Encoding.com + Microsoft Azure

The Industry's Most Trusted Cloud Media Processing Service Meets the Most Trusted Cloud Platform

Media companies now have the ability to process their high-value VOD assets in the Microsoft Azure cloud via Encoding.com.

With datacenters in more regions than any other cloud provider, Azure offers both global reach and local presence, providing media organizations with a solid foundation for reducing the cost, time and complexity of operating a global infrastructure. That's just one of the many reasons that more than 95 percent of Fortune 500 companies rely on Azure for their cloud services.

Encoding.com is an ideal match for the Azure platform. With more than one trillion API requests processed and a billion videos encoded, Encoding.com stands as the world's largest and most trusted provider of high-volume, cloud-based video processing services. The ability of Encoding.com to run on Azure allows you to prepare, transcode and package VOD content on one of the world's largest cloud platforms while simultaneously addressing the need to compete against other streaming services.

Encoding.com provides full and granular control over the video processing workflow without the complexity and cost of managing on-prem infrastructure. Our comprehensive and growing suite of microservices — including broad I/O format support, ABR and CableLabs packaging, digital rights management, dynamic ad insertion, Neilsen watermarking, advanced audio, caption and subtitle conversion, and quality control — assures that you have access to best-of-breed video processing tools on your cloud of choice. With Azure, continuous innovation from Microsoft likewise supports your development today and your workflows for tomorrow, enabling a truly future-proof media processing solution.

Multi-cloud operations are also available. Because you can access Encoding.com over public, private or hybrid clouds, you can use one cloud as your primary platform and another as your backup. Business continuity is thus assured should your primary platform experience technical difficulties that result in service disruption.

Already using Azure — or considering it? Encoding,com on Azure becomes part of Microsoft's ever-expanding set of cloud computing services, giving you the freedom

Access Encoding.com's full and growing suite of microservices for VOD processing

Build a future-proof workflow on the most trusted cloud platform employing the most trusted cloud media processing service

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

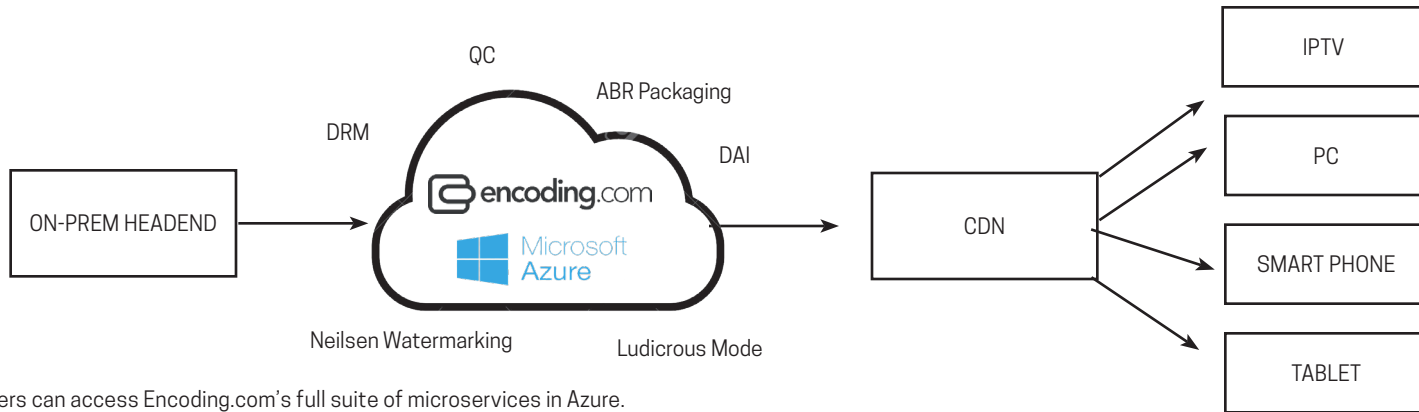**Manage your workflow with tools and services designed for hybrid cloud deployment**

to build, manage and deploy applications on a massive, global network using your preferred tools and frameworks. It also helps meet any spending commitments you may have in the Azure Marketplace.

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.

MEDIA PROCESSING WORKFLOW WITH ENCODING.COM AND MICROSOFT AZURE

Users can access Encoding.com's full suite of microservices in Azure.

THE GLOBAL SCALE OF MICROSOFT AZURE

The global Azure infrastructure features:

- Availability in 140 countries

- More than 100 highly secure facilities worldwide

- 56 Azure regions

- Up to 1.6 Pbps of bandwidth in each region

With more than one trillion API requests processed and a billion videos encoded, Encoding.com stands as the world's largest and most trusted provider of high-volume, cloud-based video processing services. We pioneered transcoding-as-a-service more than a decade ago, empowering the world's largest Media & Entertainment, Cable, Broadcast and Technology brands to monetize and deliver superior-quality VOD content to all mobile, desktop, IPTV and OTT platforms. Based in San Francisco, with offices in Aspen, CO, New York and St. Petersburg, Russia, we operate in public and private cloud data centers around the globe, assuring the fastest possible turnaround times for every client so that they can get to air first, grow their audience and stay ahead of the competition. For the latest news, please visit www.encoding.com and follow them on Twitter https://twitter.com/encodingdotcom.