



FOR IMMEDIATE RELEASE

Vigor Systems and Telestream Partner for Public Television's New File Delivery System

PitchBlue® and Telestream Cloud Workflow solutions symbolize Public Television's commitment to proven and trusted technology

Nevada City, CA, and San Diego, CA, April 6, 2018 – [Vigor Systems, Inc®](#), a leader in TV content distribution and media solutions, and [Telestream®](#), a leading provider of video transcoding and workflow automation solutions, have partnered to deliver a technology solution that will enable the Public Television community to transition file delivery and media processing to the cloud. Ultimately, this will allow the public television system to migrate from satellite file delivery to a next-generation terrestrial broadband-based file delivery platform. This progressive move symbolizes public television's commitment to grow with the media landscape and to capture all the efficiencies and cost-savings made possible by the latest advances in proven technology.

Vigor was selected by the public television system to design, implement and manage the infrastructure that enables the delivery of content to public television stations. This solution is based on Vigor's PitchBlue technology, a successful cloud-based content distribution, management, monitoring, and storage solution already widely used at 1700 broadcast stations. PitchBlue is the largest TV content distribution platform in the U.S., distributing billions of dollars' worth of content via the cloud from partners such as CBS, NBC Universal, Warner Brothers, Sony, 20th Television FOX and PMI. In addition to leading content distributors, the public television system joins Vigor's thriving customer base of ad insertion and media industry partners, all focused on defining industry trends and best practices.

As part of the initial phase of this new system, Vigor has chosen Telestream as their transcoding partner to optimize delivery of media files in station workflows. The implementation of the Telestream Cloud Workflow solution, an advanced media processing and workflow automation powered by Vantage media processing technology, will allow stations to intelligently conform media in the cloud for station playout broadcast.

"When it came time to pick a partner for this project, Telestream was the first company that came to mind," said Magnus Sorlander, CEO and Founder of Vigor. "With their industry proven transcoding solution and the latest addition of Telestream Cloud to their portfolio, they were the perfect choice to work with to bring this first phase of progressive content distribution to the public television market."

Telestream Cloud Workflow is a fully managed SaaS solution designed to perform automated content preparation such as standards conversion, time adjustments, and captioning in addition to high-quality transcoding. Workflow utilizes Vantage technology components to bring transcoding, metadata processing, analysis and quality control into a single, unified system with intelligent workflow automation. Through seamless API integration to the PitchBlue platform, Telestream will transcode predefined station media profiles upon ingest into the Vigor cloud library or upon download request from stations.

“We’re tremendously excited to have the combined power of Telestream Cloud and PitchBlue capabilities at the heart of this solution for public television stations,” said Scott Murray, VP of Product Management at Telestream. “We know that, in their mission to serve a broad and diverse audience, public TV stations are looking to provide the highest quality, richest media to their viewers, and they need to do so in the most cost-effective way possible. Vigor shares our conviction that the highest quality solutions can also be lean and flexible.”

The joint integration is currently being tested at pilot locations and will officially be rolled out to all public television stations by early Fall 2018.

###

About Vigor Systems, Inc.

Vigor Systems, Inc. is a privately owned, media technology solutions company with a thriving network of technology partners and customers within the media, cable and broadcast industries. Founded by Magnus Sorlander in 2002, the company provides content distribution, ad insertion, and media solutions for some of the biggest networks and brands in the world. Vigor Systems raised the content distribution bar with PitchBlue®, its flagship platform designed in collaboration with CBS and Warner Bros. Vigor’s ad insertion-as-a-service solution, Advertio®, offers customers progressive technology and ad revenue opportunities. With the addition of Edison, Vigor’s newest media solution, Vigor’s portfolio of products will become a true on-stop solution for the media industry. For more information, visit onevigor.tv.

About Telestream

Telestream provides world-class live and on-demand digital video tools, workflow solutions and quality monitoring capabilities that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world’s most demanding media and entertainment companies, and service providers, as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences, generate more revenue from and ensure the quality of their media. Telestream products span the entire digital media lifecycle, including [video capture and ingest](#); live and on-demand [encoding](#) and [transcoding](#); [captioning](#); [playback and inspection](#), delivery, and [live streaming](#); [automation and orchestration](#); with its [iQ product line](#), Telestream enables the monitoring and management of quality service and experience over any network.

Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For company and product information, visit www.telestream.net.

Trademarked company and product names are the property of their respective companies.

For more information, please contact:

Telestream:

North America
Véronique Froment or Doug Hansel
veronique@highrezpr.com
doug@highrezpr.com
+1 603-537-9248

EMEA & APAC
Bob Charlton
bob@scribe-pr.com
+44 20 7084 6335

Vigor:

Anne Davis
anne.davis@onevigor.tv
858-914-4211