TELESTREAM

FastChannel
NETWORK

An end-to-end Internet-based Digital Video Spot Distribution Solution

- Advertising industry's first full-service Internet-based TV spot delivery solution
- Utilizes Telestream ClipMail Pro for nationwide ingest of broadcast quality video and audio
- FastChannel's robust software application controls ClipMail and streamlines encoding and uploading
- Uploader software includes a localized, searchable media library and complete history of customer activity
- Content is distributed via the Internet and FastChannel online trafficking system to FastChannel video servers located at TV stations
- Telestream's FlipFactory TrafficManager will soon provide automated ingest and redistribution to destination systems within the broadcast facility

The advertising distribution process has traditionally involved the distribution of tape or satellite-transmitted content, as well as the manual handling of information and media at several points along the way. The process is slow, expensive and because of the manual steps involved, often results in costly errors. FastChannel Network, which utilizes Telestream media encoding and delivery products, is changing all of that with TrafficChannel, an end-to-end digital solution for trafficking video advertising content.

Meeting the business challenge

FastChannel's end-to-end trafficking solution, called TrafficChannel, exceeds the capabilities of the advertising industry's previous options for trafficking digital video. For the first time in the history of advertising, advertisers have a single online entry point to deliver, track and manage all their video, print and audio advertising media via FastChannel Network's integrated online and offline services. The online video distribution service was developed to provide FastChannel customers with a faster, more efficient alternative to satellite and tape for digital distribution of video advertising to every broadcast station and network in the country.

Telestream's ClipMail Pro provides the integrated entry point for high-quality video content. ClipMail Pro accepts source media from virtually any tape format and encodes the media to high-quality MPEG files. ClipMail Pro's ubiquity and functional superiority make it the natural choice for ingest into the FastChannel network for delivery to TV stations.
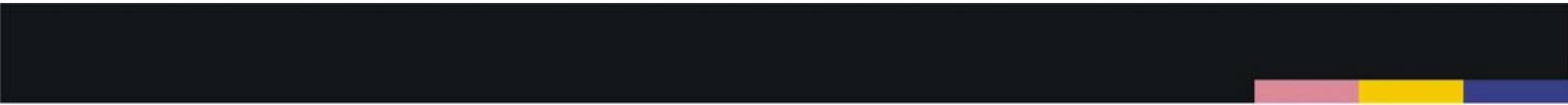
To further enhance the digital distribution process at the TV station, Telestream is developing a FlipFactory TrafficManager plug-in module to automatically monitor the FastChannel video server and pull the content into the station for digital redistribution to the station's play-to-air server.

Why choose the combined solution

Together, FastChannel Network and Telestream provide an automated, end-to-end, digital solution for spot distribution – from post house to on-air server at the TV station. This is the industry's first Internet-based video distribution service. It represents a technological breakthrough and a dramatic process improvement for the commercial broadcast industry.

FastChannel selected ClipMail Pro as its exclusive video ingest solution because of its high-quality, real-time MPEG encoding, ease of use, efficient IP-based delivery technology and advanced application-programming interface. The robust FastChannel software application controls the ClipMail Pro remotely and streamlines the media encoding and uploading process. FastChannel Uploader software provides users with a localized, searchable media library and a complete history of customer activity so customers can reference previous orders within seconds.

The combined solution produces superior broadcast-quality encoded files. Advertising content is encoded in MPEG2 format at a resolution of 18 megabits per second, and sampled at the 4:2:2 broadcast standard to ensure accurate preservation of color information. The content is then uploaded to FastChannel via the Internet and distributed through their online trafficking system to FastChannel Video Servers located at TV stations nationwide.

Once integration is complete, Telestream's FlipFactory TrafficManager will automatically pull the new content from the FastChanel Video Server *into* the TV station. The automated process includes notifying operators that new content has arrived, localizing content into a single aggregation point for tracking, and transcoding into low-res proxy formats for viewing. Based on preset station configurations, content is then transcoded into the required formats and bit rates for automated digital delivery to destination systems such as the broadcast server.

A typical workflow

Advertising media can be ingested into the FastChannel system from any location. The FastChannel Uploader application provides remote access and control of the Telestream ClipMail Pro for capturing, encoding and uploading the video content. Once the ad spot has been uploaded, the FastChannel Trafficker enables users to log into the FastChannel suite of online tools, select the spot, choose the TV station destinations and add the traffic instructions.

Online TV stations receive the ad spot via the Internet, while offline stations receive them in the same high-quality format on CD ROM. The FastChannel Video Server residing at the TV station accepts content arriving via the Internet or disk. Then, Telestream's FlipFactory TrafficManager will automatically pull the content into the station for tracking, previewing, digital redistribution to destination systems, and automation system notification.

Why choose FastChannel Network

FastChannel Network unifies the marketing community and streamlines the workflow of the advertising industry in the creation, delivery and management of digital advertising assets via three integrated channels:

- CreativeChannel: Integrated Television Commercial Research Tools
- TrafficChannel: Advertising Delivery Tools for Print and Broadcast Media
- AssetChannel: Digital Asset Management

FastChannel Network provides the advertising industry with the largest network in the world of more than 5,000 advertisers and agencies, 9,100 broadcast stations and 5,400 newspapers. The company's simplified online system provides customers with speed, control, cost savings and error-reduction while focusing on achieving the best possible results and the highest return on investment for its clients' advertising campaigns.

Why choose Telestream

Telestream products have set the standard with the world's leading media and entertainment companies, corporations and government institutions for the exchange of high-quality video via IP networks. The company's simple-to-use appliances, powerful workflow automation applications and reliable customer service have gained Telestream a worldwide reputation as *the industry standard* for automated media encoding and delivery.

Customers rely on Telestream for convenient, cost-effective, and robust digital media exchange. Telestream's ClipMail MPEG appliances enable peer-to-peer worldwide media delivery, while FlipFactory software applications provide universal transcoding between professional video systems. Telestream's automation applications and smart media management middleware are streamlining workflows for broadcasters, content owners and creators.