



TELESTREAM

NEWS RELEASE
For immediate release

Vikersund-TV Selects Telestream Episode for FIS World Cup Ski Jumping Web-TV

Episode provides fast, high-quality video encoding for Vikersund-TV, the first website in the FIS organization to offer web TV coverage

Nevada City, Calif., April 1, 2009 – Telestream® today announced that the company's new Windows-based [Episode](#)® desktop media encoder was deployed by Vikersund-TV to provide web TV encoding for the FIS World Cup Ski Jumping competition which was held March 13-15 at the Vikersund Ski Jump Center in Norway. The event attracted 30,000 spectators, over 23,000 web-TV viewers and over one hundred million TV viewers.

“Episode saved our project,” reports Jonas Christiansen, Web-TV Manager at Vikersund-TV. “Encoding speeds and quality were far superior to what we experienced with other encoders. The ability to tweak the codec and container settings in Episode took our project to a new level in terms of distribution quality.”

During the World Cup Ski Jumping event, Vikersund-TV produced approximately 60 stories using Telestream's Episode encoder. The stories ranged in duration from 40 seconds to 2 minutes covering athletes, spectators and organization volunteers. Stories were published on Vikersund-TV's own website, [Vikersund.no](#), [YouTube](#), several local media websites and as a podcast on iTunes.

“Vikersund-TV's need for high-quality output and encoding speed in a Windows environment is the perfect fit for our Episode desktop encoding solution,” said Barbara DeHart, VP of Marketing at Telestream. “The high marks it scored at the prestigious FIS World Cup competition made Episode a winner for Vikersund-TV.”

Christiansen's role was to ensure optimal workflow – from material ingest, editing and graphics work to [encoding](#) and distribution. He chose Telestream's Episode encoder because he was unhappy with the quality and encoding times of other [encoders](#). According to Christiansen, Episode reduced encoding times from 30 min per file to just a couple of minutes. Episode was used on a Windows laptop to encode AVI media files to web-friendly MOV in H.264 files. This enabled Vikersund-TV to push files directly to YouTube and iTunes with metadata – all from a single file.

“Episode performed very well,” adds Christiansen. “The fact that we could tweak the settings the way we wanted helped us distribute the same video file on the web, YouTube and iTunes, which saved us time and effort.”

Episode software provides a fast, flexible, future-proof solution for virtually any video and audio [compression](#) need. In December, Telestream announced cross-platform support for both Mac and Windows users plus the addition of watch folders which allow users to drop finished projects into folders for automatic encoding. Version 5.1.2, which is being released today, includes additional enhancements and bug fixes.

Vikersund-TV is a co-operation between Skiflying Vikersund and Volda University College. Twelve students from Volda University College work on the Vikersund-TV project as a part of their degree.

Episode (\$495) is available for online purchase at www.telestream.net as well as from Telestream's worldwide network of resellers and distributors and Apple online stores. For more information or a free trial, visit www.telestream.net.

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About Telestream (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.

Press contact for Telestream

Janet Swift

janet_swift@telestream.net

tel: +1 530 470 1328