Online audiences expect instant access to premium content and an engaging online media viewing experience on any device. Getting content online as fast as viewers demand requires service providers to deploy an army of hardware-based resources, and in doing so, incur higher than planned capital expenditure, complex website content preparation workflows and sacrifices in video streaming quality.

Akamai’s cloud-based Video on Demand (VoD) Transcoding service enables the elastic scalability required to meet increasing demand and decreasing deadlines, while simplifying the complex setup and ongoing maintenance of producing the high quality media output viewers expect from your media content library.

How it Works

**BENEFITS TO YOUR BUSINESS**

- **Provides worry-free high quality streaming** to reach your audience through optimized default configurations for the most popular online media formats and devices
- **Simplifies content workflow operations** by centralizing online video transcoding, storage and delivery into a single cloud platform that addresses the multi-device challenge automatically through configuration
- **Scales on demand** automatically based on required processing needs
- **Reduces CAPEX/OPEX** by eliminating the need to purchase and scale in-house video transcoding resources
- **Increases availability** by leveraging Akamai’s global video transcoding processing centers
- **Secures content assets** with MPAA-assessed processing centers offering the highest level of online media protection

**Why Akamai’s VoD Transcoder?**

It’s an optimized cloud workflow.

Most of the complexities and sacrifices in today’s hardware based or multi-vendor content preparation solutions are actually manifested in the processes and workflows. Akamai’s optimized cloud media delivery ecosystem helps you streamline video transcoding, storage and delivery workflows. A majority of the online streaming quality issues Akamai observes are the result of improper video encoding or content preparation. Akamai produces the finely tuned renditions required for adaptive bitrate streaming from a single high-quality video version and provides default configurations that create online content specifically tuned for adaptive media delivery across the Akamai Intelligent Platform™.

When new viewing devices are introduced or higher video bit rates are required, you can adapt quickly, because the files are already within Akamai’s cloud ecosystem – no need to download, transcode, and upload again. Simply update the configuration, and Akamai creates the new renditions and places them back into NetStorage for delivery -- automatically.
VOD Transcoding

**It scales dynamically.**
Eliminate the need to invest in video transcoding hardware that sits idle for extended periods. Akamai’s eight globally distributed processing centers scale flexibly to meet growing, changing demand. Part of the Akamai Intelligent Platform™, these centers leverage innovative techniques to maximize parallel processing. And because they don’t depend on a third-party cloud platform, you never have to compete for computing time or bandwidth. The result is shorter turnaround time, higher quality online media and unmatched scale.

**It’s easily configured and automatic.**
Traditional hardware-based workflows can be cumbersome, especially when they are not connected to an online delivery network. With Akamai, you simply set the initial configuration in the easy-to-use Luna Control Center and after that, the workflow is a completely automated process. Upload content to pre-defined watch folders and Akamai handles the rest. Whether you’re processing one media file or 20,000, the same automated processes apply. You can also customize advanced transcoding parameters including number of renditions, video/audio bitrates, bitrate types (VBR/CBR), frame rate, keyframe rate, and resolution.

**It provides security when you need it.**
If you require digital rights management (DRM) content protection, Akamai offers an integrated DRM Wrapping option that protects content using DRM technologies such as Microsoft Playready and Adobe Access, and pre-integrates the solution with market-leading DRM providers. Akamai’s cloud-based workflow has been audited under the Motion Picture Association Association’s (MPAA) Site Security Program, which found that Akamai’s end-to-end workflow meets or exceeds best practice recommendations in all applicable security areas.

**It offers broad format support.**
Akamai ensures that you can support the majority of prevalent consumer web device formats, adding new support continually. For an up-to-date-list of supported formats, consult the format support list on Akamai’s Luna Control Center or contact your Akamai sales representative.

**Optimized output configuration examples:**

<table>
<thead>
<tr>
<th>Output Format</th>
<th>Container</th>
<th>Codec</th>
<th>Audio</th>
<th>DRM</th>
</tr>
</thead>
<tbody>
<tr>
<td>fragmented MP4</td>
<td>MP4</td>
<td>h.264</td>
<td>AAC</td>
<td>None</td>
</tr>
<tr>
<td>HTTP dynamic</td>
<td>F4F</td>
<td>h.264</td>
<td>AAC</td>
<td>Adobe Access</td>
</tr>
<tr>
<td>HTTP Live Streaming</td>
<td>MPEG-TS</td>
<td>h.264</td>
<td>AAC</td>
<td>Microsoft Playready</td>
</tr>
<tr>
<td>Microsoft Smooth</td>
<td>ISMV</td>
<td>h.264</td>
<td>AAC</td>
<td>Microsoft Playready</td>
</tr>
</tbody>
</table>

**The Akamai Ecosystem**
Akamai makes the Internet fast, reliable and secure. Our comprehensive solutions are built on the globally distributed Akamai Intelligent Platform™, managed through the unified, customizable Luna Control Center for visibility and control, and supported by Professional Services experts who get you up and running easily and inspire innovation as your strategies evolve.