



PRESS RELEASE
For Immediate Release

MacQuébec Selects Wirecast to Live Stream Coverage of WWDC 2013

MacQuébec uses Telestream Wirecast live video production software to stream coverage of the 2013 Apple Worldwide Developers Conference (WWDC) to worldwide audiences

Nevada City, Calif., June 9, 2013 – [Telestream®](#), the leading provider of digital media tools and workflow solutions, today announced that its Wirecast® live video production software will be used to stream its live broadcast of the WWDC 2013 to worldwide audiences. [MacQuébec](#), a French-language website and podcast focused on Apple technology, hosts the only French podcast dedicated entirely to Apple. MacQuébec selected Wirecast to broadcast the 2013 WWDC to its vast audience using its [YouTube Live channel](#). WWDC will take place June 10-14, 2013 in San Francisco, California.

"With Wirecast Pro and YouTube Live we have a solid streaming system that was easy to install and use with off-the-shelf equipment," said Kim Auclair, founder of MacQuébec. "Our viewers deserve the best production value and we felt Wirecast was the only product that could provide us with that."

MacQuébec's broadcast will run from 9am – 1pm (PDT) on June 10, 2013. Its live stream will include a series of guests who deliver their thoughts on the news that will be presented, as well as integrated comments and pictures from its onsite contact, who will be contributing via the live broadcast blog.

The MacQuébec team explored several live streaming options, and selected [Wirecast](#) because it offered high production value in a flexible software package. Additionally, it met their need for a portable solution that could easily be implemented on equipment they already owned. Wirecast is a complete [live video production software](#) package, which MacQuébec runs on a 27-inch iMac. They bring in 2 cameras and audio through a Macki ProFX12 sound console. Importantly for their team, it also works seamlessly with their YouTube Live channel, providing the seamless ability to output live streams to their existing channel.

YouTube recently [announced](#) a significant expansion to its live platform, effectively enabling live streaming to any content creator who has a YouTube account in good standing, and 1000+ subscribers. Wirecast for YouTube is the only live encoder available for direct download from YouTube.

"The needs of MacQuébec demonstrate Wirecast's ability to reliably deliver broadcast quality video in a software solution that leverages the organization's existing hardware," said Filippa Hasselstrom, director of desktop product marketing at Telestream. "We're thrilled to be able to highlight the use of Wirecast for YouTube for such a high profile event."

For more information about Telestream and Wirecast, visit <http://www.telestream.net>. For more information about MacQuébec visit <http://macquebec.com>. Their live broadcast will be shown through [YouTube Live channel](#) and also embedded on its [website](#).

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About Telestream

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including [video capture](#) and ingest; live and on-demand [encoding](#) and [transcoding](#); playout, delivery, and [live streaming](#); as well as management and automation of the entire [workflow](#). Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

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