



## **NEWS RELEASE**

### **Telestream Announces Vantage Integration within BroadView OnDemand Platform**

*Workflow automation streamlines content creation and packaging of VOD assets*

**Nevada City, California, July 8<sup>th</sup>, 2021** — Telestream®, a leading provider of workflow automation, media processing, quality monitoring and test and measurement solutions for the production and distribution of video, today announced a new integration of the Vantage Media Processing Platform within BroadView's OnDemand software to provide advanced transcoding and automated media workflows.

Based in Toronto, BroadView Software supplies a comprehensive broadcast management system which includes fully integrated tools for programming, scheduling, VOD, traffic and sales. Built for broadcasters and content providers who are making their content available to either traditional cable set top VOD partners or TV everywhere partners, the integration with Vantage streamlines the operation with workflow automation, reducing manpower and the potential for errors. BroadView can now create sequences based on VOD schedules and send them automatically to Vantage for transcoding.

"Vantage has an excellent API which has allowed us to create an improved media workflow that BroadView can leverage to provide tools for our clients without having to re-engineer that ourselves," said Geoff Holden, Product Manager of OnDemand, BroadView.

"This is an exciting first step in tighter integration with Vantage that will make our customer workflows more efficient and more cost effective when delivering VOD."

The integrated solution is currently in use at Blue Ant Media, a global media company with headquarters in Toronto and offices in five other countries. Everything is controlled from BroadView including the ability to monitor jobs in Vantage in real time. Prior to BroadView, many media workflows at Blue Ant were manual in nature. "There isn't anything in the market with this level of automation and integration with Vantage," commented Holden. "We are also able to provide our clients with a graphical user interface to monitor the state of jobs within Vantage as they relate to the BroadView items without leaving our interface."

"BroadView and Telestream Vantage offer a unique solution in terms of the ability to build out the VOD schedule and allowing that schedule to power sequence creation," said Tristan Irvine, manager of Technical Resources at Blue Ant Media. "It's been instrumental to our growth as increased automation has allowed us to avoid adding headcount to perform

repetitive and tedious tasks better suited for a computer. For example, inserting commercial blacks used to be done manually – now, that can be automated.”

The approvals and QA process at Blue Ant is more formalized and streamlined than before since the QA process now flows directly into transcoding. “When a sequence is built out, it passes on to a supervisor for approval,” said Irvine. “Once approved, it is automatically submitted as a job in Vantage.”

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### **About Telestream**

For over 20 years, Telestream® has been at the forefront of innovation in the digital video industry. The company develops products for [media processing and workflow orchestration](#); live [capture](#), [streaming](#), [production](#), [video quality assurance](#), [archive](#) and [content management](#); and [video and audio test solutions](#) that make it possible to reliably get video content to any audience regardless of how it is created, distributed or viewed. Telestream solutions are available on premises or in the [cloud](#) as well as in hybrid combinations. Telestream is privately held with corporate headquarters located in Nevada City, California and Westwood, Massachusetts.

### **About BroadView Software**

BroadView Software Inc. is the premier choice of Broadcast Operators, Ad Sales Professionals, CIOs and CFOs alike for integrated information-management solutions in today's multi-platform media environment. For over two decades BroadView has been a well-established technology partner for on demand and linear scheduling, traffic, workflow, and content and media management. Broadview is hailed by clients for delivering scalable turn-key solutions, innovative customizations and exemplary customer service. BroadView's eighth-generation technology provides advanced functionality with ease-of-use. This, combined with expertise in integrations, training and support, maximizes value and increases profitability for our clients. For more information visit: [@BroadViewSoft](http://www.BroadViewSoftware.com)

### **About Blue Ant Media**

**Blue Ant Media** is a privately held, international content producer, distributor and channel operator. We own and operate numerous production companies in North America and Asia-Pacific under the Blue Ant Studios banner, creating content for broadcasters and streaming platforms in multiple genres including factual entertainment, natural history, documentary, adult animation and drama. Our distribution business, Blue Ant International, offers a substantial catalogue of content, including one of the world's largest 4K natural history offerings. Blue Ant Media operates channels under nine brands including Love Nature, Smithsonian Channel Canada, BBC Earth (Canada), BBC First (Canada) and more. Blue Ant Media is headquartered in Toronto, with seven international offices in Los Angeles, New York, Singapore, Tokyo, London, Washington and Beijing. [blueantmedia.com](http://blueantmedia.com)

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