

The Divestream Effect: How an Underwater Robot Sparked a Viral Movement in Argentina

When Schmidt Ocean Institute's R/V *Falkor (too)* launched the first high-tech exploration of Argentina's underwater Mar del Plata Canyon, no one expected a cultural phenomenon. Over 21 days, working with CONICET (Argentina's National Scientific and Technical Research Council), the expedition's "Divestream" filmed by Remotely Operated Vehicle (ROV) *SuBastian* shattered engagement records, jumping from 4,000 to 500,000 average views per dive. Fueled by national pride, political timing, and viral discoveries—including a real-life "Patrick Star"—nearly 4 million people (75% Argentinian) tuned in to the live feeds, streamed from depths of thousands of kilometers below the Ocean's surface. On land, from classrooms to local bars, the expedition generated 17.5 million total views, proving that with the right mix of technology and accessibility, deep-sea science can captivate a nation.



YouTube playlists:

1. [Updates and Livestreams](#)
2. [Reels](#)

YouTube Engagement stats

- 21.2 million views, 7.3 million watch hours
- 501.2k subscribers (from 57k in pre-expedition)

YouTube analytics 7/23/25-8/31/25

[Press release & Images](#)

Press coverage sampling:

1. [A California Nonprofit Is Behind This Groundbreaking Deep Sea Exploration Livestream](#)
2. [A Starfish Has Captivated Argentina. It Didn't Ask to Be Political.](#)

3. ['Big-butt starfish,' 'little sweet potato' and dozens of never-before-seen species recorded during deep-sea expedition off Argentina](#)

IG story highlighting social engagement

IG engagement stats

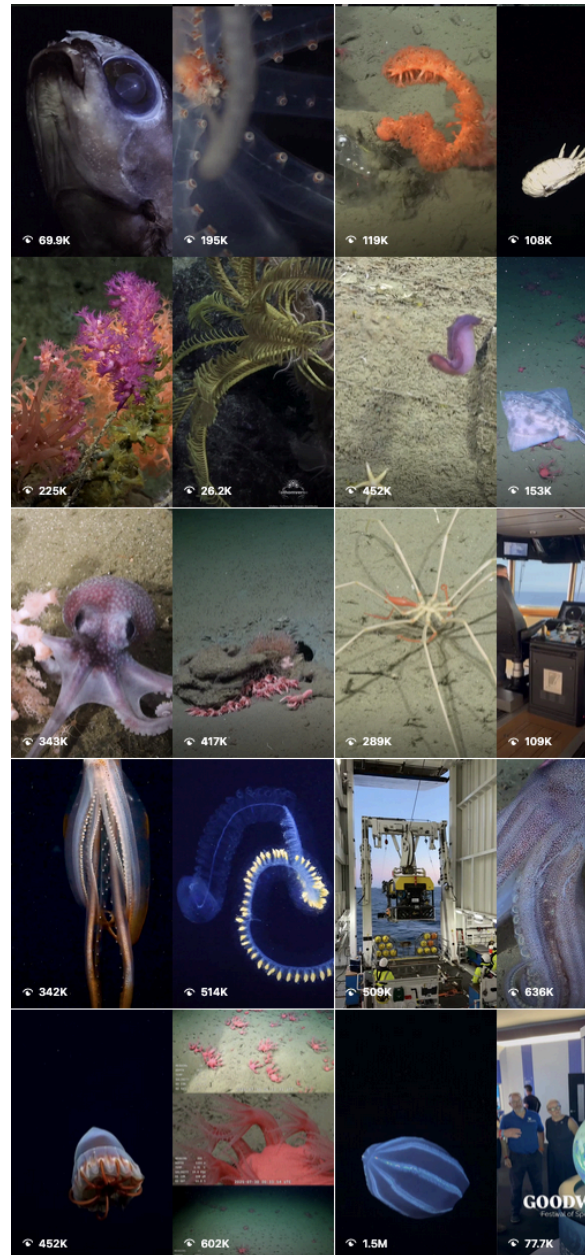
- 15+ million views, 760,000+ engagements, 5% engagement rate
- 157,121 new followers

Sprout reporting for 7/23/25-8/31/25

Profile performance across X, Facebook, Instagram, and LinkedIn

- Net audience growth: 174,210
- Approximately 19 million impressions, 925k engagements, with 4.9 % engagement rate

Sprout reporting for 7/23/25-8/31/25



Public engagement

