



Press Release
For Immediate Release

Telestream Wirecast Integrates Limelight MMD Live Video Streaming

New collaboration increases business agility for content producers of many types; creates new revenue streams through intuitive personalized ad insertion

Nevada City, Calif., April 4, 2019 – [Telestream](#)[®], the leading provider of digital video tools and workflow solutions today announced it is collaborating with [Limelight Networks](#), Inc., a leading provider of edge cloud services, to integrate Limelight Multi-device Media Delivery (MMD) Live into Telestream’s multi-award winning [Wirecast](#) live streaming production software.

Wirecast is now the preferred video production software for producing live content delivered over Limelight’s Content Delivery Network (CDN). Also, Limelight MMD Live can work with AdSparx automated ad break detection and server-side ad insertion capabilities that provides a premium broadcast TV-like advertising experience.

The combined solution makes it easy for Wirecast users to implement low latency delivery with integrated, personalized ad insertion for the content they produce. Limelight’s MMD Live simplifies the process of delivering live video in the correct video format to every user device through cloud-based transcoding and transmuxing that offloads computationally complex tasks from users’ environments.

“This system solution enables Wirecast users to work more efficiently since it relies on Limelight MMD Live for high quality video delivery, and more profitably by virtue of the sophisticated ad insertion capabilities,” commented Mark Wronski, Vice President of Corporate Transformation at Telestream. “Other than ads managed and controlled by social media platforms, there has not been a path to provide Wirecast users with their own server-side ad insertion before – which is reliant on a CDN partner’s involvement, so this is truly enabling groundbreaking functionality for our present and future Wirecast users.”

“We’re glad to be working with Telestream to help reduce workflow complexity for customers and meet the growing demands for the highest quality video viewing,” said Stephanie Gaines, Senior Director of Product Management at Limelight Networks. “By integrating live streaming production with Limelight content delivery, content providers can now deliver the best viewing experience across devices and increase monetization of live streaming content.”

A key driver within Telestream for this collaboration is its ability to give Wirecast users access to new revenue streams by selling ads to further monetize their content. Wirecast de-risks the production tool choice for the client, and the combined services of Limelight de-risks reliable low latency delivery. From time to market and business agility perspectives, the combined solution provides a seamless shopping experience for all things required to produce, deliver and monetize live streaming content.

About Limelight MMD

Limelight's MMD Live automatically converts live video feeds into multiple formats and bitrates as they are requested by viewers, eliminating the headaches and hassles of delivering live video to a variety of devices. MMD Live helps reduce workflow complexity while meeting the demands of audiences for the highest quality video viewing experience on any device.

About Wirecast

Wirecast is the industry's only cross-platform, all-in-one live streaming production software that enables capture, live production and encoding of live streams for broadcast to multiple servers and platforms simultaneously. With new powerful production capabilities, streamlined workflows, and expanded content source options, Wirecast offers the capabilities of more expensive hardware solutions with the flexibility and affordability of a software application.

Telestream has pioneered live streaming over social networks, being one of the first technology companies to support live video streaming over Facebook Live, Twitter Periscope and YouTube Live. Wirecast is ideal for broadcasting professional-looking live web shows, news, online gaming, sporting events, concerts, church services, corporate meetings, lectures and much more. With Wirecast, users can stream multiple live cameras while dynamically mixing in other media such as movies, images and sounds, and adding production features such as transitions, built-in titles, chroma key, virtual sets and live scoreboards. More information is available at www.telestream.net.

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About Telestream

Telestream provides world class live and file-based solutions for automated workflow and quality monitoring and management solutions for video 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's corporate headquarters are located in Nevada City, California and Westwood, Massachusetts. 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.
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