

BURST INSIDER

Mobile Video to TV Broadcasts, Digital Properties, Social Media, or In-Venue

Customer Quotes

"Burst was a great solution for CNBC to crowdsource videos from Jim's fans. It was easy to implement and they acquired some great content that they were able to get on air during the broadcasts."

Paul Levy, Chief Revenue Officer at Burst

Recent Press

[Forbes Article](#) - The 2015 "Sleeper Ideas" List: Trends, Stocks, And Private Companies To Watch. Unlike a lot of prediction lists which show up at this time of year, this is the only "Sleeper Ideas" List for 2015. A sleeper idea is something that few people see coming ahead of time.

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Mad Money: CNBC Crowdsourcing videos for Cramer's 10th Anniversary.

CNBC's Mad Money show, starring Jim Cramer, used Burst to crowdsource videos from fans across the nation and play them on the live broadcast. Cramer's show was celebrating its 10th anniversary in March 2015, and wanted to engage with all of the viewers that have been helping to define the show over the years. CNBC asked fans to share videos of a favorite story or memory of Jim Cramer and/or what impact Mad Money had on their life.

Burst platform enabled CNBC to easily crowdsource videos, manage, review and deliver them to the production team, and quickly get them "on air" for everyone to see. Booyah!

