



## Astral Television Networks deploys Venera's Pulsar Automated Content Verification System

*Astral selects Pulsar Automated QC solution for their large scale Content delivery operations*

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Venera is pleased to announce that Astral Television Networks, a leading Canadian media company, has selected Pulsar Automated Content Verification system for automating its content QC operations. Astral processes large amount of media content and they were looking for an Automated QC solution that can efficiently cope up with their content volumes. They were also facing specific content quality issues such as dropout, for which they needed reliable automated detection.

Astral had been looking for a QC solution that fits their content verification needs, but many solutions they evaluated could either not fulfil their performance requirements or didn't have the feature set they needed. Venera worked closely with Astral and ensured that they have access to the required QC features working at lightening speeds.

Pulsar is a file-based automated content verifier system designed to seamlessly automate content QC at various stages in the content workflow such as Ingest, Archive and Payout. Pulsar is the fastest verification system with support for checking a wide range of formats and parameters. It offers the most comprehensive set of automation capabilities allowing significant improvements in operational efficiency while ensuring consistent content quality at different stages in the workflow.

### About Astral Television Networks

Astral is a leading Canadian media company, reaching people through a combination of highly targeted media properties in television, radio, out-of-home advertising, and digital media. With 22 television services, the Company is the country's largest broadcaster of English- and French-language pay and specialty television services. Astral is also Canada's largest radio broadcaster with 83 licensed radio stations in 50 markets in Canada. Astral Out-of-Home is one of Canada's most dynamic and innovative out-of-home advertising companies with nearly 8,000 faces located in the largest markets in Québec, Ontario and British Columbia. Astral also operates over 100 websites with a high level of interactivity and a variety of different products and services online.

For more information visit <http://www.astral.com>