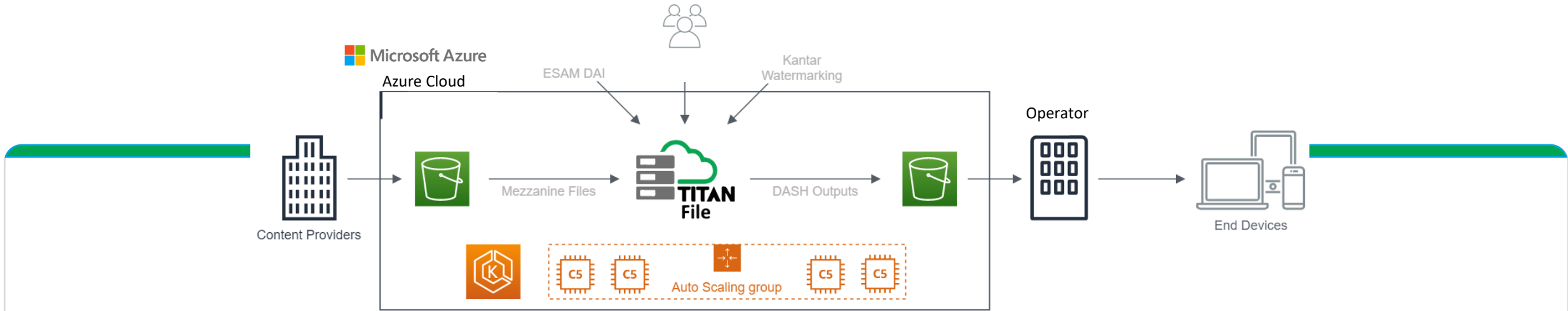


VOD transcoding in the Cloud with TITAN File MS



Problem Statement

- Existing library of assets from different content providers need to be transcoded
- Kantar Watermarking must be embedded in content for audience measurement data
- Dynamic Ad Insertion Support must be present for monetization

Cloud

- Elastic object storage
- Kubernetes to manage ATEME micro-services File application
- Ability to scale the number of processing instances based on workload
- Parallel processing of assets for transcoding speed

Business Benefits

- No CapEx
- Ability to scale as needed
- Cost efficient solution, leveraging auto scaling in Kubernetes as needed by workload
- Monetization for asset library
- Watermarking insertion