

Hangouts



Events



Photos



Circles



Local



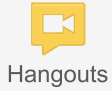
Covering breaking news with Google+ Hangouts On Air

How The New York Times used Hangouts to broadcast live on a breaking news story directly from their website.



The big idea

The New York Times hosted a [Google+ Hangout On Air](#) hours after the Supreme Court's monumental decision to uphold President Obama's Affordable Healthcare Act. Using Hangouts, the Times became the first major media outlet to discuss the breaking news via live web video. By planning for breaking news in advance, the Times was able to broadcast in-depth analysis live from multiple websites, including the NYTimes Opinion Page and Google+.



How they did it

- Anticipating the news in advance, The New York Times secured participants one week out to ensure a smooth Hangout at a moment's notice.
- On the day of the Hangout, the Times team created a graphic placeholder for the live broadcast on the NYTimes Opinion Page. The placeholder promoted the Hangout, and provided participant bios and links to the evolving news story.
- They embedded the Hangout into the site with simple HTML code, automatically generated and copied directly from the Hangout page. The Hangout was also broadcasted on their Google+ page.
- A homepage teaser linked the Times' large online audience directly to the live Hangout.
- After the live broadcast, the Hangout was quickly edited on YouTube and uploaded to the front page of the NYTimes.com.


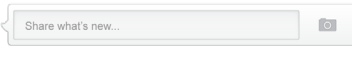
The impact

Ready at a moments notice with Google+ Hangouts On Air, The New York Times became the first major media outlet to discuss the Supreme Court's decision via live web video. Broadcasting from multiple sites helped the Times reach a wider audience across news and social media sites. Following the Times' successful broadcast, the Huffington Post and USA Today also hosted live Hangout coverage of the Supreme Court's decision.



[Watch The New York Times breaking news Hangout](#)

Use Google+ Events to schedule your next Hangout On Air:

1. Click the  icon in the share box on your Home page. 
2. Pick an event name, and give it a start time, end time, and location.
3. You can broadcast directly to the event page and collect photos, videos, and comments from users before, during, and after the Hangout.

[Learn how to create a Google+ Event On Air](#)