

Introducing Producer

A new feature in Media Studio to launch premium live broadcasts.

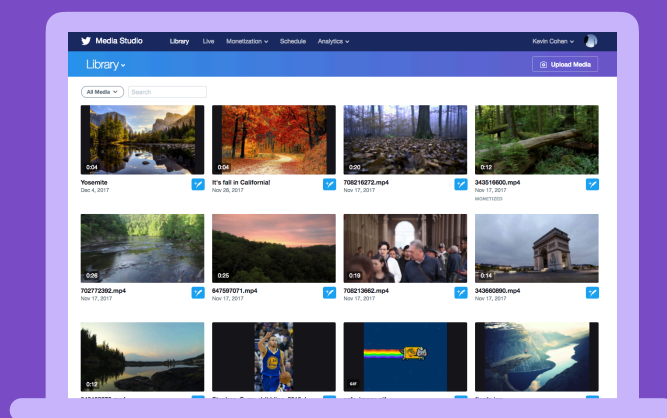
Producer allows publishers to launch professionally-produced live broadcasts on Twitter directly from Media Studio. With flexible settings, Producer makes it easy to add Twitter to your video distribution strategy.

What's New?

- **Self-Service, Professional Live Streams**
Live Producer gives publishers a self-serve way to launch a professionally-produced livestream on Twitter for the first time.
- **Compatible with External Encoders**
Publishers can now livestream content on Twitter with external encoding hardware or software—a requirement for professional content creators.

Publisher Benefits

- **Reach Wider Audiences**
Connect with incremental audiences by adding Twitter to your video distribution strategy.
- **Monetize Your Live Video**
Amplify Publisher Partners can opt broadcasts into a sponsorship program to drive revenue from a live stream.
- **Compatible with your Workflow**
All publishers have to do to get started is configure broadcasts in Media Studio and tweet out the live stream.



Launch premium broadcasts directly from Media Studio

