



**FOR IMMEDIATE RELEASE**

**BROADCAST INTERNATIONAL'S CODECSYS QUALIFIES FOR MICROSOFT  
MEDIAROOM PLATFORM INTEROPERABILITY**

*- CodecSys is a software-based encoder, decoder and transcoder designed for broadcasters who require high channel density and is specifically well suited for IPTV service providers -*

**SALT LAKE CITY —November 10, 2009 –Broadcast International, Inc. (OTC: BCST “BI”)** ([www.brin.com](http://www.brin.com)) announced today CodecSys, the video asset optimization software platform from Broadcast International, which is being used in Internet Protocol TV (IPTV) applications around the globe, has passed conformance testing with Microsoft Mediaroom.

Microsoft Mediaroom is a leading IPTV platform and has been adopted by service providers in a number of countries, including the United Kingdom, Singapore, Germany, Portugal, Switzerland, the United States, Macedonia, Canada, India, Russia and the Dominican Republic.

Microsoft Mediaroom powers broadcast-quality television and video services over IP networks. The platform includes advanced TV features such as on-demand and live TV, video recording and time shifting, an interactive program guide with integrated search and scheduled recording.

Codecsys is a platform independent software framework that optimizes video assets through a suite of intelligent video management services, which include encoding, decoding, transcoding, compression, and other optimization services for both live broadcasting and file-based applications.

Recent studies show that the number of households using IPTV is expected to grow to more than 80 million by 2011. As a product that is qualified for Microsoft Mediaroom interoperability, CodecSys will provide IPTV service providers the ability to deliver compelling Internet Protocol (IP) based content, services and high definition video.

“Globally more and more people are turning to the Internet for on-demand and live video, placing a higher demand on the Internet and causing a shortage of bandwidth,” said [Rod Tiede, president and CEO of Broadcast International](#). “CodecSys alleviates the bandwidth burden at amazing rates and we’re excited to work with Microsoft Mediaroom to be able to provide a solution to meet the growing need of consumers wanting to watch TV over the Internet.”

“The Microsoft Mediaroom interoperability qualification process is designed to give our service provider customers a choice of carrier-grade encoding platforms fully compatible with Microsoft Mediaroom,” said Dan McCrary, director of businesses development for the TV, Video & Music Business at Microsoft. “The commitment of vendors like Broadcast International adds to the thriving partner ecosystem supporting new and existing Mediaroom deployments.”

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To schedule a demo, or for more information about CodecSys, please call Broadcast International at 1-800-722-0400 or visit the company's Web site at [www.brin.com](http://www.brin.com). For additional resources about Microsoft Mediaroom please visit <http://www.microsoft.com/Mediaroom> or <http://www.microsoft.com/Mediaroom/Press.aspx>.

**Additional Resources:**

Twitter: [BI\\_CodecSys](#)

Facebook: Broadcast International

**About Broadcast International**

Broadcast International is a public company (OTC BB: BCST) headquartered in Salt Lake City, UT. For more information, visit: [www.broadcastinternational.com](http://www.broadcastinternational.com) and [www.codecsys.com](http://www.codecsys.com).

**Forward-Looking Statements**

All statements in this news release that are not based on historical fact are "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995 and the provisions of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (which Sections were adopted as part of the Private Securities Litigation Reform Act of 1995). While management has based any forward-looking statements contained herein on its current expectations, the information on which such expectations were based may change. These forward-looking statements rely on a number of assumptions concerning future events and are subject to a number of risks, uncertainties, and other factors, many of which are outside of our control, that could cause actual results to materially differ from such statements. Such risks, uncertainties, and other factors include, but are not necessarily limited to, those set forth under the caption "Additional Factors That May Affect Our Business" in the Company's most recent Form 10-K and 10-Q filings, and amendments thereto. In addition, we operate in a highly competitive and rapidly changing environment, and new risks may arise. Accordingly, investors should not place any reliance on forward-looking statements as a prediction of actual results. We disclaim any intention to, and undertake no obligation to, update or revise any forward-looking statement.

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