

## Tiger's Ustream.TV Debut

Written by

Thursday, 18 February 2010 12:38 - Last Updated Thursday, 18 February 2010 02:21

---



A while back we posted some of our thoughts on the Tiger Woods scandal and the ineptitude with which he handled the situation. Fast forward three months and it seems like his handlers have finally come up with a plan to rebuild Tiger's tarnished image. His first intentional foray into the public eye following the media circus surrounding his infidelities and his stint in rehab will be broadcast live tomorrow on [Ustream.TV](http://Ustream.TV).

Ustream.TV is a live interactive video broadcast platform gaining popularity on the web. It allows anyone with a camera and an internet connection to broadcast to a global audience quickly and easily. With minimal setup time, the site allows individuals to create their own channel on Ustream or broadcast through their own site, "empowering them to engage with their audience and further build their brand."

Ustream opens up a whole new world of possibilities that aren't offered with pre-recorded static video. Because Ustream can be streamed through a company or individual's website, users can use it to drive traffic to their own sites. The interactive capabilities offered through the site also allow for increased engagement between broadcasters and viewers.

Tiger's use of Ustream is a great way for him to get back in the

## Tiger's Ustream.TV Debut

Written by

Thursday, 18 February 2010 12:38 - Last Updated Thursday, 18 February 2010 02:21

---

public's good graces by offering the perfect platform to push his message. Now it's up to Tiger and his agent to make sure that their message is one that people will pay attention and respond positively to.

If used appropriately, Ustream.TV has the potential to rock the TV news industry. To find out more details on Tiger's press conference, check out this article on [Mashable](#).