



NEWS RELEASE
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Telestream Named Industry Leader in the Global Video Transcoders Market

Frost & Sullivan honors Telestream with 2009 Global Competitive Strategy Leadership Award and 2009 World Market Share Leadership Award

Nevada City, Calif., November 24, 2009 – [Telestream](#), a provider of world-class video transcoding solutions, affirms its leadership position with the announcement that [Frost & Sullivan](#) has presented the company with two 2009 Global Video Transcoders Market Leadership Awards. The Competitive Strategy Leadership Award recognizes Telestream for its accomplishments in the overall global enterprise, broadband and mobile [video transcoders](#) market. The World Market Share Leadership award recognizes Telestream's position in the global broadband video transcoders market sector.

The awards cite Telestream's best practices as being unmatched in their field; acknowledge the company's continued double-digit growth rate and market share dominance; as well as the creativity and dedication of its executive team and employees.

Frost and Sullivan's Competitive Strategy Leadership Award is based on key criteria that benchmarks Telestream against its competitors in the areas of competitive intelligence, competitive strategy, market share, brand positioning and customer satisfaction.

"Telestream has focused on using transcoding as an enabling technology and has been able to successfully merge it with other components to provide customers with complete workflow solutions. Further, Telestream has made two major acquisitions that have helped the company leverage growth," said Vidya S. Nath, Senior Industry Analyst at Frost and Sullivan. "Despite tough economic conditions and extremely competitive situations, Telestream has enjoyed substantial growth in 2009 and established itself as a leading transcoding vendor across multiple market segments."

Frost and Sullivan cites several key performance drivers that contributed to the growth of Telestream:

- A highly diversified line of [transcoding products](#) complimented by other software and workflow automation products have resulted in higher adoption rates and the ability to address a broader range of markets.
- Strong brand recognition driven by its perceived innovation leadership in spite of the dominance of large broadcast equipment vendors.
- Year-on-year revenue growth of 30% despite recessionary economic conditions in 2009.

Frost and Sullivan also recognized Telestream as one of only two vendors that has gained robust growth within the global [broadband video transcoders](#) market, while driving innovation. Although the market is highly fragmented, Telestream led its competitors with a 17.9 percent market share.

“An important factor that has contributed to Telestream’s growth is its highly diversified product line. The company offers both enterprise-scale and desktop encoding and transcoding solutions, enabling customers of all sizes to compress video for web distribution,” stated Nath, at Frost & Sullivan. “Telestream’s market share, especially in the [broadband video](#) market segment, has grown tremendously because of these efforts.”

Both awards acknowledge Telestream’s recent acquisitions as contributing to its transcoding expertise and breadth of product offerings for Mac and Windows users. These acquisitions have helped Telestream to leverage its growth and expand distribution.

“Telestream is honored to receive these two awards from Frost & Sullivan, one of the world’s top research firms,” said Dan Castes, CEO of Telestream. “The most important recognition for us is customer satisfaction which is reflected in our sales growth and is the foundation for receiving these awards. We are dedicated to continuing our quest to create the technology and products that enable a broad range of digital media solutions across multiple platforms.”

More information about Telestream and its products is available at www.telestream.net.

About Telestream

Founded in 1998, [Telestream](#) products make it possible to get video content to any audience regardless of how it is created, distributed or viewed. The world’s most demanding media and entertainment companies, service providers and enterprises rely on Telestream products to streamline their operations and generate more revenue from their media. In addition, a growing number of video prosumers are turning to Telestream to simplify the creation of video for online and mobile distribution. Enterprise-class products include [video capture devices](#), [video transcoding](#) and [workflow automation](#) server software. Desktop solutions include [encoding](#), live [webcasting](#), [screencasting](#) and [component](#) software. Telestream enables users in a broad range of business environments to leverage the value of their video content. Corporate headquarters are located in Nevada City, California, and its team of video experts is located in France, Germany, Sweden, UK and US.

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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