



SVOD Workflows in the Cloud

Comprehensive Encoding and Packaging for Subscription VOD Services

When it comes to subscription VOD (SVOD) services, content is king. To build viewership you need a large and constantly growing library. You need to process your content at scale. And you need to deliver it with superior video quality to every device.

You need Encoding.com, the industry's most trusted cloud media processing platform.

We've been driving innovation in SVOD workflows since 2007, when we became the world's first cloud media processing service. We were the first to transcode more than one million video files, a number that today exceeds one billion. And we were the first to offer a comprehensive set of cloud-based microservices tailored to the needs of file-based SVOD content preparation for the world's leading M&E brands.

Our industry-leading processing platform allows premium OTT streaming services to distribute pristine video to millions of users, avoid the complexity and cost of building out on-prem infrastructure, and extract maximum value from their vast libraries. Integration to our 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 UHD 4K, HD or SD format; segment and package it as an HLS, MPEG-DASH or CMAF ABR stream; insert multi-language audio; and automate QC with more than 40 available tests.

Content security is another hallmark of the Encoding.com cloud 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.

As a self-operated managed cloud service, we let you significantly reduce CAPEX while maintaining granular control over the latest innovations in content preparation and compression. Shifting costs to OPEX also increases business agility and makes it easier to scale your operation.

Additional capabilities include support for HEVC processing and content-adaptive bitrate



Deliver superior video quality across the widest range of streaming devices



Future-proof your workflow by always having access to the latest video technology



Access the industry's broadest set of ABR microservices



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

(CABR) encoding, both of which let you optimize network bandwidth without compromising on video quality. HEVC is the ideal codec for the large file sizes inherent in high-resolution, high dynamic range content. Through our partnership with the pioneering video technology company Beamr, you can employ CABR to reduce bitrates by up to 50% with no discernible change to video quality. For you, this means smaller file sizes, more satisfied customers and lower CDN and storage expenditures.

Features of an SVOD workflow on Encoding.com include:

- Support for UHD 4K, Dolby Vision, HDR10 and other next-generation formats
- Transcoding support for all mezzanine formats, including ProRes, MXF and MPEG TS
- ABR packaging for HLS, DASH and CMAF video streams
- Cloud-based job orchestration at massive, global scale

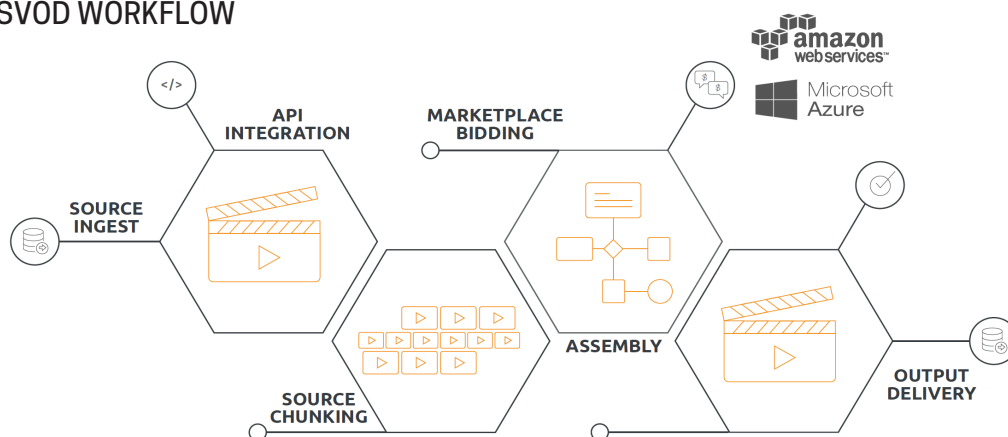
- Blazing fast file throughput
- The highest video quality at the lowest possible bitrates

SIMPLE INTEGRATION

The Encoding.com 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 SVOD WORKFLOW



ENCODING.COM SVOD-FOCUSED MICROSERVICES

4K UHD Support — Process and deliver content at the highest possible resolution

Dolby Vision/HDR — Output Dolby Vision and other high dynamic range formats for incredible viewing experiences

HEVC — Deliver high-resolution content over existing networks

HLS/DASH — Employ the major ABR streaming formats to reach the widest

possible range of connected devices

CABR — Provide superior-quality video at the lowest possible bitrates with Beamr's content adaptive bitrate encoding

Ludicrous Mode — Accelerate your workflow by processing long-form content in 20% of real time

DRM — Ensure content security by encrypting your files using the industry's leading DRM solutions

Neilsen Watermarking — insert and track Neilsen 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 — Employ more than 40 individual tests to validate OTT output before delivery



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.