



1  
00:00:07,089 --> 00:00:00,460  
[Applause]

2  
00:00:12,950 --> 00:00:10,580  
this wasn't just one moment it was a

3  
00:00:15,919 --> 00:00:12,960  
spark signaling a new era of human

4  
00:00:18,890 --> 00:00:15,929  
achievement was dawn millions were

5  
00:00:20,960 --> 00:00:18,900  
transfixed as the crew dragon grows and

6  
00:00:22,880 --> 00:00:20,970  
lit up the night sky a spacecraft

7  
00:00:24,950 --> 00:00:22,890  
designed for humans by a commercial

8  
00:00:26,660 --> 00:00:24,960  
company and destined for the

9  
00:00:29,210 --> 00:00:26,670  
International Space Station

10  
00:00:31,099 --> 00:00:29,220  
a sight not seen on us shores since the

11  
00:00:33,709 --> 00:00:31,109  
wheel stopped on the iconic space

12  
00:00:35,360 --> 00:00:33,719  
shuttle program and every step of this

13  
00:00:37,760 --> 00:00:35,370

journey was shared around the world

14

00:00:41,330 --> 00:00:37,770

thanks to an unprecedented partnership

15

00:00:42,920 --> 00:00:41,340

between NASA and SpaceX years of

16

00:00:45,380 --> 00:00:42,930

planning went into our interactive

17

00:00:48,319 --> 00:00:45,390

coverage of this historic launch known

18

00:00:52,850 --> 00:00:48,329

as demo one from traditional outlets

19

00:00:54,830 --> 00:00:52,860

like NASA TV nasa.gov and SpaceX comm to

20

00:00:58,610 --> 00:00:54,840

social media giants like Twitter

21

00:01:00,920 --> 00:00:58,620

Facebook YouTube and Instagram and even

22

00:01:04,070 --> 00:01:00,930

to unique targeted content such as

23

00:01:06,859 --> 00:01:04,080

NASA's rocket ranch podcast the story of

24

00:01:10,850 --> 00:01:06,869

demo one was immersive informative and

25

00:01:12,530 --> 00:01:10,860

interactive NASA and SpaceX is simulcast

26

00:01:15,620 --> 00:01:12,540

of the demo one mission garnered

27

00:01:17,690 --> 00:01:15,630

millions of views on YouTube NASA TV and

28

00:01:20,090 --> 00:01:17,700

other broadcasting and social media

29

00:01:24,530 --> 00:01:20,100

platforms the largest audience for a

30

00:01:26,990 --> 00:01:24,540

launch in the past three years more than

31

00:01:29,210 --> 00:01:27,000

100 social media influencers from across

32

00:01:31,249 --> 00:01:29,220

the country were invited by NASA to

33

00:01:34,310 --> 00:01:31,259

enjoy and share with the world an

34

00:01:37,520 --> 00:01:34,320

unmatched experience seeing a rocket

35

00:01:39,440 --> 00:01:37,530

launch live and in person they came to

36

00:01:41,780 --> 00:01:39,450

Florida and saw behind the scenes tour

37

00:01:44,210 --> 00:01:41,790

of NASA's iconic Kennedy Space Center

38

00:01:47,060 --> 00:01:44,220

engage their followers by asking NASA

39

00:01:48,710 --> 00:01:47,070

and SpaceX experts questions receive

40

00:01:51,139 --> 00:01:48,720

from their own social media followers

41

00:01:54,440 --> 00:01:51,149

and felt the amazing moment when the

42

00:01:55,670 --> 00:01:54,450

Falcon 9 lifted off from pad 39a the

43

00:01:57,920 --> 00:01:55,680

very same pad

44

00:01:59,920 --> 00:01:57,930

launched Apollo 11 up to the moon we

45

00:02:02,600 --> 00:01:59,930

have a liftoff on Apollo 11

46

00:02:04,730 --> 00:02:02,610

eight of the top ten most engaging

47

00:02:07,010 --> 00:02:04,740

social media posts happened during

48

00:02:08,810 --> 00:02:07,020

coverage of the spacecraft docking with

49

00:02:11,510 --> 00:02:08,820

the International Space Station and

50

00:02:13,460 --> 00:02:11,520

throughout it all we interacted with our

51  
00:02:16,130 --> 00:02:13,470  
audience by answering questions they

52  
00:02:19,640 --> 00:02:16,140  
submitted by using the hashtag asked

53  
00:02:21,980 --> 00:02:19,650  
NASA during the broadcast we also

54  
00:02:24,560 --> 00:02:21,990  
crafted up behind the scenes storyline

55  
00:02:26,750 --> 00:02:24,570  
an introduction to Ripley the

56  
00:02:29,060 --> 00:02:26,760  
anthropomorphic test device giving a

57  
00:02:33,870 --> 00:02:29,070  
first-hand look into what humans would

58  
00:02:39,470 --> 00:02:35,620  
[Applause]

59  
00:02:41,270 --> 00:02:39,480  
little earth myself and our crew welcome

60  
00:02:44,180 --> 00:02:41,280  
to the crew Dragon the demo one mission

61  
00:02:46,699 --> 00:02:44,190  
coverage was a triumph proving we are on

62  
00:02:47,820 --> 00:02:46,709  
the path to returning human spaceflight

63  
00:02:51,370 --> 00:02:47,830

to the US