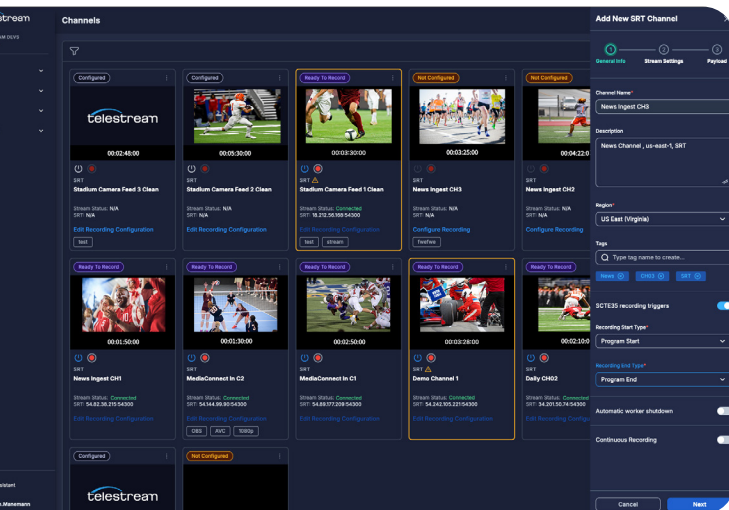


Telestream UP

One Media Platform for Managing Modern Media Operations from Ingest to Delivery



Executive Summary

The media and entertainment industry is entering 2026 shaped by a foundational shift in audience behavior. Total screen time is rising, but consumption is increasingly fragmented across emerging platforms and younger demographics—creating long-term pressure on traditional models of production, monetization, and delivery.

Telestream’s strategic response is centered around a platform-based approach that unifies historically separate tools into a more flexible, cloud-native future. Telestream UP brings every stage of production—from capturing raw footage to final delivery—into one interface. By using a single system instead of juggling tools from multiple vendors, companies can get their content to air faster and more reliably.

The UP Advantage

UP delivers a tightly integrated set of cloud-native capabilities designed to simplify core media operations across ingest, automation, review, and monitoring. Each service is purpose-built and accessible through a common UI, API, and authentication model—ensuring consistency across the platform while enabling teams to adopt only what they need.

Operational Benefits

All-in-One Tool:

Replaces scattered software with one central user experience.

Simpler Setup:

Requires much less engineering work to get running.

Clear Oversight:

See the status of every live feed and file in real-time.

Technical Benefits

High Speed:

Built for low latency so the system responds instantly.

Cloud & On Site:

Works on your local servers, in the cloud, or both.

Easy Integration:

Connects easily to the software you already use.

Financial Benefits

Pay-As-You-Go:

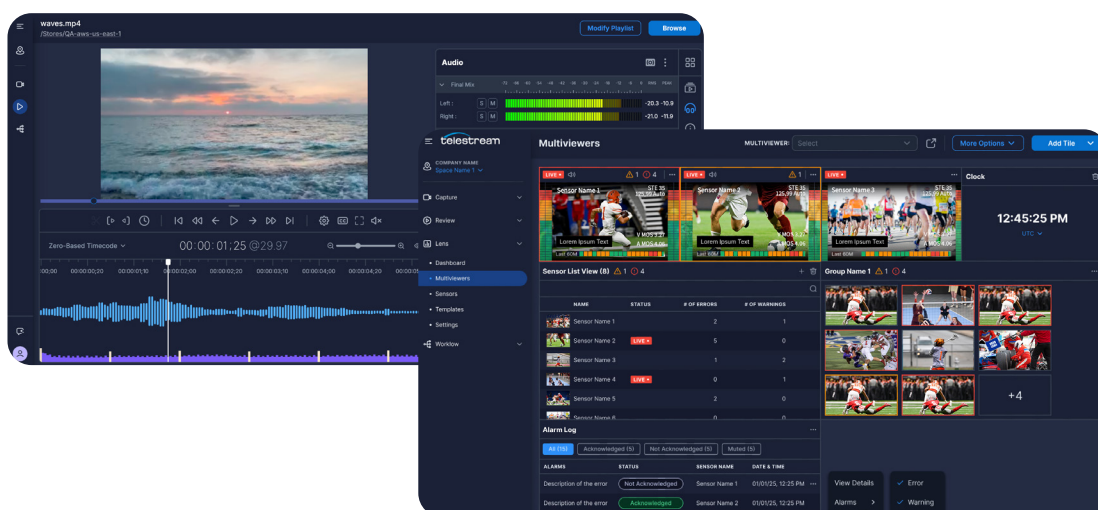
Pricing is based on how much you actually use.

No Big Up Front Costs:

Moves expenses to a flexible monthly subscription.

Scalable:

Works for a single small project or an entire global network.



UP Core Services

At its core, UP is built on a shared platform architecture. Foundational services such as identity and access management (IAM), billing, logging, storage configuration, and notifications are available across all applications.

UP focuses on the following set of streamlined, high-impact services:



Cloud-native ingest that enables high-quality live capture directly into cloud and hybrid workflows.



Professional camera card and file-based ingest for sports, news, and mobile production, ensuring assets are organized and metadata-rich from the start.



A professional-grade, proxy-less playback service that allows distributed teams to review high quality content of any media file directly from S3 storage with full frame-accuracy.

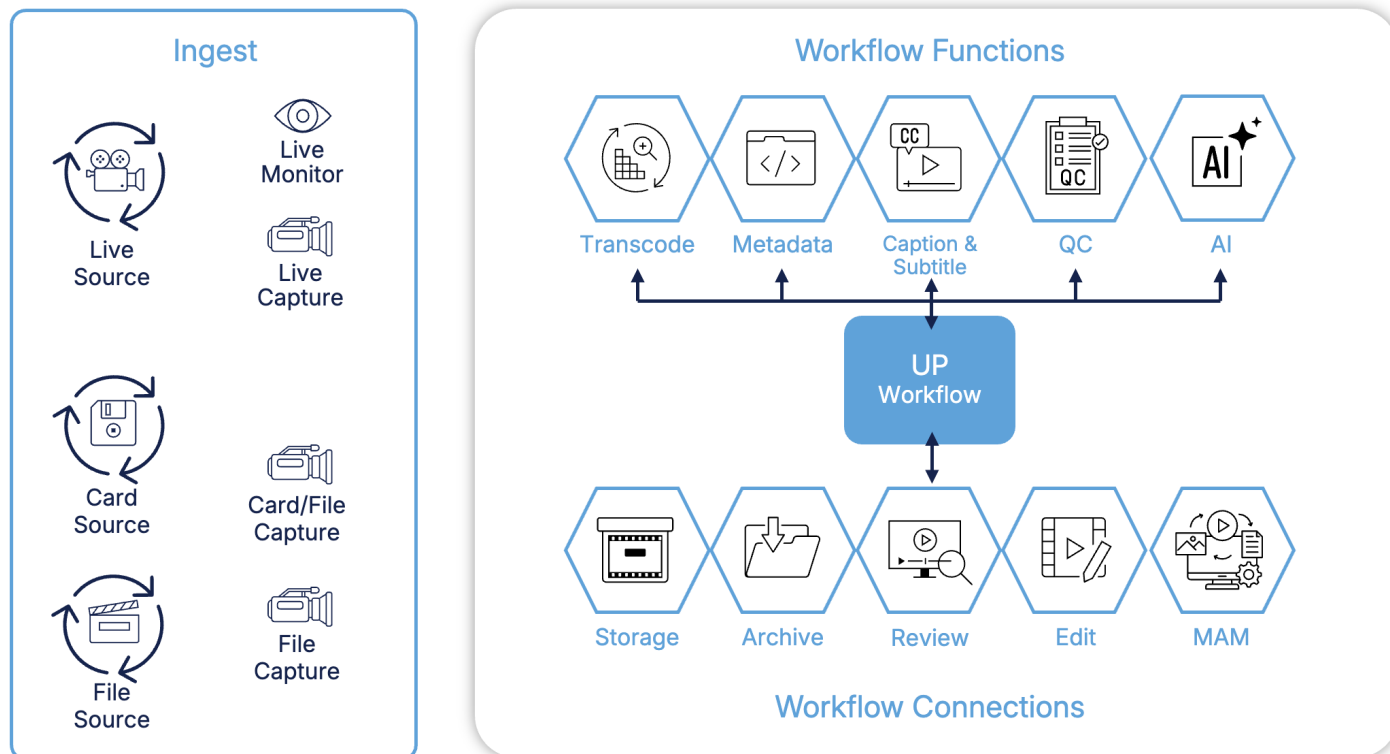


Real-time visibility and troubleshooting for SRT live contribution feeds, fusing multiviewer monitoring with deep signal analytics.



Low-code orchestration with embedded AI that allows users to connect capture, processing, and delivery tasks with drag-and-drop simplicity.

Modular Service. Unified Operations.



UP.Capture

Records live video directly into your storage. It removes the need for bulky hardware and handles high-demand events easily. Benefits include:

- **Direct Cloud Upload:** Moves video straight from the contribution feed source to the cloud.
- **Reliable Transport:** Uses SRT technology to keep video smooth even on shaky internet connections.
- **Best for:** Live sports, remote broadcasts, and digital archiving.

UP.Ingest

The entry point for finished files. It ensures every clip is labeled, organized, and checked as soon as it arrives. Benefits include:

- **Broad Format Support:** Works with professional camera cards and mobile uploads.
- **Auto-Labeling:** Automatically pulls info (metadata) from files so they are easy to find.
- **Best for:** Field reporters and sports production teams.

UP.Review

Eliminates the wait time usually required for "review and approve" cycles. You don't have to wait for low-res proxy files to be created or large files to download. Benefits include:

- **Instant Streaming:** Watch high-resolution master files directly from cloud storage (S3).
- **Frame Accuracy:** Pause and skip through video with precision to check quality or create clips.
- **Best for:** Editors, directors, and quality control teams.

UP.Lens

Ensures your live feeds stay on the air. It combines a multiviewer with deep data analysis. Benefits include:

- **Multiviewer:** Watch multiple live streams at once on one screen.
- **Health Checks:** Automatically detects if a signal is dropping or losing quality.
- **Fast Fixes:** Find and diagnose technical issues before the audience notices.
- **Best for:** Control rooms and live stream engineers.

UP.Workflow

The "brain" of the system. It uses a simple, no code workflow editor create extensive media processing workflows. Benefits include:

- **Drag-and-Drop:** Anyone can build a workflow by connecting different tasks visually.
- **AI Assistance:** Uses AI to help suggest or build automated paths for your media.
- **Best for:** Operations managers and automation specialists.

UP represents a strategic evolution in how Telestream delivers value to a changing media landscape.

Rather than offering siloed tools or incremental upgrades, UP consolidates core capabilities into a cohesive, service-based platform that meets customers where they are—whether they operate traditional broadcast infrastructure, scale global streaming operations, or lead cloud-first content teams.

Learn more about UP:
telestream.com/up



Want to schedule a demo?
Contact us at telestream.com/contact-us