



NEWS RELEASE

Telestream Announces Vantage For Social Media

New Vantage Offering Automates Publishing of Video for Social Media Communication

Nevada City, California, June 14th, 2016 – [Telestream](#)® the leading provider of video transcoding and workflow automation solutions, today announced a new offering for its Vantage media processing platform. Called Vantage for Social Media, the new module adds social media distribution to broadcast, cable and over the top video workflows. Vantage for Social Media posts video, text and images to social media accounts directly from Vantage workflows, extending the marketing and branding efforts of media companies to social media destinations.

Available immediately, 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 proxies and social media metadata, add graphics, branding, messaging, tweets and other content.

Vantage for Social Media can be configured within existing Vantage content production automation systems or set up as user-operated workstations where marketing professionals focus on maximizing the impact of their social marketing efforts.

"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, content owners, broadcasters and news organizations 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.

A key element of the Vantage for Social Media tool set is the Social Media Connector, which provides direct connections between Vantage workflows and social media accounts. Once configured, it establishes connections to specific user accounts at social media end points, delivers video and metadata for each distribution, and reports on any errors or problems in delivery. Users can choose between unattended workflows where all content publishing is automated, or attended workflows where operators can easily edit video clips, amend metadata and add messaging before publishing.

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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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