



NEWS RELEASE

Telestream Unveils New Video Publishing Platform for Social Media

Removes Technology Hurdles to Enable Social Media Marketing Professionals to Quickly and Easily Publish Video Content to Social Media Platforms

Nevada City, California, June 14th, 2016 –[Telestream](#)® today announced a new video publishing platform that simplifies and automates the process of creating and posting videos to social media sites. Available immediately, Vantage for Social Media can be used by any social media marketing professional, in any industry, to promote their brand more effectively and develop closer interaction with their communities through the power of video.

Unlike alternatives that require professional video editing systems and specialized skills to produce and publish social media videos, Vantage for Social Media eliminates technology hurdles so that marketing professionals can focus on maximizing the impact of their social marketing campaigns.

Vantage for Social Media provides all of the tools necessary to prepare and deliver video to multiple social media outlets simultaneously including YouTube, Twitter, LinkedIn, Google+, and soon Vimeo, Facebook and Brightcove. With Vantage for Social Media, marketing teams can easily edit videos, assemble multiple clips, produce social media metadata, create thumbnail videos, add graphics, branding, messaging, tweets and other content in a matter of minutes. The new social media tools make it easy to simultaneously publish videos and associated content to one or multiple social media channels and social media accounts.

"Studies show that user engagement directly correlates to the volume and timeliness of video marketing produced. With Vantage for Social Media, you don't have to be a video-editing expert, and you won't need to worry about formats, metadata or even the specific characteristics of each social channel to publish video to social media. Thanks to our new social media tools, anyone can now simplify the process and significantly accelerate the pace of their video social marketing programs," says Jim Duval, Director of New Products at Telestream.

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

About Telestream

Telestream provides world-class live and on-demand digital video tools and workflow solutions 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 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 and generate more revenue from 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](#); as well as automation and orchestration of the entire [workflow](#). Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

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