

# BEYOND SECURITY

How 24/7, Public Live Streaming Cameras put a Small Virginia Town on the Global Tourism and Marketing Map



## MARKETING OBJECTIVE

Ashland is conveniently located in the middle of the East Coast, a popular stop for Interstate traffic. The town also offers Mayberry-like charm, but enticing visitors to travel a couple miles further into town has been a struggle.

The plan of attack - expand on Ashland's popularity as a destination for train buffs to attract more visitors.



## A HAPPY SYNERGY

Virtual Railfan, INC is the world's leading provider of 24/7 Live Streams of busy railroad lines in the U.S. and Canada. They're also Streamology's first client, and the test bed for our revolutionary streaming platform.

Ashland is a train town, with CSX and Amtrak mainlines running right through the middle of downtown. Virtual Railfan installed three high definition, pan/tilt/zoom (PTZ) cameras in 2017 and 2018. With nearly a million views of Ashland every month, the cameras' impact on tourism and marketing was immediate.

Year round, railfans and their families travel to Ashland in droves, to enjoy the trains and the little town they fell in love with online. And many non-railfans, too!

## AT A GLANCE

### Ashland, Virginia

- Historic town proud of its railroad heritage
- Charming downtown with restaurants, retail and cultural activities
- I-95 exit, conveniently located in the middle of the Northeast Corridor

### Challenges:

- Limited marketing budget
- Difficulty drawing interstate travelers into downtown from the interchange
- Attracting regional tourists for a day trip



"In 2023, we welcomed more than 200 railfans for our annual Ashland Train Day festivities.

They came from all over the country - and the world - from Germany and England to California and Texas."

### Kathy Abbott

Former Ashland Town Council Member



**Worldwide Exposure**

- A million monthly views of Ashland alone
- Daily, global advertising for pennies - there are at least 30,000 views of Ashland every day

**Tourism Increase**

- Significant rise in hotel bookings for Ashland Train Day
- The Ashland Visitors Center logs recorded an increase in tourists visiting because of the cameras
- More individuals have been coming to Ashland with homemade signs or to wave at the cameras, demonstrating the live streams' popularity.

**Online Ambassadors**

24/7 Live Chat allows for an interactive, engaging experience along with the view. This tight-knit, online community shares interesting features, history, and fun facts that encourage visitors to explore the area. The best part? Ashland has dozens of passionate ambassadors – and it doesn't cost the town a dime!

**Cost Effectiveness**

- All streams (tourism, security, etc.) in one place
- No monthly charges for the streaming platform and features, just media storage of archives/video clips
- Easy distribution of content across departments, social media and beyond

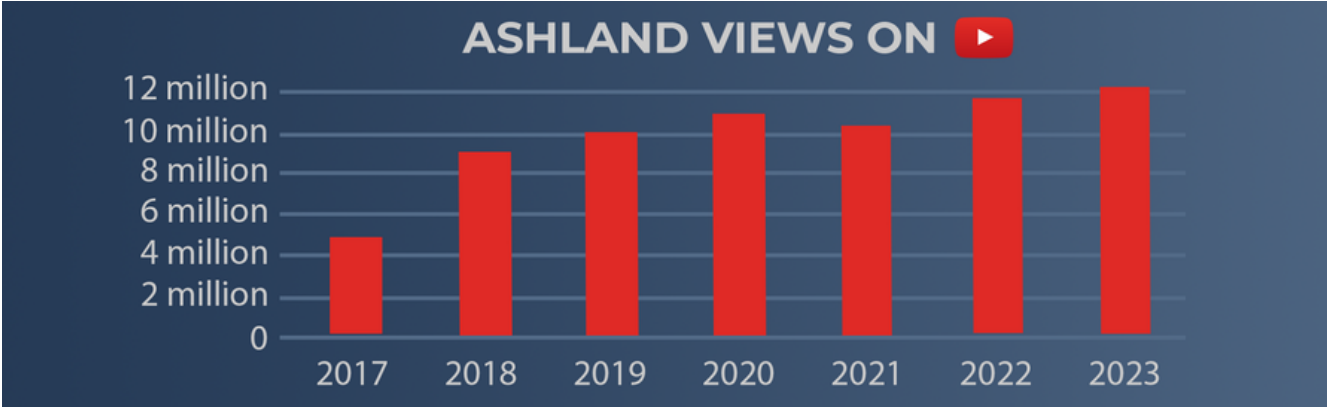
**BY THE NUMBERS**

  
**\$150,000** spent by railfans on Ashland Train Day weekend alone

  
**50 MILLION VIEWS** of the Ashland cameras on YouTube since launch

  
**DOZENS** of unsolicited news articles on Ashland's cameras, from local spotlights to international (*Richmond Times Dispatch, The Guardian, Union Pacific*)

  
 Traditional Advertising = \$90,000/year  
**Live Camera Promotion = FREE**



## SOLUTIONS

Streamology set out to provide Virtual Railfan with an all-inclusive, easy-to-use streaming platform for its locations such as Ashland, Virginia.

# Streamology's Streaming Platform

is now available for use directly by municipalities!

### Fast & Simple Camera Connection

- Streamology Camera Package sent directly to your door, ready to mount and plug in
- Ingest your existing cameras instantly, we support all makes/models
- You decide who can view the stream - private, public, department only, etc.

### Cloud-based, Customizable Control Room

- Design and save your favorite viewing layouts of the streams that you monitor
- Archive all your streams for a day, a week, a month - you decide!
- Create Clips/Highlights from the streams in minutes, and share them instantly via link or social media
- Generate timelapses of important events or construction projects

### Feature Rich Video Player

- Full HD playback, 1080p or 4K. Multi-bitrates also available
- Rewind is available immediately for in-depth review
- Embeddable HTML player for your website, with configurable options
- Watch up to 9 live streams in a single layout, with unlimited layouts to create and save
- Customizable thumbnails, categories, tags and other helpful filters

### Stream Management and Health Monitoring

- Stream video via multiple protocols 24/7
- Configurable fallback stream sources including a video on loop to keep your stream up if your primary video feed is down
- Watermarks and overlays can be added to live stream video to protect your content
- Robust analytics and monitoring tools to ensure a strong and reliable stream
- Stream Gateway - compact computer on location to provide additional troubleshooting and data (optional)



## CONCLUSION

In only a few years, Ashland, Virginia, became a top railfan destination and beyond - many tourists fell in love with the town's charm after discovering the live streams.

Streamology makes it easy for cities and towns to run their own video network, and let pictures speak a thousand words.