# Telestream and NVIDIA Collaborate to Transform Professional Video Monitoring with Cloud-Native Technologies



Telestream, a prominent player in workflow automation, media processing, and distribution solutions, is collaborating with NVIDIA to revolutionize the landscape of professional video monitoring. This partnership aims to enhance the quality and efficiency of live media production through advanced cloud-native technologies. As the media industry continues to surge towards more complex, cloud-based, and IP workflows, the new integration of NVIDIA’s Holoscan for Media with Telestream’s INSPECT application promises a substantial leap in live broadcast technology.

In the realm of live broadcasting, ensuring the pristine quality and compliance of content in real-time poses substantial hurdles. Traditional monitoring tools often struggle to keep pace with the voluminous and varied nature of content streaming, which now demands swift detection and resolution of issues to maintain uninterrupted and high-quality broadcasts. With broadcasting standards becoming ever stricter and viewers' expectations for quality escalating, there is a pressing need for more sophisticated, faster, and more reliable monitoring solutions.

The integration of NVIDIA Holoscan for Media with Telestream’s INSPECT aims to address these issues head-on. Leveraging NVIDIA’s robust GPU acceleration and cutting-edge AI technologies, this collaboration allows for real-time processing and anomaly detection in high-resolution streams without lag—crucial for live production scenarios. The use of AI and machine learning not only facilitates instantaneous issue identification but also ensures greater accuracy and efficiency in monitoring, standing out as a key advantage in live broadcast environments.

Bob Pette, VP of Enterprise Platforms at NVIDIA, emphasized the necessity of precise technology for robust monitoring of content to meet stringent video and broadcast standards. He described the integration with INSPECT as a significant step towards empowering media enterprises to enhance the monitoring and output quality of video content for broadcasters across the globe.

Another significant aspect of this integration is the shift towards a cloud-native architectural framework, which is central to supporting contemporary broadcast infrastructures. This includes facilitating the scalability of operations and supporting essential standards like SMPTE ST 2110, crucial for smooth transitions in IP workflows. Through this approach, INSPECT can be seamlessly integrated into existing broadcasting environments, providing extensive oversight capabilities like audio levels, picture display, and ancillary data monitoring. Moreover, the application automates the detection of PTP-related issues and supports remote access monitoring, which can radically streamline the troubleshooting process.

Such technological advancements are timely. The shift towards cloud-based production is rapidly gaining traction within the media industry due to its operational benefits, including scalability, flexibility, and cost-effectiveness. Charlie Dunn, SVP & GM of Test & Measurement at Telestream, remarked on the shifting paradigms within the media sector towards high-efficiency processing of superior quality content. He highlighted how the collaboration with NVIDIA aligns with Telestream’s commitment to enhancing media processes without sacrificing quality or ease of usage.

With cloud technologies and AI becoming ever more pivotal in the media and broadcasting industries, this collaboration between Telestream and NVIDIA not only addresses current technological needs but also sets a precedence for future innovations. As media production continues to evolve, such collaborations are essential for equipping broadcasters worldwide with tools that are not just reactive but proactive in managing and delivering content that meets both current and forthcoming standards.