



**The industry's most trusted cloud  
media processing platform**

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# WE'RE ENCODING.COM

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At Encoding.com we simplify your ability to transcode, package, validate and protect premium Video on Demand content for streaming and playout on any device. Our API-based platform provides access to dozens of VOD-focused media services, agile customer workflow development and dynamic job orchestration developed exclusively for high-volume video processing in the cloud.

Since pioneering transcoding-as-a-service in 2007, we've powered mission-critical video streaming and broadcast workflows for the world's leading Media & Entertainment brands. Our Emmy® Award-winning platform was the first cloud-based automation solution focused on transcoding and packaging VOD content, and to date we've processed more than a billion videos.

peacock

NBC UNIVERSAL

FOX

BBC

reddit

turner

WARNER  
MEDIA

HBO

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## OUR API

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As the gateway to our platform, the Encoding.com API provides everything needed to distribute pristine VOD content. Over 50 media processing engines power a growing suite of media services for transcoding, multi-channel audio processing, closed-caption conversion, automated QC, ABR packaging, dynamic ad insertion, digital rights management and more. Simply plug the API into your CMS, MAM or post-production application to gain access to our massive set of features. You'll also future-proof your workflow and never manage on-premises encoding infrastructure again.

With just one command, the Encoding.com service lets you automate complex, multi-step workflows, generate and re-use intermediary content, and quickly review all actions requested or applied to the job. This job-centric processing model is much more efficient than platforms on which each job request spans tens or hundreds of individual calls to name assets, transcode and package content, set destinations, validate files and track progress.

The Encoding.com API makes it easy to migrate your video processing workflow to the cloud. We offer XML templates for all popular devices, and our API Builder helps generate properly formatted XML files to test your JSON or XML requests before writing a single line of code.



**WE SIMPLIFY YOUR ABILITY  
TO TRANSCODE PREMIUM  
VOD CONTENT**

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# OUR SOLUTIONS

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Whether you operate a Direct-to-Consumer (D2C) streaming service or a broadcast Media Supply Chain, we support your pipeline with the industry's most comprehensive set of VOD encoding and packaging solutions.

## D2C STREAMING

Rely on us to prepare your premium TV and movie content for delivery to the widest possible range of consumer devices. We can ingest any mezzanine source format, including ProRes, MXF and MPEG-TS; transcode your file into any 4K UHD, HDR, 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).

We offer toolsets for both ad-supported (AVOD) and subscriber-supported (SVOD) delivery models, helping you to:

-  Process thousands of assets per day and meet rigid SLA turnaround requirements
-  Automate ad removal and ad insertion workflows for dynamic targeting to specific viewer criteria
-  Frame-accurately insert ad breaks for VAST ad servers and video players
-  Reduce CAPEX while maintaining granular control over your workflow





# MEDIA SUPPLY CHAINS & BROADCASTING

Our Media Supply Chain & Broadcasting capabilities are laser-focused on the fast output of CableLabs-compliant and mezzanine VOD content for playout and distribution. Just a few lines of JSON or XML code lets you request a transport stream through our API from nearly any source material with the confidence that it will reach your delivery channels fast — and be free of errors during playout on all linear systems and OTT devices.

We support MPEG-2 and H.264 transcodes, frame rates from 23.976 through 59.94, and passthrough muxing of pre-encoded content. Advanced filters for interlacing, pulldown and de-interlacing content are available as well, along with support for marking or modifying color space parameters. Additional features for cloud-based video distribution include:

-  Playout and graphics insertion
-  Advanced multichannel audio tools
-  Caption extraction, modification and insertion
-  Conformance and assembly

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# OUR PLATFORM

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The Encoding.com platform offers a comprehensive set of benefits you simply won't find with on-prem infrastructure — or from any other cloud vendor.



## ULTRA-FAST PROCESSING SPEED

Turbo-charge your workflow with focused technologies for accelerating ingest, queuing, processing and egress times. Our ultra-fast Ludicrous Mode parallel-processing solution, for one, lets you transcode long-form 4K UHD, HDR and HD content in a fraction of real time. You can even package a two-hour HD movie into nine HLS output renditions in just 15 minutes.



## CONTENT SECURITY

We take multiple steps to ensure the highest levels of content security. This emphasis on safeguarding your assets includes ingest support for encrypted source files, storing media in AWS MPAA-aligned data centers, and integration with leading DRM solutions and third-party KMS providers.



## UNMATCHED FORMAT SUPPORT

Ingest and produce your content in any broadcast and OTT streaming format, including HLS, MPEG-DASH, ProRes, 4K, HDR, Dolby Digital and CableLabs VOD. All leading audio and closed-caption formats are supported, as well. We even offer the ability to create your own custom outputs based on dozens of available encoding parameters.





## PLATFORM MATURITY

Encoding.com was the world's first cloud media processing service, and the first to transcode more than one billion video files. We were also the first to offer a comprehensive set of media services tailored to the needs of file-based VOD content preparation. Today, more top M&E brands trust Encoding.com than any other cloud transcoding service.



## DYNAMIC JOB ORCHESTRATION

Our enterprise-class platform gives you granular control over your complex VOD pipeline. Effortlessly scale up and down to accommodate the ebbs and flows in your workflow. Integrate our API with your CMS or MAM and gain access to a massive set of encoding and packaging capabilities powered by over 50 different processing engines, and output multiple files in a fraction of real time.



# COMPREHENSIVE MEDIA SERVICES

Our comprehensive and growing suite of media services provides access to essential tools for monetizing your assets and delivering them to the broadest possible range of viewing devices.

## ABR PACKAGING

Gain support for the complete range of ABR packaging protocols, including Apple HLS, MPEG-DASH, CMAF and fMP4.

## AUTOMATED QC

Validate all VOD content using our proprietary QC service, or Interra Systems' BATON automated file-based QC, at the time of transcoding.

## BEAMR CONTENT-ADAPTIVE BITRATE ENCODING

Stream video with the highest possible picture quality and up to 50% fewer bits using Beamr's patented CABR technology, fully integrated into our platform.

# EdC

ENCODING.COM

Since 2008

|  |   |  |
|--|---|--|
| Profiles SDK<br>A<br>2018 APPLE, INC.<br>V2518           |   |  |
| Media Generator<br>Db<br>DOLBY<br>VS.9.1                 |   |  |
| ProMedia Carbon<br>Hm<br>HARMONIC<br>VTK                 | PCM-2-100<br>Ni<br>NIELSEN<br>V1.2                | Dolby Encoding Engine<br>Db<br>DOLBY INC<br>V2.3 |
| Unified Packager<br>Us<br>UNIFIED STREAMING<br>V1.7.15-1 | Transpot Stream SDK<br>Mz<br>MANZANITA<br>v8      | HDR10+<br>Hd<br>SRI10+ TECHNOLOGIES<br>V2019     |
| Pro Media Encoder<br>Hm<br>HARMONIC<br>VTK               | Prime Time Packager<br>Ad<br>ADOBE<br>V5.0.3      | SID/TIC<br>Ni<br>NIELSEN<br>V4.06                |
| Tachyon<br>Of<br>Carnation<br>VTK                        | Zix Broadcast Center<br>Zx<br>Zix<br>V1.8.1       | Fix Engine<br>G<br>Google<br>V8.0.17.2           |
| mplayer<br>Mp<br>mPLAYER<br>v3.6865                      | Advanced Audio Coder<br>Fa<br>FAAC<br>v1.28       | Media Info<br>Mi<br>MediaInfo<br>v7.84           |
| ImageMagick<br>Im<br>imagemagick<br>v6.5.4-7-6           | faad2<br>Fd<br>FAAD2<br>v2.7                      | yamc<br>Ya<br>Yamc<br>v1.9                       |
| lame<br>La<br>LAME<br>v3.99.5                            | Multiple Builds<br>x4<br>x264<br>v1.0             | X265<br>x5<br>X265<br>v3.0                       |
| Rendersound<br>Rs<br>Rendersound<br>v1.7.11              | Shaka Packager<br>Sk<br>Google<br>v19d8303        | qt-faststart<br>Qt<br>QT Fast Start<br>v0.2      |
| MP4 Parser<br>Ps<br>MP4parser<br>v1.0                    | Bitrot Library<br>Bt<br>Acumatica Systems<br>v1.5 | SDK<br>Ft<br>Sound Exchange<br>v14.4.1           |
| rtmpdump<br>Rd<br>rtmp dump<br>v2.4                      | VMAF<br>Nf<br>Netflix<br>v20170704                | gpac<br>Mb<br>MP4Box<br>v4709                    |
| obe-vod<br>Ob<br>Open Broadcast Encoder<br>v0.5          | ffmpeg Multiple Builds<br>Fg<br>FFMPEG<br>v5.0.3  | fvtool2<br>Ft<br>Flytool<br>v1.0.6               |
| amf12mp4<br>Am<br>amf12mp4<br>v1.2                       | ffmbc<br>Fm<br>FFMBC<br>v0.7rc5                   | IMF<br>Dc<br>DSR Corporation<br>vTK              |
|  | ffprobe<br>Fp<br>FFMpeg<br>v1.0                   | Meta Data<br>Mm<br>Meta Data Manipulation<br>v16 |
|  |   | ccc<br>Cc<br>Closed Caption Conversion<br>v16    |
|  |   | tparser<br>Hp<br>HLS Packager<br>v1.0            |

## BROADCAST TV PACKAGING

Output CableLabs-compliant MPEG-2 and H.264 content faster than real time with the confidence that it will pass the most stringent of conformance checks.

## CAPTIONING & SUBTITLING

Access a comprehensive set of tools for automated caption insertion, extraction and modification.

## COMPLEX MULTI-CHANNEL AUDIO PROCESSING

Employ cloud-based services for transcoding and streaming cinema-quality surround sound to any device in multiple languages.

## DIGITAL RIGHTS MANAGEMENT (DRM)

Package your VOD files with the industry's leading DRM platforms — or a proprietary content-security system — without adding complexity and cost.

## DYNAMIC AD INSERTION (DAI)

Preserve SCTE-35 triggers or insert new ad markers as part of the processing workflow, ensuring delivery of your ads to the broadest possible audience.

## HDR PROCESSING

Support the most common HDR formats — Dolby Vision, HDR10, HDR10+ and HLG — as well as Dolby® Atmos and metadata sidecar files.

## LUDICROUS MODE HIGH-SPEED PROCESSING

Utilize our proprietary, ultra-fast parallel processing technology to transcode and package UHD content at up to 30% of real time.

## TRANSCODING

Deliver superior-quality video in multiple formats to accommodate the ever-expanding landscape of browsers, mobile devices and home entertainment platforms.



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# MIND-BLOWING TECHNICAL SUPPORT

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Whether you're new to cloud media processing or a seasoned pro, we're here for you. That's why support comes in many forms at Encoding.com, from our dedicated team of video compression experts to self-serve options such as an extensive Knowledge Base and FAQ library.

## 24/7/365 AVAILABILITY

We work hard to resolve any issues that might arise and compromise your uptime. That commitment includes 24/7/365 availability of our support professionals and guaranteed response times.

## TRANSITION GUIDANCE

Migrating your media processing workflow to the cloud doesn't have to be a terrifying experience. We ease the process by helping you determine the cloud strategy that's right for your business, better understand available compression formats and protocols, integrate with our API, and adopt cutting-edge cloud-native media services.

## TECHNICAL ACCOUNT MANAGERS

For clients desiring a dedicated support partner, we offer a group of passionate Technical Account Managers to serve as your first point of contact with us. Functioning as an extension of your in-house video engineering team, Encoding.com TAMs provide a number of essential services, including:

-  On-boarding assistance with API integration
-  Video profile optimization guidance, including encoding and packaging parameters
-  Setup and validation assistance for new workflows, including content location settings and security parameters
-  Monitoring of your account configuration and usage patterns for cost optimization
-  Proactive suggestions to improve your workflow speed and output quality

## POC WORKFLOWS

We go out of our way to remove barriers that might constrain your transition to the cloud. Simply tell us what you want to accomplish and our compression experts will develop a Proof of Concept workflow tailored to your operation.

## PROFESSIONAL SERVICES

Whether you're moving from on-prem to the cloud, switching vendors, or looking to integrate specialized tools into your existing operation, our experienced Professional Services team is here for you. We'll even build custom features and workflow hooks designed exclusively for your organization.



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# WORK WITH US

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Everything we do at Encoding.com is designed to help you deliver pristine VOD content to the widest possible audience and optimize your monetization opportunities quickly, efficiently and cost-effectively. In addition to our many platform benefits and comprehensive range of media services, we accomplish this goal by offering flexible SaaS pricing models, mind-blowing technical support and unequalled Performance-based Service Level Agreements (SLAs).

## CONTACT US TODAY



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