



## Telestream Episode Transcodes 500,000 HD Video Jobs for Clipcanvas

*Thousands of video files processed each week for online publication, previews, download and editing*

*"Telestream makes it easy for us to deliver a reliable and flexible service to our clients. Our users are very demanding and will not accept anything but the best video quality. The most important benefit from using Episode transcoding is that we save time and money for our clients, so they can focus on their creative work."*

Cato Salter  
CEO, Clipcanvas

### Background

Clipcanvas is an HD video resources company that offers easy-to-use and high-quality video content to its clients for immediate downloading and use at affordable prices. The large and growing archive of [Clipcanvas stock video](#) includes commercial, creative and editorial footage from all over the world. In this business, it is important for Clipcanvas to be able to accept multiple upload source formats and deliver multiple digital video output formats for download. Thousands of users – including television networks, production houses, advertising agencies, and individual content creators and videographers – turn to Clipcanvas every week to benefit from its high quality HD stock footage service.

### The Challenge

Video transcoding, with its many video formats and codec conversion, is a complex field which can encounter many challenges. Clipcanvas needed a tool that could handle a wide range of different digital video formats and codecs. The company's video consultants recommended that they take a look at [Telestream](#) offerings.

According to Clipcanvas CEO, Cato Salter, "We selected Telestream Episode Engine Pro because of its integration capabilities. Upon reading the specifications of this video transcoding software solution, we immediately knew that it would be the best choice for implementation with our own systems."

### The Solution

Clipcanvas installed Episode Engine Pro into its service in the fall of 2007. Episode is used to receive and deliver HD video files for online publication, previews, download and editing.



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## Case Study: Clipcanvas



Since 2007, Clipcanvas has processed more than 500,000 jobs using Episode to transcode HD videos received from hundreds of different suppliers all over the world.

Presently, 5,000 to 10,000 jobs are handled per week, and Salter advises that Episode is working smoothly. "It has become an important part of our online stock footage business. Episode seamlessly integrates with our website servers and Apple Xsan 2, and it operates unattended as a stable and integral part of our digital workflow."

### The Result

"Telestream makes it easy for us to deliver a reliable and flexible service to our clients. Our users are very demanding and will not accept anything but the best video quality for their digital workflows. The most important benefit from using Episode transcoding is that we save time and money for our clients, so they can focus on their creative work," reports Salter.

At one point, several of Clipcanvas' clients wanted to download video clips in a delivery format that they did not offer at the time. Because of the flexibility of Episode to support a wide range of formats, Clipcanvas was able to offer all of its clients this additional format for download in a matter of hours. According to Salter, "This would not have been possible without the flexibility of Episode software to deliver additional formats in high quality with a minimum of adjustment."

"The production team especially likes the ease with which Episode Engine can be integrated with other systems, including the reliability and flexibility of its automation features," adds Salter.

When asked about post-sales support, Salter concludes, "For the few queries that we've made, we've received fast, efficient and productive responses from Telestream."

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**For more information: tel +1 530. 470.1300 - [www.telestream.net](http://www.telestream.net)**

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