

Telestream Vantage Partners

Solution Brief



Solution Brief: Telestream Vantage Partners— Collaboration That Works to Solve Problems

Telestream customers are interested in solving business and technical problems. Because one supplier cannot provide every solution to every problem we, at Telestream, have developed a deep Enterprise partner ecosystem encompassing more than 50 companies worldwide. These partnerships include many of the broadcast industry's leading technology brands across a number of solution categories.

Overview

Like building a modern jet airliner, the broadcast equipment market has become sufficiently complex that it's unrealistic to expect one company to deliver a soup to nuts solution. For those interested in signing a single PO, there's almost always unacceptable compromises and untenable promises made to customers. We believe that technology companies should focus on what they do best, and that is why we've worked on building a broad partner ecosystem.

Telestream is proud to have forged partnerships covering the operational areas represented on these pages.

Newsrooms

Speed is the watchword for any newsroom operation. By partnering with industry leading newsroom providers like Avid, Bitcentral, and Grass Valley, a Belden Brand, Vantage ensures the rapid processing of content from ingest to delivery, regardless of the delivery platform—whether it be on-air, web, or multiscreen.

Quality Control

Automated QC of file-based content has become a necessity in today's video operations. Although we offer our own powerful QC solution in Vidchecker, Vantage also integrates with the QC providers Interra Systems, Tektronix, Venera, and nexidia, enabling users to automatically screen content for video and closed captioning quality while maintaining an automated, streamlined workflow.

Storage

Proven and well-integrated storage is paramount to ensuring content is accessible by Vantage as part of its automated workflow process. That is why Vantage has been proven to work with storage from leading providers like Archion, Avid, EMC/Isilon, EVS, Facilis Technology, IBM, NetApp, ObjectMatrix, Quantum, and Scalelogic.

Editing

Reducing the complexities of submitting edited content from the edit station to Vantage is important to insure efficient and streamlined workflows. That is why Vantage offers a tight integration with Avid Media Composer, and the Adobe Exchange Panel to allow submissions directly from Adobe Premiere.

Content Management/MAM

Once customers embrace file-based workflows as a standard in their operations, Content Management or MAM systems become essential to help customers keep track of all their A/V assets, what formats they are in, and a plethora of metadata associated with each asset. This also means that some level of integration is necessary to enable these systems to, at a minimum, generate proxies and thumbnails, but also to make sure that they are able to provide the right format to the right distribution platform when required. In response to these demands, Vantage has the advantage of having some level of integration with all the best known Content Management/MAM providers in the industry, including, Arvato/Bertelsmann, Avid, Cantemo, Empress Media, EMC, Evertz, evolphin, EVS, Oracle/Front Porch Digital, Grass Valley, a Belden Brand, IPV, Irdeto, Mediasilo, MediaBeacon, NetExposure, OpenText, Pronology, Levels Beyond, Ross, Scisys, SDVI, Sony, Square Box Systems, Three Media Associates, TMD, Vidispine, Vizrt, and Xytech.

Playout Automation

These systems are tasked with making sure content is where it needs to be, in the format it needs to be in, in order to satisfy on-air playout requirements. In response to this demand, Automation providers like Etere, and Floral Systems have developed an integration with the Vantage Media Processing Platform that helps to ensure these on-air requirements are automatically satisfied.

Watermarking

This technology is becoming increasingly more important for broadcasters to enable them to perform automatic content monitoring as well as protecting content from pirating. Therefore, Vantage has partnered with Civolution and Nielsen to provide these capabilities as part of their automated workflows.

Audio Encoding

Vantage is partnered with Dolby to incorporate its Dolby Digital Plus and Dolby E technologies in order to provide high quality sound for HD content. Vantage has also partnered with Minnetonka to enable users to have their Vantage media processing platform interact with their AudioTools platform for audio QC and loudness control as part of Vantage's automated workflow process.

Content Distribution

Extreme Reach is the leading provider of video advertising management and distribution for Television, Digital, and Mobile Platforms. Vantage is proud to be partnered with Extreme Reach as an integral part of their North American infrastructure for transcoding, timing conformance, closed captioning, and a myriad of other tasks, all as part of Vantage automated workflows.

File Acceleration

As file based workflows have become more prevalent, there has been a growing demand to move video files from location to location, whether that be between two disparate geographic locations, or to the Cloud. As these files tend to be very large and bandwidth intensive, file acceleration technologies have become a mainstay in these types of workflows. Vantage provides an integration to the world leading providers of this technology including Aspera, FileCatalyst, and Signiant, to enable users to execute a file based transfer easily from within an automated workflow—making it easy for customers to get their content wherever it needs to be around the globe or into the Cloud.

Frame Rate Conversion/HD to UHD/4K Upconversion

With varying international video standards and now with the increasing demand for HD upconversion, Vantage needed a way to satisfy these requirements as part of its Media Processing Platform. To accomplish this, Telestream has partnered with Cinnafilm to incorporate Tachyon for standards conversion, and Dark Energy for upconversion, into the Vantage platform.

Digital Advertising

Dynamic Digital Ad Insertion is becoming all the rage, as it provides content providers and aggregators the opportunity to enhance monetization of their digital VOD assets. This is becoming increasingly more important as the plethora of digital opportunities for advertisers to spend their ad dollars further fragments the advertising dollar. Vantage with VOD Producer DAI provides the only automated platform to assemble CableLabs compliant VOD content provisioned for DAI content.

Telestream has partnered with both Blackarrow and Canoe Ventures to allow VOD delivery platforms to not only prepare VOD content for DAI, but also allow them to dynamically schedule ads into that content with ease.

Enterprise Partners

Adobe	Etere	NetApp	Square Box Systems
Archion	evolphin	NetExposure	SSIMWave
Arvato/Bertelsmann	EVS	nexidia	Tektronix
Aspera	Extreme Reach	Nielsen	Three Media Associates
Avid	Facilis Technology	ObjectMatrix	TMD
Bitcentral	FileCatalyst	OpenText	Venera
Blackarrow	Florical Systems	Oracle/Front Porch Digital	Vidispine
Canoe Ventures	Grass Valley, a Belden	Pronology	Vizrt
Cantemo	Brand	Levels Beyond	Xytech
Cinnafilm	IBM	Ross	
Civolution	Interra Systems	Quantum	
Dolby	IPV	Scalelogic	
EMC	Irdeto	Scisys	
Evertz	MediaBeacon	SDVI	
EMC/Isilon	Mediasilo	Signiant	
Empress Media	Minnetonka	Sony	

