



NEWS RELEASE

Telestream Launches Live Talk Show to Share Best Practices for Live-Streaming and Video Production

Live monthly interaction with subject matter experts helps aspiring and expert streaming pros make high production value content that keeps viewers engaged and coming back for more

Nevada City, California, Oct 25, 2022 — [Telestream®](#), a global leader in file-based media workflow orchestration, media streaming, and delivery technologies, today announced its monthly YouTube and Facebook live show created to educate and inform both aspiring and expert streaming professionals. Dubbed *The Wirecast Show*, the content and topics cover every aspect of video production and live streaming, making it a unique program and reference for users of all experience levels.

The monthly show is hosted by the Wirecast team at Telestream and leverages the collective expertise of those at the forefront of the streaming ecosystem. During the live show, viewers have an opportunity to interact directly through social media and ask questions of the hosts while gaining valuable insights, guidance, tips and tricks to jumpstart and streamline their live and on-demand video production efforts. No other live show on the web gives video streamers and producers this level of access to Telestream's live-streaming and video production specialists.

"*The Wirecast Show* covers all aspects of video production and streaming. We're very keen to share our insights from more than two decades in the business. We're also excited to bring on guest speakers who can lend their unique perspectives on what works and what doesn't from a production and audience engagement point of view," says Lynn Elliott, Senior Product Manager at Telestream and Host of *The Wirecast Show*. "Whether you've worked in live video streaming and production for years, or you're just getting into it, we hope you'll find *The Wirecast Show* to be a useful resource for guidance on how to get the most production value possible out of your next video stream."

In addition to production and streaming knowledge, viewers will also learn about a variety of topics pertaining to video-on-demand post-production, enabled by products like ScreenFlow, hosting hybrid events with a platform like Sherpa Stream, and burgeoning expectations for video in the modern age, such as offering ADA accessibility on live-streaming events and building monetized content programs.

The Wirecast Show is hosted live on the last Wednesday of each month at 10 AM PST. Users can tune in live and watch past episode VODs on the WirecastTube YouTube channel [linked here](#).

Full episode archives and selected clips will be made available after the live show.

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About Telestream

For nearly twenty-five 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](#), [production](#), [live streaming](#), [video quality assurance](#), [virtual events and video hosting](#), [content management](#), and [video and audio test solutions](#). Available on premises or in the [cloud](#) as well as in hybrid combinations, Telestream solutions make it possible to reliably get video content to any audience, regardless of how it is created, distributed or viewed. Telestream is privately held with corporate headquarters located in Nevada City, California and Westwood, Massachusetts.

For company and product information, visit www.telestream.net.

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