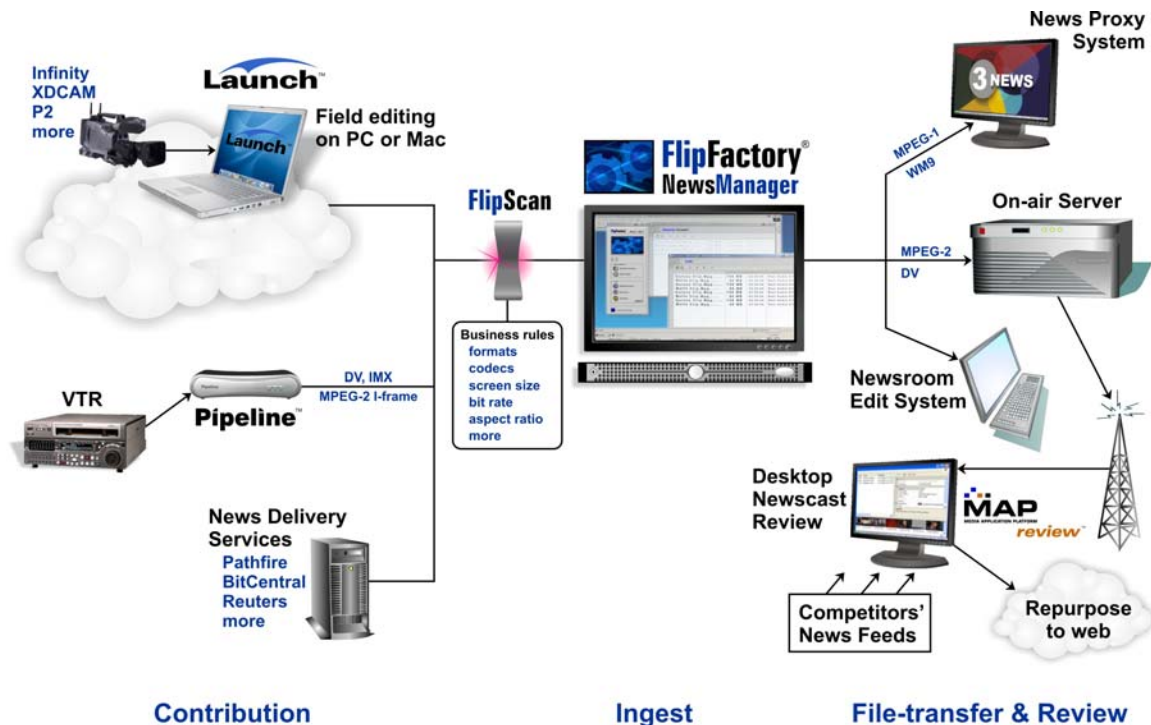# Telestream News Solutions

In the fast paced news environment, a number of critical factors determine a news operation's success. Time to air and staying ahead of the competition are crucial. Station personnel must manage content coming from different locations in different formats. There is increasing pressure to contain costs and maximize operational efficiency. So, a major challenge for many news organizations is: *How do you quickly and efficiently collect news content from the field and ingest it into the facility?*

Telestream is a company that has built a reputation with the world's leading broadcast and cable companies for products that encode and move media across IP networks. Our digital news workflow solutions include:

- collection and delivery of news content from remote locations
- automated ingest at the facility – to video servers, edit stations, and newsroom systems
- tools to help you analyze your news programs and compare them with competitors

Telestream's digital workflow solutions replace manual tape-based processes with more efficient, automated and reliable network access to and exchange of digital media.

Fast, efficient Remote Newsgathering

Launch™ IP news transmission

Launch™ fromTelestream is a low-cost, personal IP media delivery application that reduces the cost and complexity of gathering news stories. Launch improves time-to-air by enabling journalists to quickly and efficiently transmit news stories directly from ENG laptops as soon as they've created them. When delivered to Telestream's FlipFactory at the station, Launch provides the industry's only end-to-end, fully automated, all-digital delivery from field laptop directly to newsroom systems or virtually any server or edit system at the station.

Launch™ supports transmission from leading Windows PC and Mac-based news or video editing laptops via wired or wireless IP networks. The journalist simply selects the destination and quality level desired, and Launch handles the rest—compressing the edited video file and delivering it via the most efficient transport protocol. Standard encoding to Windows Media 9 format provides superior broadcast quality and bandwidth efficiency. Other output formats are also available for both the Mac and PC. Exclusive Telestream HyperLaunch™ media delivery protocol enhances throughput over lossy, wireless wide area networks, resumes interrupted transfers, facilitates encryption for security, and provides incoming file transfer prioritization and management.

Automated Ingest at the facility

FlipFactory® NewsManager automates file transfer

Telestream's FlipFactory NewsManager streamlines the process of ingesting news content into your facility with all-digital file transfer to destination systems, including your play-to-air server. FlipFactory is the world's leading broadcast workflow automation application. It automatically converts formats and transfers media, eliminating the need for digital-to-analog conversions, manual metadata entry, and cumbersome handling of tape. FlipFactory automatically transfers media and metadata between professional systems such as digital delivery servers, broadcast servers, cable VOD servers, editing systems and streaming servers – extending the useful life of your legacy systems.
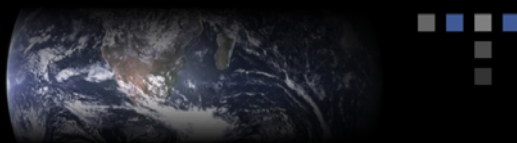
FlipFactory NewsManager supports multiple ingest sources commonly found at news facilities, including news subscription servers from Pathfire, BitCentral, Reuters and other digital delivery services, FTP servers, video servers, editing systems, and files delivered by Launch. Incoming news content and its metadata are automatically ingested, converted and delivered directly to newsroom systems in the formats required by each. These include Avid, Grass Valley, Harris/Leitch, Pinnacle and Sony newsroom systems.

Low-resolution proxies can automatically be created in the formats required by proxy news editing systems, including Avid Media Browse and Grass Valley NewsBrowse. FlipFactory NewsManager delivers important metadata to the proxy editing system and tells it where the high-resolution version of the news file is located. NewsManager can also be used to convert news content into multiple formats and bit rates for distribution to Web or mobile devices. Converted files are automatically delivered to distribution servers.

For Avid users, the FlipFactory TransferManager plug-in automatically imports media into the Avid Unity media network or to an Avid editing system via the Avid Unity TransferManager, eliminating the need for a separate import step.

Analyzing your news programs

MAP*review* simplifies newscast analysis
Telestream's MAP*review*™ simplifies the tasks of analyzing your newscasts alongside those of your competitors as well as critiquing your own news productions. This powerful multifunction tool provides a single solution for the digital capture, storage management, reformatting, and review of multiple video feeds.

Based on preset schedules, MAP*review* automatically records your newscast and those of your competitors. Multiple users across your facility can simultaneously gain instant access to these newscasts for review from any networked desktop – either during acquisition or at a later time. Users can easily search, view, trim, and email segments of the newscast with comments to colleagues to facilitate improvements.

Reviewing your newscast alongside your competitors is a quick and easy process. Rich metadata, such as closed captioning, timecode, keyframes and labels, make it easy to find the clips you need. When you are ready to review them, you can play back multiple time-synched news clips in the same player, and you can select the audio track you wish to hear. Plus, we've added the ability to display ratings data alongside the video.

MAP*review* also makes it easy for you to automatically publish and deliver select newscasts to your Web site in the format and bit rate you want. Or, you can post select segments of your newscast to your Web site by simply dragging and dropping those segments into a MAP*review* folder for automatic publishing. Media are automatically captured in Windows Media 9 format, however, other streaming choices include different Windows Media 9 bit rates or transcoding to Real and/or QuickTime.

Finally, MAP*review* can also function as your station's digital compliance recorder, capturing all your broadcast content and making it searchable for executive review, legal compliance, and ad-run verification.

Speed, efficiency, reliability and ease of use are just a few of the reasons why news organizations worldwide rely on Telestream products to collect, move and view their valuable news content.