

Tektronix Eases Video Ingest For Streaming

New "Netflix Delivery Standards" Testing Helps Streamline Digital Supply Chain

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BEAVERTON, Ore., April 8, 2013 /PRNewswire/ -- Tektronix, Inc., the market leader in broadcast video test, monitoring and analysis solutions, today announced that its Cerify File-Based QC solution has been certified by Netflix, making it easier for content suppliers to deliver video for streaming.

(Logo: <http://photos.prnewswire.com/prnh/20130103/SF36616LOGO-b>)

There continues to be an explosion in the amount of video content that is being provided to Video Service Providers. With hundreds of potential content suppliers, Video Service Providers are struggling to perform quality control on the incoming content with the wide variability of file formats, codec types, potential syntax errors and organizational variability of quality metrics. This complexity in the digital supply chain increases the amount of time it takes to standardize the content to the VSPs' ingest quality standards before being ready for the content prep workflow. In the absence of industry wide content delivery specifications, individual VSPs are beginning to define their own content delivery specification for content suppliers.

Having Cerify certified by Netflix can help ensure that content suppliers are in compliance to the required content delivery specification. Content suppliers will benefit from the reduced time and expense of rejected content and ensure that Netflix can ingest content of a consistent quality.

"Tektronix's Cerify plays a significant role in the digital supply chains of our content and services partners," said Christopher Fetner, director of content partner operations at Netflix. "We're excited to have collaborated with Tektronix to influence the developments in Cerify that ensures that their users will have greater confidence when delivering content to Netflix."

In order to support Netflix, Tektronix has added new content types, test methods and profiles to their automated content verification system. Cerify is a fully automated system for verifying/checking file-based content prior to transmission or use. Solutions range from windows-based PC standalone workstations to enterprise-wide solutions that interface to 3rd party automation or asset management systems.

"Cerify ensures content readiness in workflows that handle content for different types of playout. Cerify is the only enterprise-ready, scalable QC solution suitable for various stages of workflow like ingest, transcode and archiving," said Eben Jenkins, general manager, Video Product Line at Tektronix. "We expect that the new Netflix influenced changes to Cerify will help our current and future content supplier customers address the needs of delivering consistent high quality assets to Netflix."

At NAB2013, visit Tektronix and Netflix in booth N609 to get a demo of the result of their collaboration. Bring your content to the Tektronix booth where Tektronix and Netflix Content Engineers will be on hand to demonstrate how Cerify can test your content to ensure compliance to the Netflix delivery specification.

About Cerify

Tektronix is a leading Automated QC solutions provider for the Digital Media industry. Tektronix' Automated QC solution, Cerify, is a fully automated system for verifying/checking file-based content prior to transmission or use. Cerify ensures media content readiness, and helps content providers to reduce the amount of rejected content that is supplied to Video Service Providers. Solutions range from windows-based

PC standalone workstations to enterprise-wide solutions that interface to 3rd party automation or asset management systems. For more information please visit <http://www.tek.com/cerify>.

Wondering what else Tektronix is up to? Stay up to date on the latest news from Tektronix on [Twitter](#) and [Facebook](#).

About Tektronix

For more than sixty-five years, engineers have turned to [Tektronix](#) for test, measurement and monitoring solutions to solve design challenges, improve productivity and dramatically reduce time to market. Tektronix is a leading supplier of [test equipment](#) for engineers focused on electronic design, manufacturing, and advanced technology development. Headquartered in Beaverton, Oregon, Tektronix serves customers worldwide and offers award-winning [service](#) and [support](#). Stay on the leading edge at www.tektronix.com.

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