



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Simplifies Advertising Workflows with Next-Gen TrafficManager**

*Based on the Vantage platform, TrafficManager addresses file-based ad ingest and media management needs of today's broadcast and cable IPTV service providers*

**Nevada City, Calif., October 18, 2013** – [Telestream®](#), the leading provider of video transcoding and workflow solutions, today announced the launch of its next-generation TrafficManager product for commercial ingest and media management at broadcast and cable television facilities. Following nearly a decade of success streamlining file-based ad ingest of national spots for hundreds of broadcasters with FlipFactory, Telestream now extends this world-class solution to local and regional spots with [TrafficManager](#) built on Vantage.

"We are excited to offer TrafficManager on the Vantage platform," said John Pallett, director of product marketing at Telestream. "Our history as the market leader in this space has given us a deep understanding and insight into the issues our customers face in implementing their advertising workflows. TrafficManager solves real-world business challenges, and offers the ability to reduce costs and errors."

Powered by [Vantage](#), TrafficManager addresses several key challenges which broadcasters and cable/IPTV service providers now face. As more content is received as files instead of tapes, TrafficManager automates media ingest from digital delivery services, processes, and delivers the media to ad-insertion or on-air servers. With hundreds of file formats to process in mixed SD and HD workflows, TrafficManager streamlines internal processes by automatically making decisions based upon media attributes.

TrafficManager also improves efficiency by providing a searchable web-based inventory of commercials which offers a unified view of all of the available spots for all teams. New dub list analysis tools give traffic teams early warning when commercials are not available, allowing them to narrow their search for missing files. New pause-and-resume capability allows fast tracking of high-priority work to ensure that last-minute deliveries make it on air. Importantly, TrafficManager includes new features that streamline the upload, review and approval, and validation of local and regional commercial files, which can represent the majority of revenues for a broadcaster.

"We love TrafficManager, and have standardized on Telestream products for our company," said Jack Dillon, director of engineering at U.S. broadcast TV stations WAAY, WWSB, and WTXL, whose most recent purchase includes TrafficManager on Vantage.

TrafficManager includes integrations with all the major ad delivery services, integrated analysis for smart decision making, web-based inventory review, trimming and approval, and full file-based automation of regulatory requirements, including loudness correction and caption presence. Full transcoding, delivery to

ad insertion or broadcast servers, and workflow automation are also included. TrafficManager is available in two models: one for broadcasters and one for cable and IPTV service providers.

Telestream will feature TrafficManager at several upcoming U.S. industry events:

- [Cable-Tec Expo](#), October 22-24 in Atlanta, GA at booth 919
- [SMPTE 2013](#), October 22-24 in Hollywood, CA at booth 208
- [CCW](#), November 13-14 in New York, NY at booth 912

TrafficManager is now available from Telestream's worldwide sales distribution channels. For more information about Telestream and TrafficManager, visit [www.telestream.net/trafficmanager](http://www.telestream.net/trafficmanager).

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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 automation and orchestration 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](http://www.telestream.net).

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