



Content Conformance and Assembly in the Cloud

Industry-Leading Validation and Processing of High-Value Video Assets

As broadcasters manage a variety of content formats for both B2B and D2C distribution, aligning the containers and codec formats of source material with the requirements of edit and production workflows is imperative. Parameters such as frame size, frame rate, bitrate and colorimetry must be validated; if not done correctly, the time and money to correct the errors can be significant. The assets contained in specific channels and tracks must also align with the expected quality of the transcoded and packaged output to avoid further complications.

Not surprisingly, a common request from broadcasters looking to migrate their processing workflow from on-prem infrastructure to the cloud is the ability to test incoming assets for conformance, and, if necessary, to modify and edit these assets so that they conform to all common broadcast containers and codecs. Encoding.com's new suite of B2B tools for content conformance and assembly resolves this challenge by assuring broadcasters and streaming media companies that their video processing output matches the quality of their source assets.

The industry's most trusted cloud media

processing platform, Encoding.com supports a comprehensive and growing portfolio of origin and playout standards to fully automate the task of content conformance. We also enable the preparation of master camera or edit files targeting various distributors with features that let you trim leaders; physically insert, replace and/or remove ads and titles; stitch videos together; and more. In so doing, we greatly simplify your ability to distribute pristine, fully assembled video to millions of users.

Access to Encoding.com is via our robust API. Conformance and assembly on our platform is matched with a range of microservices focused on the processing of broadcast- and VOD-ready content, including fully automated QC. With just a few lines of JSON or XML code, you can request a transport stream from nearly any source material with the confidence that it will pass the most stringent of conformance checks and be free of errors upon playout. If content does not conform, the API query can either proceed to process the content anyway (but warn of the lack of conformance), or abort and notify you that the asset is out of spec, letting team members or automated processes make decisions on how to proceed.



Fully automated content conformance and assembly in the cloud



Simplifies your ability to distribute content to millions of viewers around the world



Complete set of broadcast- and VOD-focused processing microservices



Lowers the complexity and cost of maintaining on-prem infrastructure

Specific to edit workflows, Encoding.com users can take standard broadcast/camera codec, mezzanine and delivery files and apply frame-accurate trim, splice and concatenation rules. Black/solid color and silence generation conforming to the output spec is also available. Timecode can be modified to support the same frame rate or retimed content. With support for high-end broadcast containers and codecs, these workflows produce output that's as lossless as the ingested material..

Along with tools for conformance and assembly, we provide access to a variety of features common to B2B workflows, including audio channel modification, standards conversion, captioning, watermarking and overlay addition. Our industry-leading support for all output formats, including Apple ProRes, CableLabs MPEG-2 and AVC, and packaging formats, including HLS, DASH and CMAF, assures that your content will look and play flawlessly on any device.

A cloud-based Encoding.com workflow also lets you scale outside of your data center. With over 100 million assets a month processed on our platform, you can be assured that a highly available, resilient solution with no upper limits on scalability is backing your workflow. Because we run in 15 data centers around the world, we provide a level of efficiency that helps you minimize costs, latency and bandwidth.

Additional features of a processing workflow on Encoding.com include cloud-based support for:

- CableLabs-compliant broadcast content
- Complex audio workflows, enabling the processing of multitrack audio assets
- Closed captioning and subtitling

SIMPLE INTEGRATION

Integration to the Encoding.com cloud service can be through our API, Watch Folders or GUI. Our API is the most mature, well-documented and feature-rich cloud encoding API on the market, simplifying the ability to move your ABR processing to the cloud. We can integrate with your CMS, MAM or post-production application, and offer XML templates for all popular devices. To further simplify the integration process, our API Builder helps generate properly formatted XML files to test your JSON or XML requests before writing a single line of code.

Contact Encoding.com today at **+1 800-513-1740** to see how we can help optimize the revenue-generating potential of your library.



Encoding.com is the world's largest and most trusted cloud-based video processing service provider. As the pioneer and market leader for enabling multiscreen video delivery, Encoding.com powers advanced video transcoding and packaging workflows for Fortune 1000 media and entertainment, cable, broadcast and technology brands. Encoding.com empowers its customers to monetize and successfully deliver video to all mobile, desktop, IPTV and OTT devices. Headquartered in San Francisco with offices in Aspen, Colorado, and St. Petersburg, Russia, Encoding.com operates in public and private cloud data centers around the globe.