



## Cloud-Based Processing for B2B Video Distribution

### A Complete Suite of Services for Preparing Broadcast-Ready Content

In today's global economy, there's never been a greater need to move high-value content from any point on the map to any other point. The cloud is an obvious tool for achieving this goal, but workflows in the cloud may not offer all of the capabilities required to transcode, package and securely distribute content to a global audience.

Encoding.com is the exception.

The industry's most trusted cloud media processing platform, Encoding.com offers a comprehensive set of microservices focused on the fast output of broadcast-ready content. With just a few lines of JSON or XML, you can request a transport stream through the Encoding.com API from nearly any source material with the confidence that it will pass the most stringent of conformance checks and be free of errors during playout on all linear systems and OTT devices.

B2B-focused processing on the Encoding.com cloud platform features:

- Support for CableLabs-compliant broadcast content.
- Advanced tools for identify and adapting multichannel audio for broadcast and VOD output.
- Comprehensive capabilities for caption extraction, modification and insertion across a broad range of closed caption standards, including A/53 captioning of 608 and 708 content.
- Cloud-based conformance and assembly.

We support MPEG-2 and H.264 transcodes, as well as passthrough muxing of pre-encoded content. Frame rates from 23.976 through 59.94 are supported. Advanced filters for interlacing, pulldown and deinterlacing content are available as well, along with explicit support for marking or modifying color space parameters.



Transcoding and packaging of CableLabs-compliant content



Closed caption extraction, modification and insertion



Automated processing of multichannel audio



Content conformance and assembly

### Cablelabs Compliance

A simple API call to produce CableLabs output will handle the vast majority of requirements for playback devices. Transport stream parameters can be modified, including PID, PCR deltas and presence, PAT/PMT frequency and versioning. The same deep exposure we provide for D2C video codec parameters is also present for B2B transport streams, with hundreds of options available in case a specific parameter needs to be overridden.

### Complex Audio

An Encoding.com workflow automates the process of identifying known and unknown variants of all provided audio assets. We support both lossless and lossy codecs through commercial and open source audio engines. Codec support includes PCM, Dolby Digital (AC-3), Dolby Digital Plus (E-AC-3), Dolby Atmos, AAC LC/HE/HEv2, MPEG-2 and MP3, among others. Loudness normalization is also available for these outputs, and Nielsen watermarking can be applied wherever needed. Outputs can be down-mixed or layouts inferred from other fixed surround information, as well.

### Closed Captions And Subtitling

In addition to rich support for sidecar and fragmented/ packaged caption data for common formats such as fMP4 and HLS, we offer the ability to extract and insert a variety of ancillary and frame-based caption formats, including SCTE 128, SCTE 20, DVB and SMPTE 334-2.

Whether inside CableLabs-compliant transport streams, MPEG-2 program and transport streams, MXF containers, or H.264 and H.265 video streams, your video processing workflow can now support caption requirements for content distribution to all broadcast and OTT devices.

### Conformance And Assembly

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.

With over 100 million assets a month produced on the Encoding.com platform, you can be assured that a highly available, resilient solution that possesses no upper limits on scalability is backing your B2B workflow. We run in 15 data centers around the world, providing a level of efficiency that helps you minimize costs, latency and bandwidth.

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

