




# AVOD Workflows in the Cloud

## Comprehensive Encoding and Packaging of Revenue-Generating Content Without the Expense of On-Prem Infrastructure

ABR streaming of ad-supported VOD (AVOD) content is projected to become the leading method of premium content monetization in the coming years. But building out a comprehensive AVOD workflow in-house or utilizing an “all-in-one” online video platform is expensive, rigid and difficult to maintain as the requirements in our fast-moving industry rapidly evolve. Enter Encoding.com.

The industry’s most trusted cloud media processing platform, we simplify management of your AVOD workflow and power your ability to distribute pristine video to millions of viewers. By accessing our world-class OTT VOD services, you can extract maximum value from your library, which is why industry leaders such as WarnerMedia and Peacock, the new streaming platform from Comcast NBCU and Sky, rely on us each and every day.

Integration to the Encoding.com cloud service can be through our API, Watch Folders or GUI. We can ingest any mezzanine source format, including ProRes, MXF and MPEG-TS; transcode your content into any 4K UHD, HD or SD format; segment and package it as an HLS, MPEG-DASH or CMAF ABR stream; encrypt it; and preserve and add SCTE-35 ad markers for frame-accurate server-side

ad insertion (SSAI). By integrating SSAI processing in the Encoding.com workflow, you add efficiency to your operation and ensure the delivery of revenue-generating ads across all viewing platforms, including mobile, tablet, desktop and OTT devices.

Additional capabilities of an Encoding.com AVOD workflow include blazing fast file throughput with our Ludicrous Mode parallel processing technology, Nielsen watermarking, subtitling, closed captioning and automated QC. Content-adaptive bitrate (CABR) encoding technology from industry leader Beamr is also available, resulting in smaller file sizes with no loss of image quality, lower CDN and storage costs, and more satisfied customers.

Content security is another hallmark of our platform. Support for the leading encryption and digital rights management (DRM) technologies, including Widevine, PlayReady and FairPlay, ensures optimal protection of your content. In addition, our platform has passed dozens of M&E company audits, and we guarantee that your media will never leave an MPAA-aligned datacenter. This emphasis on safekeeping is just one more reason why world-class services rely on us for processing their most precious assets.



Deliver your revenue-generating content across the widest range of streaming devices



Target ads to specific viewer criteria for greater relevancy and higher click rates



Access the industry’s broadest set of ABR-focused microservices



Easily integrate your workflow to the cloud via the Encoding.com API

Features of an AVOD workflow on Encoding.com include:

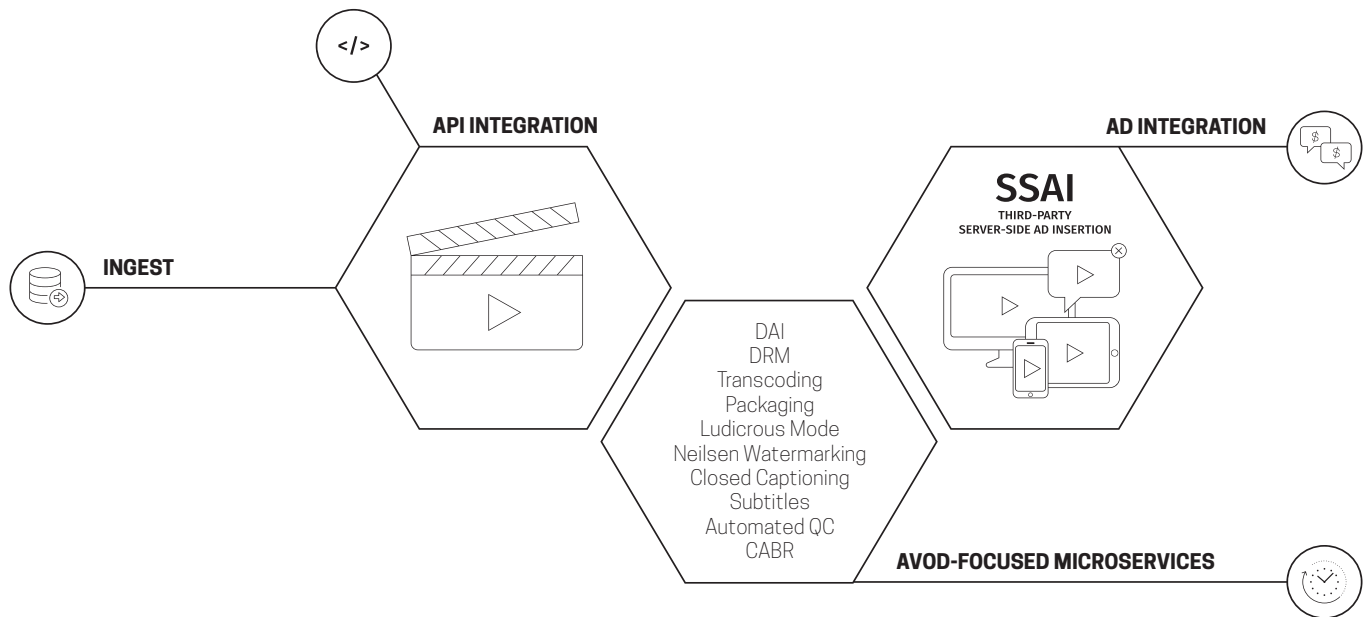
- Transcoding support for all mezzanine formats, including ProRes, MXF and MPEG TS
- ABR packaging for HLS, DASH and CMAF video streams
- Full support for VAST ad servers and video players
- Completely automated ad break insertion
- Balanced audio levels of ads and source content

## SIMPLE INTEGRATION

Encoding.com offers 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.

Don't compromise when it comes to your AVOD workflow. Contact us today at **+1 800-513-1740** to see how we can help optimize the revenue-generating potential of your library.

## ENCODING.COM AVOD WORKFLOW



## ENCODING.COM AVOD-FOCUSED MICROSERVICES

**4K UHD/HD/SD** — Transcode content into all major playout formats

**HLS/DASH** — Package for high-quality ABR streaming to all connected devices

**DRM** — Encrypt files using the industry's leading DRM solutions

**Ludicrous Mode** — Process long-form content in 20% of real time

**SSAI** — Deliver revenue-generating ads to the broadest possible audience

**Nielsen Watermarking** — Insert and track Nielsen CPVOD watermarks across all devices

**Closed Captioning** — Easily add captions for the hearing impaired

**Subtitles** — Regionalize content for all markets, delivery methods and devices

**Automated QC** — Access 40+ tests for validating OTT output before delivery

**Content-Adaptive Encoding** — Deliver the highest-quality video at the lowest possible bitrates with Beamr CABR technology



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.