Aftonbladet selects Episode Engine to meet the demands
of over a million unique viewers a week

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Based in Sweden, Aftonbladet is the largest online newspaper in the Scandinavian countries. The newspaper's Web TV service, called Aftonbladet TV, attributes its success to delivering the right mix of news, sports, politics, and the latest in entertainment video programming to over a million unique viewers a week.

The Challenge

Aftonbladet TV built a fully-automated media encoding workflow to produce the Web content they required. However, their initial media encoding solutions lacked the speed, format support and image quality they required. They switched to Telestream's Episode Engine server-based encoding application to improve their encoding results.
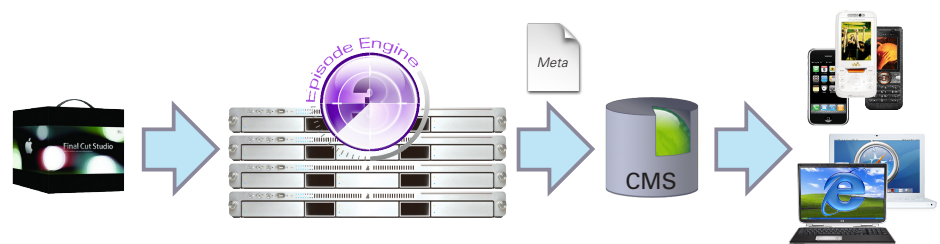
The Solution

"We chose Episode Engine because it provides the speed, format support and image quality we needed," commented Vasilios Hatciliamis, Technical Project Director at Aftonbladet TV. "A big plus is Episode Engine's multi-processor support, which allows for faster encoding. Episode Engine was very easy to integrate into our existing media encoding workflow. It also helps us produce Windows Media files with multiple bitrate support, a feature that was lacking in earlier solutions."

The Workflow

Episode Engine is installed on four Apple Quad Core Xeon XServes, which are located in the server room at Aftonbladet TV's main office in Stockholm. Episode is used in the encoding workflow that they built themselves to handle registering of clip metadata, encoding, distribution and publishing to their Web TV player, mobile platforms and other channels.

Approximately 10 hours of content are encoded each week to a variety of formats. Initially, media was encoded to Windows Media and H.264 formats. Currently, programs are primarily encoded to Flash, 3GP and MPEG-2 formats. "Image quality is very good," reports Hatciliamis.

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Episode Engine is built right into Aftonbladet TV's media encoding/publishing workflow. The workflow consists of a master server that distributes encoding jobs to a number of encoding nodes.

The Results

"Episode Engine's speed makes us competitive. It is reliable, so we don't need to spend time with technical issues. It runs on Mac OS X, which is a stable, secure operating system. And, since it supports a wide range of encoding formats, we don't need any additional encoding software. Bottom line, we save time and money, and our end users get a better service," concludes Hatciliamis.

When asked about post-sales service, Haticiliamis added that they have used Telestream's customer support a couple of times and "received good service. Telestream has listened to improvement suggestions and incorporated them in the product."