



TYT Network Automates and Expands Online Media Processing and Distribution with Vantage

How The Young Turks (TYT) Network uses the Vantage Media Processing Platform from Telestream to automate high-volume editing, transcoding and distribution

“Our goal is to continue expanding the scope of our programming and distribution channels, as well as finding more effective ways to monetize it. To accomplish this, we needed to stop relying on a hodge-podge of generic automation software that posed multiple points of failure across our system.

We switched to Vantage because it’s purpose-built to support the needs of a high throughput media processing operation like ours.”

Jonny Greenwald,
Post-production Technical
Director for TYT Network, Los
Angeles, CA

Considered one of the most watched online news shows, The Young Turks (TYT) – co-hosted by Founder and CEO Cenk Uygur and Ana Kasparian– is a popular destination for news and politics amongst millennials. Produced as a live, multi-camera HDTV show from its Los Angeles-based studio, the show live streams from 6:00pm to 8:00pm ET, and focuses on news, political commentary and current affairs. They take pride in presenting a variety of viewpoints and perspectives, and also offer exclusive content to a large base of members who pay an annual subscription at TYTNetwork.com.

TYT Network has expanded from this live daily two-hour newscast on YouTube to comprise a cluster of online specialty channels, other social media outlets and additional programs.

This is a dramatic increase from its humble beginnings in 2002 as a Sirius XM satellite radio show. The Young Turks began live streaming in 2005 and earned the distinction of being the first talk show to be delivered via a live online stream. Since then, the network has generated over six billion lifetime views. And this digital media operation is growing exponentially.

Today, growth flows in all directions, including the amount of programming it produces for over a dozen different ad-supported online channels and the many digital media platforms that carry it.



TYT Network, Las Angeles California

The Challenge

Since this high-volume content must be edited, branded, and transcoded into numerous iterations for multi-platform distribution, TYT Network reached a breaking point in 2016 requiring them to further grow and expand by moving the operation to an automated, file-based workflow.

As part of their intensive, round-the-clock media operation, The Young Turks live two-hour newscast must be chunked and repackaged into video segments of varying lengths for on-demand viewing. Ten clips can easily become 30 clips with all the formats, versions and derivatives needed by their distribution platforms, which include:

- YouTube
- Facebook
- Twitter
- Vimeo
- Roku
- Pluto.tv
- Hulu
- Amazon

They also produce voluminous content daily to satisfy virtually any viewer interest, curiosity, hobby, genre or obsession. This content, which fills a cluster of TYT specialty channels, is free on demand, as well as downloadable as either high-resolution or low-resolution video or podcasts from TYTNetwork.com.

These TYT creative properties include:

- The Young Turks
- Think Tank
- Nerd Alert
- What the Flick?!
- PopTrigger
- TYT Interviews
- TYT Sports
- Additional member content behind the subscription pay wall

Like the main news show, this original content must also be segmented into a variety of iterations and formats for on-demand viewing across the multiplatform ecosystem.

“Vantage puts all the tools and processes we need into one cohesive automated workflow that doesn’t require any manual oversight or intervention.”

The Solution

Specializing in news, rapid turn around is essential to TYT’s business model.

For this reason, TYT Network depends upon automating the processing and distribution of a high-volume of media files. Since most of their deliverables appear on online and social media sites, TYT Network needed a solution that would assume the task of uploading media and metadata to these outlets.

They chose the Vantage Media Processing Platform from Telestream that, based on the operational benefits they’ve realized, allows them to scale and build-out the solution to meet their ever-changing needs.

“Vantage is at the center of our operation, virtually always processing media according to over a dozen different workflows we’ve set-up. It stands ready to pick up the next file and process it like clockwork.”

“Since this workflow largely involves repetitive tasks—such as editing, transcoding, branding, and conforming—it lends itself very easily to template-driven automation. Vantage puts all the tools and processes we need into one cohesive automated workflow that doesn’t require any manual oversight or intervention. Once we tell Vantage where a media file needs to go—whether it’s to YouTube, Facebook, Hulu or some other platform—it picks up the file, and conforms it to the specifications required for that destination, and sends it out with uncompromised quality” said Jonny Greenwald, TYT Network’s Post-production Technical Director. *“Without Vantage we would not be able to manage the volume of media that’s required for the broad array of distribution outlets we serve.”*

Since the Vantage platform consists of a family of products and options, Greenwald has the flexibility to customize the workflow to their unique needs using the following:

- Vantage Transcode Pro, which performs intelligent media processing and transcoding according to user-determined settings
- Vantage Post Producer, which automates the editing, assembly, branding and captioning of video programs and segments
- Vantage Social Media Connector, which simultaneously publishes video and metadata to multiple social media channels.
- CaptionMaker and MacCaption desktop closed captioning software
- Lightspeed servers that provide hardware-based GPU acceleration to boost throughput

Since uploading media to sites like YouTube, Facebook and Twitter is critical to the company’s business model, the Social Media Connector was a key reason that TYT Network chose Vantage.



Configured as an integrated component of the Vantage Media Processing Platform, the Social Media Connector acts as a news pipeline, transcoding and uploading roughly 50 clips per day to each of the social media sites.

With this option, the pace of news production and publishing is seven times faster than before Vantage, and this accelerated productivity supports TYT’s mission and growth. While both media and metadata are uploaded directly to YouTube, TYT Network is in the process of expanding its footprint to include automated posts to Facebook, and Twitter.

When the planned updates are completed, the platform will automatically perform quality control and publish finished news segments to each social site. Since metadata allows online users to find the content, it’s vital to the company’s revenues.

Without automated processing of this high-volume media workload, editors would have to upload each story and manually enter the metadata for each social media site through the browser portal. This time can now be spent on creative endeavors, such as preparing the next story.

The Workflow

At TYT Network, the editorial team cuts the footage using Adobe® Premiere® Pro CC and then pushes the files to Vantage for assembly, branding and transcoding. While this hand-off is currently a manual touch-point, TYT Network has plans to implement an automated Telestream/Adobe Partner Solution that interfaces Premiere with Vantage directly.

Increasingly, much of the editor’s workload is shifting to Vantage Post Producer, which automates the following types of repetitive tasks as part of the transcode for distribution:

- Conforming multilayered content
- Assembling and trimming segments to desired lengths
- Adding different branding elements to each clip
- Adding slates to identify each piece of content
- Adding tags to media content

Greenwald considers it a major advantage that the Vantage platform gives users API tools that allow them to extend its capabilities to support whatever new platforms or technologies they want to support.

One such platform is JW Player, which TYT Network now supports to enable their viewers to watch videos across platforms and devices. JW Player, which allows the creation, distribution and monetization of video on mobile and web apps, is now live on two million sites and delivers billions of live video streams monthly across all devices.

With his background in visual effects compositing and animation, Greenwald is comfortable with extending Vantage software with custom code to expand its capabilities. But whenever he's had a question or issue, he's been extremely pleased with the responsiveness of Telestream technical support.

The Results

For TYT Network, shifting to the Vantage intelligent, automated, file-based workflow has yielded many operational benefits including:

- Editors free to focus on more creative editing tasks
- Faster turnarounds due to Lightspeed server processing
- Operational overhead savings
- Higher reliability
- Greater throughput beyond what is humanly possible
- Better worker morale as mundane tasks are automated

Say's Greenwald, *"The bottlenecks and system failures we used to have are now in the past. Our employees have less stress and don't need to babysit the equipment. We spend less time fixing problems. There are fewer delays and missed deadlines. And we've been able to boost productivity without fear of losing quality or sanity. Vantage has proven to be a great solution for managing and expanding our media network cost-effectively."*

To learn more

To get more information about Telestream or products mentioned, call 1-530-470-1300, or visit www.telestream.net

The Young Turks (TYT) Network can be found at: <https://tytnetwork.com>

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