



It will remain to be seen if Tiger Woods' 13.5 minute-long apology will reinstate him as golf's godenboy, but it's clear that the world was ready to listen. Last Thursday we anxiously awaited the event, and it seems like the rest of world did the same as the attention it generated surpassed the expectations of many.

Initial reports from Ustream.TV indicate that the live stream drew over 683,000 views. Livestream, Hulu, and YouTube also streamed the event live, pushing the number of live online viewers to around one million people. Take into account the number of people that viewed the press conference on network TV and those that watched the video later in the day on websites like YouTube and NBC and it not only becomes clear that people are interested in what Tiger has to say, but that he and his team did a commendable job of scheduling and publicizing the event. Airing the press conference during the work day provided people chained to their desks with a bit of mid-morning entertainment ,and as the number of viewers are tallied, it's obvious that *a lot* of people were ready for a break. Tiger's Ustream video not only served as an ideal platform for

Tiger Woods Helps Put Ustream.TV on the Map

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his apology because of his ability to control every aspect of it, it introduced hundreds of thousands of people to Ustream.

Check out [The New York Times's website](#) to watch Tiger's press conference and read an opinion piece with an interesting take on what the event means for Tiger.