



Save time, effort and money

Simplify the way you receive, manage, and deliver media

Telestream TrafficManager™

streamlines content handling for TV stations and cable facilities.

TrafficManager provides a complete solution for syndicated and commercial media workflows, from ingest, review & approval, transcoding, dub list reconciliation, delivery for ad insertion servers or broadcast servers, and automation system notification.

FlipFactory Customers

Vantage TrafficManager is a powerful upgrade to existing FlipFactory TrafficManager users and includes better scalability and increased workflow management options.

Faster Turnaround, Fewer Mistakes

TrafficManager reduces processing time, and reduces errors. This means fewer misplaced advertisements and a better service offering to your customer. TrafficManager achieves this by automating the entire workflow, using rules that you specify for how to find, process, and deliver short and long-form media. When new assets arrive, TrafficManager will automatically identify them, the metadata, and execute all of the steps necessary to ensure timely availability for on-air, cable or web transmission. This happens without requiring manual labor, ensuring that media is prepared in the fastest possible manner, and without introducing human error.

Simplify Commercial Ingest

Commercials can arrive from a wide variety of sources. Without a unified process, ad sales, traffic and operations staff may be wasting time chasing down media from clients or manually moving files from hard drives and customer FTP sites. TrafficManager eliminates these issues by simplifying and unifying the entire process.

For national ads, TrafficManager integrates with the most common digital media delivery services including DG Fastchannel, Javelin, ExtremeReach, the Comcast ADN (Radiance), and more. Commercial metadata and trim points are ingested and used automatically during this activity, and file-based media processing allows you to remove unnecessary dubs to tape.

TrafficManager integrates with many third-party playout automation systems to automate notification of incoming content and metadata.

For local and regional ads, TrafficManager includes a customizable upload portal, allowing you to provide clients with a web page where they can perform uploads of commercials within a web browser. Clients can enter metadata and provide the asset, and the resulting upload can move into TrafficManager's review and approval tools.

Finally, TrafficManager dub list analysis tools let you quickly see the status of the assets you need. Your traffic and operations staff can see at a glance if any commercials have not yet arrived, narrowing their search to only the assets which need attention.

Syndicated Content Support

TrafficManager's new Syndicated Content management system is a powerful upgrade to existing automated and manual ingest workflows. Syndication support makes it easy for personnel to create and use templates to process episodic content and edit the running order of ads and other segments, and then preview material prior to sending to air.

Ensure Compliance

TrafficManager helps to ensure that you are meeting regulatory requirements. It automatically performs loudness analysis and correction during transcoding, can detect when captions are not present in commercials, and can notify you when any asset is not meeting your specifications. This file-based preprocessing makes sure that national compliance requirements (such as the U.S. CALM Act) are met. TrafficManager also generates web caption files such as SMPTE 2052, again ensuring accessibility requirements are met regardless of your distribution channel. Finally, TrafficManager streamlines the legal compliance review process with web-based review & approval tools and automated proxy generation.

A Scalable, Flexible Workhorse

TrafficManager is a flexible tool that allows you to scale your operation as necessary.

Build rules for different stations or cable channels simply by mapping out naming, dub list and distribution requirements. If you're starting with tape, you can use Telestream's Lightspeed® Live Capture to ingest media with metadata directly into TrafficManager. Locally generated promos and ads can also be imported from your station's edit suites.

Lightspeed® Technology

Add Telestream's Lightspeed Server to improve transcoding performance and throughput. Lightspeed Server is a 1RU device that utilizes multiple GPUs and CPU cores to accelerate video processing and H.264 transcoding through the use of Telestream's exclusive Lightspeed technology. Enhanced deinterlacing, resizing, and accelerated H.264 encoding will significantly improve your image quality and reduce transcoding time.

Scalable, rock-solid server software

TrafficManager runs on Windows server. Built upon the award-winning Vantage media processing platform, TrafficManager ensures high performance and integrates the world's leading file-based transcoding technology. Automatic pause-and-resume capability ensures that high-priority media is processed as quickly as possible. The addition of Vantage Array enables full scalability, load-balancing and redundancy, giving you enterprise-class 24/7 reliability and auto-failover. Processing can take place on one or multiple load-balanced servers providing high-volume processing to meet your exact workflow needs.

Best in class customer support

Telestream is known for providing unparalleled customer service and support. You can rest assured that Telestream's worldwide team of highly-skilled technicians are available to provide the quick and comprehensive support and guidance you need to fully leverage the power of your Telestream product.

Technical Specifications

What's Included in TrafficManager

- Integrations with national commercial and syndicated delivery services
- Upload portal for local & regional commercial submissions over the web
- 5-user web portal for asset inventory searching, review & approval, and metadata entry
- Dub list analysis & job triggering tools
- Template creator for Syndicated content, and special Syndicated Content Management portal for managing episodic and other long-form material
- Analysis Pro and loudness correction tools
- Automation system notification via BXF, XML and dub lists
- Transcoding for web, mobile and edit file formats
- **Broadcast Model:** Transcoding for all major broadcast and MXF format
- **Cable/IPTV Model:** Transcoding for MPEG-2 and H.264 TS outputs

Technical Specifications

WORKFLOW FEATURES	Broadcast	Cable/iPTV
Catch Server Monitoring	■	■
Dub List Monitoring	■	■
Analysis & Loudness Correction	■	■
Local & Regional Web Uploads	■	■
5 Portal Users (inventory view)	■	■
Dub List Analysis Tools	■	■
SPOT DELIVERY CATCH SERVERS		
Centaur	■	■
Comcast (Radiance)	■	■
DG	■	■
DMDS (Yangaroo)	■	■
ExtremeReach	■	■
ExtremeReach Mijo	■	■
Hula MX	■	■
Javelin	■	■
On The Spot Media	■	■
SpotGenie	■	■
Spottraffic	■	■
Video Express	■	■
Generic Catch Configuration	■	■
SYNDICATION CATCH SERVERS		
Pathfire	■	■
PitchBlue®	■	■
DUB LIST MONITORING AND ANALYSIS		
Comma Separated (CSV)	■	■
Column Separated (TXT)	■	■
NOVAR HTML	■	■
Eclipse	■	■
SERVER SUPPORT		
360 System MAXX HD, Image Server	■	Decode
Avid MediaStream	■	Decode
EVS XT Server, Media Server	■	Decode
Grass Valley Profile, PDR, K2, Summit, Solo	■	Decode
Harris VR Series, Nexio, DVR Series	■	Decode
Omneon Spectrum, MediaDeck, MediaGrid	■	Decode
SeaChange BMS/BMC/BML	■	Decode
SeaChange MVL	Decode	■
Arris HQ	Decode	■
NON-LINEAR EDITOR TRANSCODING		
Adobe Premiere	■	■
Apple Final Cut Pro	■	■
Avid DS, Media Composer, Symphony Xpress, Xpress DV, iNews, NewsCutter	■	■
Avid Liquid & Vortex	■	■
Avid Unity, ISIS, Interplay	■	■
Grass Valley News Edit, News Browse	■	■

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CAMERA INGEST	Broadcast	Cable/iPTV
Grass Valley Infinity	Decode	Decode
Ikegami GF	Decode	Decode
Panasonic P2	Decode	Decode
RED	Decode	Decode
Sony XDCAM	Decode	Decode
Sony XDCAM EX	Decode	Decode

BROADCAST AUTOMATION	Broadcast	Cable/iPTV
BXF	■	
Text Dub List (CSV, Tab-Delimited)	■	
XML notifier	■	

Integrations to more than 30 third-party automation system makes and models for direct notifications. Contact us for model-specific details.

ANALYSIS CAPABILITIES	Broadcast	Cable/iPTV
Identify media properties (codec, width height, audio, bit rate, etc.)	■	■
Letterbox / Curtain Detection	■	■
Black Detection	■	■
Slate / Bars Detection	■	■
Dolby Dialog Intelligence	■	■
ITU 1770-3 and EBU R-128 loudness measurement and correction	■	■
Telecine detection and removal	■	■
Macroblock detection	■	■
Video interlacing and field order detection	■	■
Caption detection	■	■
Web caption file generation SMPTE 2052, Web VTT, SCC)	■	■
Intelligent decision-making	■	■
Integration with 3rd party QC software	Optional	Optional

OTHER FEATURES	Broadcast	Cable/iPTV
Windows, FTP Monitoring and delivery	■	■
Broadcast Server monitoring and delivery	■	
SeaChange MVL delivery		■
XML Metadata transformations	■	■
SFTP and FTPS monitoring and delivery	■	■
Email notification	■	■
Web-based job status views	■	■
User Accounts	■	■
GPU Accelerated Transcoding	Optional	Optional

System Requirements

Vantage:

Operating System: Windows Server 2012 R1 and R2, or Server 2016
Minimum Server: Dual, Six Core Processors - or better (a total of 12 cores or more is recommended), with 16 GB DDR Memory
Recommended Server: Telestream Lightspeed Server with GPU acceleration; High-Speed NAS or SAN storage recommended; GigE Ethernet adapter

SQL Database Dedicated Server:

Operating System: Windows Server 2012 R1 and R2, or Server 2016
Minimum Server: Four Core Processor - or better with 16 GB DDR required memory. 32 GB DDR is recommended for Domains with high job volume.
Database: SQL 2012, SQL 2014 Standard or Enterprise, SQL 2016 Standard or Enterprise, SQL Express 2016
Client OSs: Windows 10, Windows 7, 8, Server 2012 R1 and R2, or Server 2016

Web Page Server: Internet Information Services 7.0

