



**FOR IMMEDIATE RELEASE**

**MICROSOFT MEDIAROOM CERTIFICATION DETAILS TO BE REVIEWED ON  
BROADCAST INTERNATIONAL PODCAST**

*- Broadcast International's CodecSys receives Microsoft Mediaroom Certification; will integrate with Mediaroom on IPTV application -*

**Salt Lake City — November 11, 2009** – It's official, **Broadcast International, Inc. (OTC: BCST "BI")** ([www.brin.com](http://www.brin.com)) is certifiable.

In his quarterly podcast, [Rod Tiede, President and CEO of Broadcast International](#) will review the details of the recent announcement that CodecSys, the software-based video asset optimization platform, has received Microsoft's coveted Mediaroom Certification. Microsoft Mediaroom is a leading IPTV platform and powers broadcast-quality television and video services over IP networks.

The broadcast will be available on the Broadcast International website, [www.brin.com](http://www.brin.com), beginning Wednesday, November 11, 2009 at 11:00 a.m. EST.

CodecSys is designed to automatically select different codecs from a library of codecs to optimize video files by breaking down scenes within a media signal. It is ideal for broadcasters who require high channel density and is specifically well suited for IPTV, satellite and Telco service providers.

"Bandwidth is a huge concern for content providers, specifically the lack of available bandwidth and we realized early on that by becoming Microsoft Mediaroom Certified we could expand CodecSys and its ability to create more available bandwidth," said Tiede. "By integrating with Microsoft Mediaroom, we'll be able to offer content providers HD quality broadcasts at three megabits per second which we anticipate will save them as much as 33 percent in bandwidth costs."

To view the broadcast, please visit the Broadcast International website at [www.brin.com](http://www.brin.com). Broadcast International is headquartered in Salt Lake City, Utah. Its physical address is 7050 Union Park Center, Suite 600, Salt Lake City, Utah 84047.

**Additional Resources:**

Twitter: [BI\\_CodecSys](#)

Facebook: [Broadcast International](#)

**About Broadcast International**

Broadcast International is a leading provider of video-powered broadcast solutions, including IP, and digital satellite, Internet streaming and other types of wired/wireless network distribution. BI's patented CodecSys software is a breakthrough, multi-codec video compression technology that cuts video

*-more-*

bandwidth requirements over satellite, cable, IP and wireless networks. By slashing bandwidth needs, CodecSys enables a new generation of applications such as streaming video to cell phones, and offers unprecedented price/ performance benefits for existing applications such as HD video.

Broadcast International is a public company (OTC BB: BCST) headquartered in Salt Lake City UT. For more information go to [www.brin.com](http://www.brin.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.

###

### **PR Contact:**

Snapp Conner PR

Jeremy Kartchner

[Jeremy@snappconner.com](mailto:Jeremy@snappconner.com)

(801) 994-9625