‘Searching For My Lost Shaker of Salt’ with Limelight’s Broadcast Quality Solution

An avid musician and seasoned technology executive, Coleman Sisson, the CEO of BubbleUp created his company to fill a void in the music industry. His vision: create a destination for fans where they could join fan clubs, download music, purchase CD’s, tickets or t-shirts all in one transaction. Today BubbleUp has deployed over 500 websites including Jimmy Buffett’s Radio Margaritaville and Margaritaville TV.

A few years before Sisson began BubbleUp he created Radio Margaritaville. It began as an internet-only radio station where Jimmy Buffett fans could listen to live concerts, previous concerts, or the entire collection of songs. In 2001, the early live streaming pioneer sought a reliable CDN to stream Radio Margaritaville – and turned to Limelight.

Fast forward a few years and Margaritaville TV was created – a place where fans could watch the live streaming of concerts.

BubbleUp’s Challenge: Pushing the Limits of Technology to Reach a Global Audience

With the expansion of Margaritaville TV, BubbleUp needed a technology vendor who could accommodate:

- **Tremendous growth**—With more content, larger files, and fans worldwide traffic has increased significantly.
- **Streaming to multiple devices**—Fans may not be able to travel to each concert, but they do expect each concert to be viewable on any device at any time.
- **On-demand viewing on multiple devices**—Each song, concert or featured video must be broadcast quality.
- **The ability to monitor usage**—In the music industry it’s critical to track usage for rights management and royalties.

“Limelight makes sure video is delivered in a reliable manner and with high quality. They help me when I’m breaking into new areas. They are a good partner when I want to push the limits of technology.”

— COLEMAN SISSON, CEO, BubbleUp
BubbleUp’s Solution: The Limelight Orchestrate solution for Media and Broadcasters – Limelight Orchestrate Delivery, Storage and Video services

Coleman Sisson chose Limelight for a brand name CDN, coupled with a video platform and storage for global reach, broadcast quality, and several other reasons including:

- **Scale**—Limelight Orchestrate provides a content delivery platform that can scale to meet even unpredictable traffic demands during a live concert.
- **Multi-device distribution**—Margaritaville fans benefit from the consistent delivery of content to them anywhere in the world, and on any device.
- **Important insights**—With detailed analytics, BubbleUp is able track usage and gain valuable insights such as how long people view videos and adjust content accordingly.
- **Reliable streams**—Orchestrate Cloud Storage can ingest and stage content locally to ensure high availability and increase the speed of delivery.
- **Customer service**—Because the music never stops neither does Limelight’s customer service which is available around the clock.