



IRT Confirms CodecSys as Best of Class Encoding

Renowned European Testing Institut für Rundfunktechnik (IRT) releases independent testing results

Amsterdam, NL —September 12, 2011 — Broadcast International, Inc. (BCST.OB) today announced at the IBC 2011 show in Amsterdam that the Institut für Rundfunktechnik (IRT) has released its results of independent testing and validation of CodecSys™. Through a series of objective test metrics, and in comparison with leading hardware-based encoders, the IRT showed CodecSys to be the leading encoder solution on the marketplace in several categories. When assessed in the context of software encoders, CodecSys is recognized as best in class. The IRT has reviewed very few software-based encoders due to the lack of innovation and performance seen in the market. However, CodecSys was found to provide extraordinary quality and dramatically reduce bandwidth rates.

Several tests, both objective and subjective confirmed CodecSys delivers 20-30% higher quality at roughly 20-30% lower bandwidth than competing encoder products. Additionally, the IRT found CodecSys to provide mission-critical, broadcast quality performance normally only seen in hardware-based encoders.

"We were surprised to see this level of performance in a software product. We quickly came to the realization that CodecSys can deliver on its claim of providing broadcast-quality performance, competing with any broadcast encoder on the market today, but in a software environment. This could be the start of a new wave of encoding technology" said Rainer Schaefer, Head of Production Systems Television of the IRT.

"We are excited to receive this validation from the IRT. Our significant investment in CodecSys to deliver next-generation encoding services through a software-only platform is now validated by an upstanding, third-party team of experts. Our customers and partners rely on the credibility of the IRT and will bring them additional confidence as they migrate their legacy hardware appliances to an open, software-based environment" said Rod Tiede, CEO, Broadcast International.

To learn more or receive a copy of the report, please contact Broadcast International at <http://www.brin.com/IRTReport>

About Broadcast International, Inc.

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 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, visit: www.brin.com and www.codecsys.com.

Institut für Rundfunktechnik GmbH

With its head offices in Munich, the IRT supports broadcasting on a national and international scale with its spectrum of services. Its associates are the broadcasting companies ARD, ZDF, DRadio, ORF, and SRG/SSR. The IRT is also cooperating with numerous clients from the broadcasting, media, communications and information technology industries as well as various research institutions and academies.

Since its foundation in 1956, the IRT has been committed to preserving broadcasting and accompanying the adjustment of the broadcasting idea to new market environments and requirements.

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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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