



TELESTREAM

**NEWS RELEASE**  
*For immediate release*

## **News Digital Media Selects Telestream FlipFactory for Video Transcoding**

*Major Australian online network adopts FlipFactory for Flash encoding performance, metadata handling and integration with thePlatform content management system*

**Nevada City, CA, February 6, 2009** – As a component of its new content management project, Australia's News Digital Media adopted Telestream's FlipFactory® [workflow automation](#) software to fulfill its [video transcoding](#) requirements. News Digital Media is one of Australia's largest and most innovative online networks, providing news, sports and weather sites with international, national and local perspectives.

News Digital Media will install eight [FlipFactory](#) transcoding engines in the initial phase of the content management project, with further engines to be installed at a later stage – possibly doubling the initial deployment. Telestream's Australian distributor, [Techtel](#) Pty Ltd, will work closely with [News Digital Media](#) to supply and support the software throughout the integration.

News Media Digital selected FlipFactory software due to its ability to provide a fast, powerful and scalable way to automate digital media workflows between all major video and audio file formats. FlipFactory's performance using both Flash MPEG-4 and Flash VP6 codecs was carefully scrutinized and the results confirmed the eligibility of FlipFactory for the install.

News Digital Media intends to integrate FlipFactory with its new web content management system from thePlatform. A close partnership between Telestream and thePlatform was an important consideration when choosing the [transcoding engine](#), as it was critical that the systems work seamlessly to handle large volumes of broadband media in a simple and efficient fashion.

"Telestream demonstrated a real dedication to answering our questions and ensuring that we felt comfortable with the integration between our transcoding platform and our web content management system, and they continue to support the ongoing rollout of our national project," said Michael Lynch, Video Technology Manager at News Digital Media. "We tested the capabilities of FlipFactory with respect to picture quality, software architecture and metadata handling. On all counts we are confident that FlipFactory will meet our needs perfectly in terms of video quality and workflow efficiency."

For more information about Telestream and FlipFactory, visit [www.telestream.net](http://www.telestream.net).

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### **About Telestream ([www.telestream.net](http://www.telestream.net))**

Telestream products make it possible to get video content to any audience regardless of how it is created, distributed or viewed. Throughout the entire digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products range from

components and encoding applications to fully-automated workflow systems. Telestream enables users in a broad range of business environments to leverage the value of their video content. Telestream corporate headquarters are located in Nevada City, California, and its team of video experts are located in France, Germany, Sweden, UK and US. The company is privately held.

**About TechTel** ([www.techtel.tv](http://www.techtel.tv))

Techtel is a leading independent supplier to the broadcast television, radio and telecommunications markets of Australia, New Zealand and South East Asia.

**About News Digital Media** ([www.newsdigitalmedia.com.au](http://www.newsdigitalmedia.com.au))

News Digital Media, the digital division of News Limited, is one of Australia's largest and most innovative online networks. Its business is made up of numerous digital properties, purpose built to deliver 360 degree coverage of the lifestyle, needs and interests of its audience of Aspiring Australians. The backbone of its network is its compelling choice of online news, sport and weather sites that provide international, national and local perspectives.

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