

MULTI-CLOUD TRANSCODING

THE SITUATION

Transcoding workloads have changed enormously in recent years. Today, media businesses produce many VOD and OTT assets, with highly variable workloads and deadlines. Agility and flexibility have become critical to managing operational costs



THE TRENDS

Consumers are demanding personalized video experiences. Mobile device penetration and internet speeds are increasing. SVOD and OTT continue to expand. The global 2022 forecast is:

- Online Video Viewers – 4.5bn*
- OTT revenues – doubled to \$120bn*
- Online Video Advertising Revenue – doubled to \$37bn*



THE PROBLEM

Transcoding is a core function for any video business, but there are challenges:

- VOD requirements create high peaks of work
- Building capacity for peak workload is not viable
- Public Cloud transcoding services are not transportable
- Vendor solutions are generally capex based

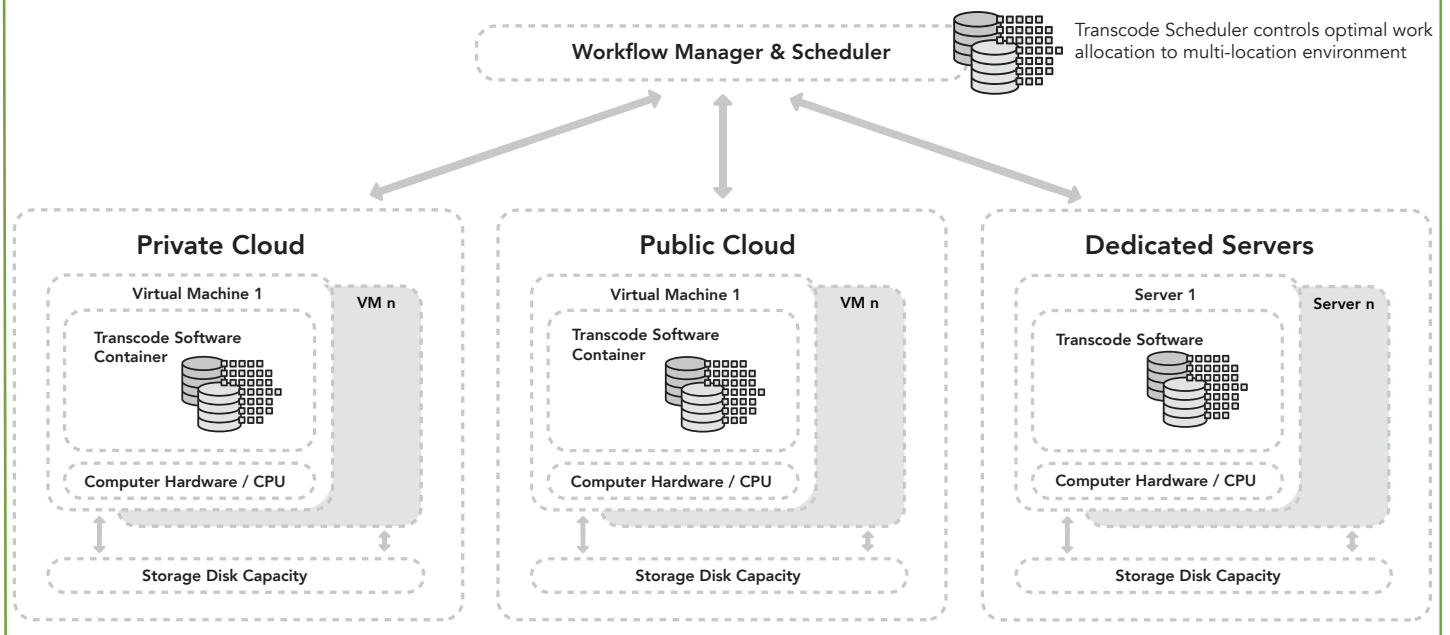


THE SOLUTION

Cloud-extensible transcoding – the ability to use consistent software-defined transcoding solutions in any location on any form of general compute. “Any location” means an on-premise dedicated hardware platform or hyper-converged infrastructure, a private multi-system cloud or a public cloud.

Elastic transcoding – the ability to expand and contract capacity easily, and only pay for what you use. Both technical and commercial flexibility are required.

The **standard expected functionality** is that the solution will support any format/codec in and any format/codec out, and can support any speed of transcoding based on the hardware platform selected using advanced parallel job-handling algorithms.



ROI

A software-defined transcoding platform is deployable in any hardware environment, and provides flexible commercial models.

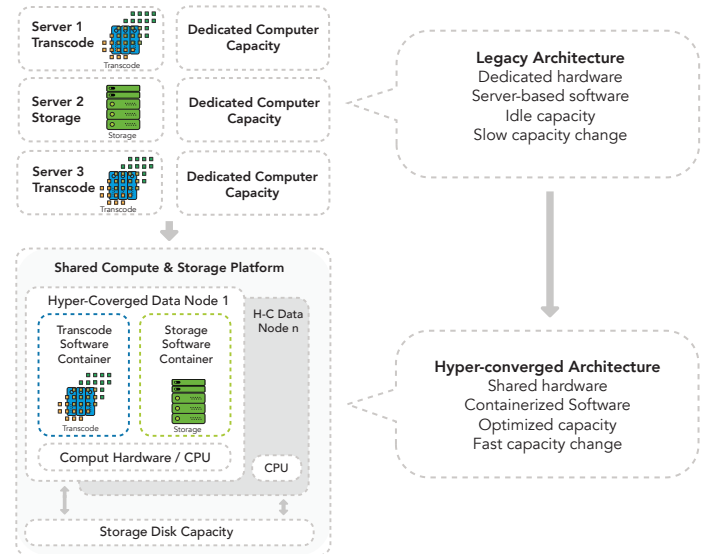
- **"Pay-per" cost model**
- **No capital investment or future obsolescence**
- **Expansive cloud environment for minimum disruption in service**
- **Minimal internal resources required for operation**

THE PATH TO HYPER-CONVERGED INFRASTRUCTURE

Hyper-convergence enables "cloud flexibility on-premise". Dedicated servers are being replaced by hyper-converged solutions for maximum efficiency and flexibility from compute resources.

Containerized software outperforms virtual-machine applications.

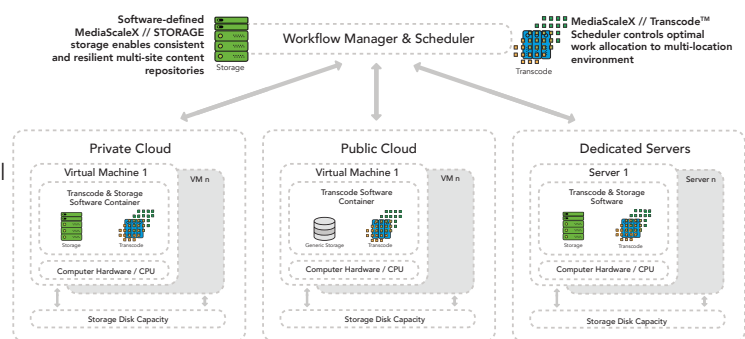
- Containers are smaller and more efficient – 10MBs vs. GBs
- Containers start-up quicker – seconds vs. minutes
- Containerized Apps use a shared OS kernel – ideal for consistent scale-out software-defined solutions, like storage and transcoding



VECIMA CAN HELP

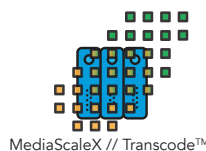
Vecima has built pioneering content storage, transformation and delivery solutions for the world's leading content distributors for 20 years. Our transcoding solutions provide:

- **Efficiency** – right-size transcoding for variable loads
- **Cost-effectiveness** – minimal set-up cost with pay per use model
- **Protection** – avoid over-dependency on any single cloud provider
- **Flexibility** – support for any video format in and out
- **Compatibility** – API-control via any workflow manager solution
- **Ease of use** – use general compute on any platform



TRANSCODING AT Vecima

Today, Vecima supports the most demanding transcode requirements – from hundreds of live channels in scale-out blade architecture, to cloud-deployed file-workloads for peak-throughput VOD asset creation.



THE BOTTOM LINE

Vecima can reduce your operating costs with software-defined transcoding solutions for ultimate technical, operational and commercial flexibility in any live or file-based workflow

STORE  PROTECT  TRANSFORM  DELIVER 