telestream

Embracing SaaS

Identifying Paths to Value

Consumers are inundated with video

Consumer video consumption maxed out

Plethora of sourcing options and content choice driving viewer fragmentation

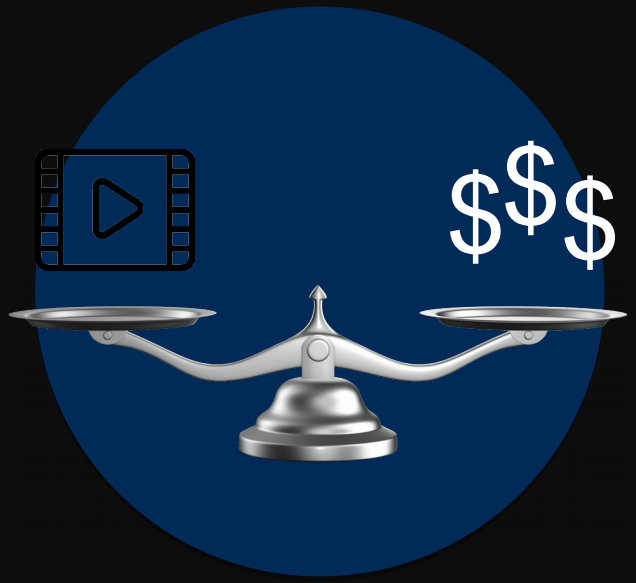
Expect video on any device

Consumer expectations rising

Despite jamming 31 hours in a day through multi-tasking actual consumer minutes of video usage are expected to be flat through 2022*

Source: Activate Research 2019

Providers have to break through the noise



Differentiate on video quality

Agile innovation on content and quick cancel when it fails

Create content that appeals broadly and to niches. Make content that gets noticed

…Fragmented maxed out market with flattening revenue, means doing all this with reduced operating costs while staying agile

Anything that could allow you to deliver more content cost effectively to a small audience is interesting. Delivering the best within a budget envelope. – Service Provider Customer

Source: Telestream customer primary research

Cloud was supposed to help solve this but…

Cloud adoption has been slow

Providers are not sure what their optimal cloud strategy is

Unsure how to transition workflows and processes to the cloud

Data transit and egress charge concerns

Hotel California concern… you can check out anytime you like but you can never leave…

Most simulcast is 24x7, and cost of doing that in the cloud vs prem has been prohibitive until very recently. – Broadcast Customer

Source: Telestream customer primary research

What we believe cloud should do for you is…

Provide Low Risk Migration Path to Cloud Optimized Business Process

Align Video Minute Cash Inflows with Cash Outflows

Orchestrate Flexible Deployment Allowing Agility and Innovation

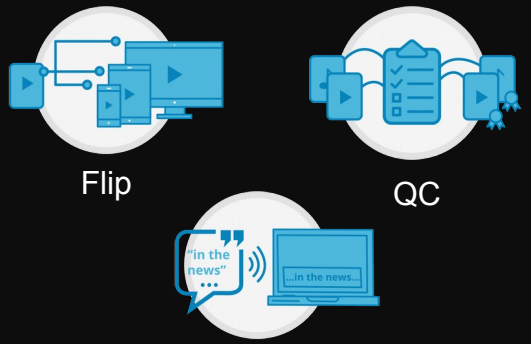
Deliver Quality Monitoring and Intelligence for a Differentiated Service

Being able to orchestrate channels quickly simply and efficiently is the reason to move to the cloud... Doing these things any other way involves an enormous amount of process, project management and commercial effort. – Broadcast Customer

Source: Telestream customer primary research

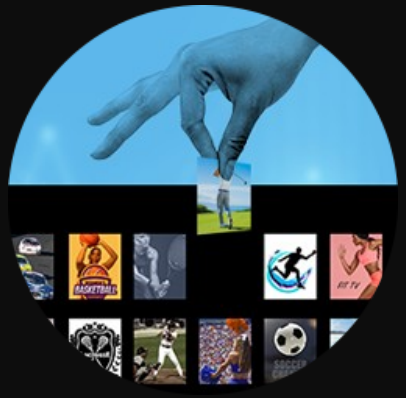
Telestream has invested in this cloud future, today…

Telestream Cloud SaaS



TelestreamCloud Port

Telestream OptiQ



We've come a long way in the cloud journey and I'm increasingly emboldened and don't take no for an answer when someone says their content can't go through the public cloud. I don't have that problem. – Broadcast Customer

Source: Telestream customer primary research

telestream