and streaming apps, all of which can result in jerky video that makes watching difficult.

Ward launched Stream Inspectors to help overcome these and a myriad of other problems that can interfere with live streaming and live stream viewing. “A stream inspector is what I call my technicians,” Ward said. “They

can arrange a remote session to view at a client’s setup and optimize it to work based on the internet connection speed. We just set them up for success.”

To provide the best possible service to his clients, Stream Inspectors requires the fastest possible internet connection.

## The power to improve client operations

After researching several solutions, Stream Inspectors chose AT&T Business Fiber Service, which delivers blazing speeds up to 1 Gigabit per second with more than 99% reliability. “Both our staff and our clientele benefit mainly from the stability of the connection,” Ward said.

The highly secure, customizable solution gives Stream Inspectors the power to help manage customers’ operations. This can include setting up and live streaming remote broadcasts, moderating live chats to enforce the streamers’ channel rules, stimulating viewer engagement, and running polls and giveaways.

“My staff love not having to worry about our internet connection hindering them from being able to perform their jobs as a remote technician,” he said. “Especially when there are so many other things they have to focus on that could happen during a live broadcast.”

AT&T fiber optic cables use light waves instead of electrical signals to send data, which delivers faster performance and more consistent speeds. The solution also outperforms cable internet, which shares bandwidth with other internet users in the area. Large numbers of internet users in the same area can slow internet speed substantially.

## Speed and stability support success

Internet speed is a critical component of live streaming success. Ward said speed is usually one of the first questions Stream Inspectors technicians hear from their customers. “How internet speed relates to a client’s stream can be confusing at first, but once they understand the requirements, they start to see that it’s not that complicated,” Ward said. “We help clients understand the upload speed and how it relates to the bitrate of their stream.”

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He said staff explain that streaming means the clients are uploading their captured video to the internet. “Their upload speed—the rate at which they can transmit bits over the internet—is the important number,” he said. “Bits are packets of information. In the case of streaming, the bits are the stream itself, and we recommend an upload speed of 5 megabits per second.”

To achieve this speed with the necessary strength, Stream Inspectors recommends AT&T Business to its clients. “We always recommend AT&T Business Fiber Service to our clients. It gives us a stable, fast connection with very small fluctuations in upload and download speeds,” Ward said.

## Engaging and inexpensive

Stream Inspectors plans to increase its own brand awareness through live streaming on leading streaming platforms and on its website. “We’re also rolling out a business model for our consultants to use to help small businesses gain access to live streaming and advise them on the best platform to meet their needs,” Ward said.

He and his colleagues are sold on the power of live streaming and are eager to share the word with other businesses. “Live video works,” Ward said. “Video content is engaging and helps spur companies’ target audience to action. Embedding video in an email, for example, can substantially improve response rates. Best of all, live stream marketing is inexpensive, making it easy to secure a return on investment.”

Ward said he’s excited about helping other businesses discover the benefits of live streaming services. “I love meeting other business owners and hearing their stories. I’m not just trying to sell them something. I’m trying to relate to their dreams and their passions,” he said. “Money’s not everything to me. At the end of the day, I just want to offer a good service and bring value to companies.”