

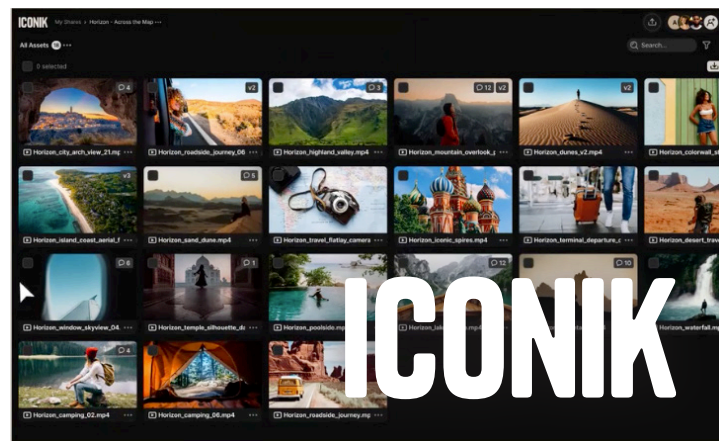


# Telestream & Iconik

## Elevate Your Media Supply Chain

### Enabling Live Production Workflows Made Easy

Consumption of media has increased dramatically in the past few years. As a result, content creators are developing more video content than ever before. To meet audience expectations, content creators must ensure their videos are compatible with a wide range of devices, resolutions, and formats.



For live production environments, the stakes are high. Sports leagues, broadcasters, and production teams can't afford to wait for files to finish ingesting before they become usable. Delays in access mean missed highlight opportunities, slower turnaround, and lost audience engagement. The Telestream Vantage and Iconik MAM connector is the answer to these persistent friction points, enabling editors to start working on growing files during live events, drastically reducing highlight turnaround from hours to minutes.

**The Vantage-Iconik integration unifies Telestream Vantage's workflow automation and Global Ingest platform with Iconik's cloud-native Media Asset Management (MAM) system.** This connector seamlessly handles the heavy lifting in the background by automatically generating proxies, performing native quality control, generating rich metadata, and delivering assets directly into the iconik MAM as part of a continuous process.



## The Challenge

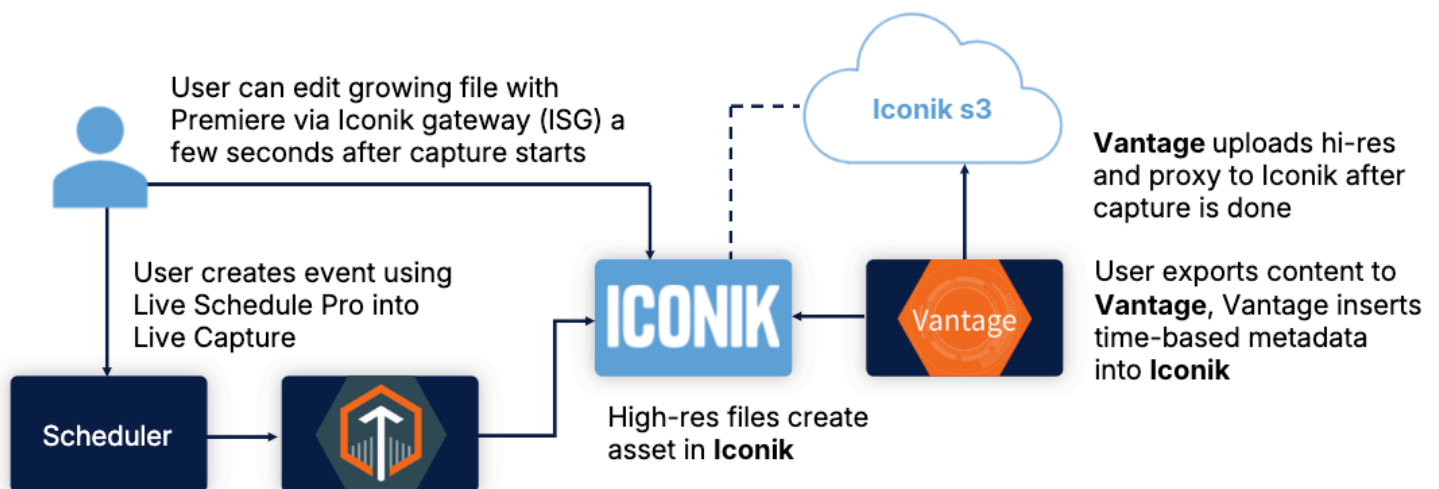
Content is being created everywhere – on location, in the cloud, across remote teams – and expectations around speed, accessibility, and output have never been higher. The challenge for fast-paced live productions, like sports, venues, and distributed teams, isn't just about moving content. It's connecting every stage of the workflow – ingest, processing, metadata, and asset management – without introducing friction. The Telestream integration with Iconik is designed to solve exactly that, bridging the gap between where content is created and where it needs to be managed.

## The Solution

### Why This Integration is Important

This integration removes the invisible barriers that slow production teams down. By enabling hybrid flexibility, organizations can ingest on-premises or in the cloud, process locally or via Vantage Cloud, and centrally store assets in iconik's cloud-native platform. Teams can start working with and turning around content almost immediately, regardless of where it was captured, eliminating handoffs and delays. You are no longer forced to compromise between cloud access and on-premises control—you can have both within a single, unified Vantage workflow.

## Sports Ingest: Telestream + Iconik Integration



## Key Benefits of Telestream & Iconik Joint Solution



### Unmatched Speed

Processing is lightning-fast. Files are ingested into iconik quicker, allowing editors to access video content and rich metadata immediately, accelerating final delivery.



### Premium Quality

Automated proxies are generated seamlessly without any distortion to the original frame rate or aspect ratio.



### Ultimate Simplicity

Even the most complex media files, such as RED and other digital cinema camera formats, are processed quickly and seamlessly.



### Total Control

Users can prioritize urgent files, pushing them to the front of the line for immediate ingestion into iconik—meaning no waiting for critical assets.



### Guaranteed Consistency

Vantage normalizes audio levels, bit rates, and formats upon ingest to conserve storage and reduce quality-control (QC) workloads. It even automates folder structures, ensuring files are always ingested into the correct location.



### Rich Metadata at No Variable Cost

Automatically ingest comprehensive file metadata (names, dates) alongside rich metadata (summaries, transcripts, and captions) into iconik with absolutely no variable costs.

Learn more about Vantage:  
[telestream.com/vantage](https://telestream.com/vantage)



Ready to elevate your media supply chain?  
Contact us at [telestream.com/contact-us](https://telestream.com/contact-us)