



Increase Station Ratings and your Revenue by Streamlining your Commercial Workflow

Telestream Pipeline and Vantage combine with TMD Mediaflex to provide a seamless, unified solution with no disconnects in the C3 commercial recording, transcoding, packaging, and delivery workflow.

Telestream and TMD have partnered to provide a unified solution for recording, transcoding, packaging, and delivery of commercial content that meets Nielsen C3 ratings. This powerful solution can help increase your commercial ratings and your revenues.

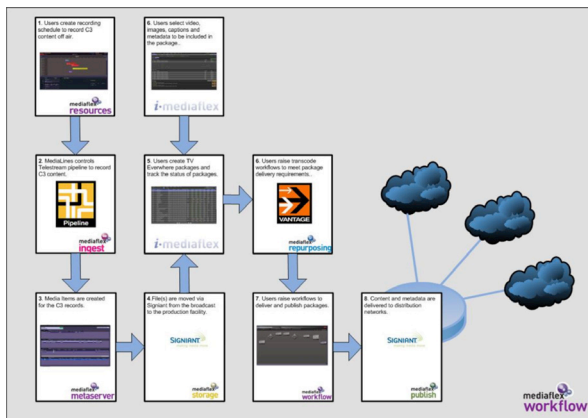
TMD Mediaflex offers an advanced digital media and asset management system that integrates with Telestream Pipeline SDI network video capture and Telestream Vantage transcoding and workflow automation systems to streamline C3 commercial workflows. (C3 refers to the ratings for average commercial minutes in live programming plus three days of digital video recorder playback; these ratings have now been extended to include non-linear viewing.)

This commercial workflow solution targets:

- Television broadcast groups
- Rich media content owners, distributors and publishers

How it works

TMD's Mediaflex recording module controls Telestream's Pipeline video capture system to record an entire program, including interstitials, as the program is being broadcast. The recorded C3 content is used as the source media for non-linear packages. The configuration of these packages determines the delivery format. Mediaflex CI (Content Intelligence) orchestrates Telestream Vantage workflows to transcode the C3 mezzanine file to the required format and also manages the delivery of the media and metadata to the MSO or CDN.



Mediaflex workflow

Why choose the combination?

Telestream and TMD provide a seamless, unified solution with no disconnects in the C3 commercial recording, transcoding, packaging, and delivery workflow. The combined solution is brought to you by two industry leaders with years of experience implementing proven global media asset management and file-based video transcoding and workflow automation solutions.

About TMD and Mediaflex

TMD is a global leader focused on designing and delivering media & content management solutions and associated services to the global media, broadcast and archive sectors. Headquartered in Aylesbury UK the company's Mediaflex software applications provide a platform for the management of both traditional physical media, such as film and video tape, as well as digital content. TMD's global reach includes office locations in the USA and Australia.

Mediaflex is a modular suite of business software applications designed to go beyond traditional digital and media asset management systems and deliver an integrated solution incorporating comprehensive business and operational workflow management.

Typical users of the Mediaflex suite include television broadcast groups; rich media content owners, distributors and publishers; government departments; cultural archive organisations; and corporate media operations.

About Telestream, Pipeline and Vantage

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies – as well as a growing number of users in a broad range of business environments – rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including video capture and ingest; live and on-demand encoding and transcoding; captioning; playback and inspection, delivery, and live streaming; as well as automation and orchestration of the entire workflow.

Pipeline is a network-based video capture & playout system for broadcast and post production that allows multiple users to simultaneously ingest HD and SD SDI video from tape or live sources. Users can edit or transcode media while it is being capture for fast turnaround. Pipeline allows users to encode and playout media to multiple HD and/or SD formats – all from a single box.

Telestream Vantage combines media ingest, transcoding, metadata processing, and analysis into a single, unified workflow framework. Utilizing the latest technologies, Vantage transcoding products deliver pristine quality and exceptional processing speeds. Vantage also offers comprehensive workflow design, automation and management tools that can direct a range of video and audio processing tasks, using either Telestream media processing tools or third-party software and hardware. Vantage integrates with all the major broadcast servers, edit systems, streaming servers, cable VOD (video on demand) servers and storage area networks (SANs).

For more information:

Visit Telestream at: www.telestream.net

Visit TMD at: www.tmd.tv