

## **Technicolor Partners with Telestream and Vivesta to Provide Fastest Solution for Catch-up TV for Dutch National Broadcasters**

*Companies integrate their products and services enabling viewers to enjoy live  
broadcast content on VOD within 10 minutes of airing*

**LAS VEGAS, NV (NAB Show) - April 20, 2009** – Thomson (Euronext Paris: 18453; NYSE: TMS), through its Technicolor Business Group, today announced that it has partnered with Telestream and Vivesta to implement a new fully automated transcoding service to generate the fastest video-on-demand (VOD) and Web publishing formats for the Dutch Public Broadcast organization (also known as NPO - Nederlandse Publieke Omroep).

This new system enables NPO to publish broadcast content from the three Dutch public TV channels (Nederland 1, 2 and 3) to multiple outlets (digital cable, IPTV and FTTH) via its Catch-up TV service, which allows VOD viewing within 10 minutes of a show's broadcast on-air time – currently this is the fastest time from broadcast to VOD available.

“We recognized NPO's business need to get its Catch-Up TV content to the web as fast as possible,” said Chuck Parker, president of Technicolor's Digital Content Delivery business, “by working with Telestream and Vivesta – we have been able to deliver this live content to VOD in record time, which demonstrates our strategy to deliver video content in any format in a fast and efficient way.”

Encoding and distribution for NPO's Catch-up TV service is a service which Technicolor has provided for the NPO for many years. However, meeting the new challenging demands of the customer required a different architecture and a state-of-the-art transcoding platform. The project's goal is to have 95% of VOD and Web content for the broadcaster's service available within 10 minutes of the end of any broadcast program.

“Today viewers demand immediate playback of broadcast programs (including live), on whatever platform they're using,” said Egon Verharen, manager of research and development at NPO. “We asked our partners for a solution that would reduce publication time, enable custom branding and subtitling as soon as possible after a show has been broadcast, and implement it as a robust and supported service – and Technicolor matched that challenge.”

The solution consists of products and services from Telestream and Vivesta, where Telestream delivers video capture and transcoding products, and Vivesta delivers the automation and workflow management solution. Combined, these services enable high-speed Web publishing in a fully automated workflow for Catch-up TV. Technicolor is responsible for project management, consultancy, architecture and migration of the existing Catch-up TV service, reporting and end-to-end integration of the new platform in the current broadcast facility.

System integration is provided by Vivesta to ensure a fully automated workflow, from ingest to content delivery, and reporting. This includes integration of Vivesta's MediaFlow media management and automation solution with program metadata management systems, playout data and Telestream's Pipeline capture and FlipFactory transcode systems. Seamless communication paths between Vivesta and Telestream systems ensure a totally automated system.

More information about the partnering companies and their products can be found at [www.technicolor.com](http://www.technicolor.com), [www.telestream.net](http://www.telestream.net) and [www.vivesta.com](http://www.vivesta.com)

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