

# REIMAGINED CONTENT DELIVERY WITH ALTITUDE VOD.

**Altitude VOD with Maestro orchestration reimagines video content production with modular cloud workflows that tailor content to thousands of metadata variants efficiently, on demand and at scale, freeing content owners from today’s monolithic VOD production pipelines.**

Preparing VOD assets for platform readiness is no longer a “one size fits all” operation. Today, content owners must pass VOD assets through an elaborate labyrinth of complex processes ranging from formats, images, still images and logos to long/short synopses and pre/post-roll branding before delivering to affiliates.

Altitude VOD helps content owners get a jump on recognizing revenue from their vast asset libraries by simplifying the complexity of VOD processing and automating the entire workflow from order to delivery. Encompass’ cloud-native solution, with Maestro orchestration, leverages intelligent automation and a modular approach to VOD processing. Maestro can sequence, localize, transcode and map assets, resulting in thousands of variants ready for delivery to 150+ platforms faster than ever.



## ALTITUDE VOD BENEFITS



### INTELLIGENT MEDIA PROCESSING

Dynamically removes bottlenecks and accurately transcodes at scale



### TAILORED CONTENT

Stitch, trim and brand to capitalize on promotional and advertising opportunities on multiple platforms



### TARGETED DELIVERY

Securely and reliably deliver to over 150+ platforms (and growing)



### PAY-PER-ASSET

Aligns costs to platform revenues

# ALTITUDE VOD FEATURES

Simplifies the complexity of VOD processing and automating the entire workflow from order to delivery

**MORE THAN A SAAS PRODUCT:** it is a fully managed processing and delivery service

**JOB MANAGEMENT:** ingest and manipulate work orders or derived jobs from a linear playlist



Encompass' **Maestro** transforms and conforms content to various requirements and manages it as part of the service with automation, creating a smooth delivery to endpoints worldwide.

**SEQUENCE:** tailor your content to maximize brand visibility

- Pre/post roll: add promotional content or advertising to the asset timeline
- Trim clips: retime content to fit platform requirements
- Stitch: add new content elements to the timeline easily
- Brand: overlay graphics to maintain branding on VOD platforms

**LOCALIZE:** make your content accessible to the entire audience

- Caption: insert or burn in 608/708 closed captions
- Language: add, modify and swap multiple language tracks
- Subtitle: support for a large range of formats, including PAC, STL, CHK, 890, SRT, SUB, OVR, TXT, XIF, CAP

**TRANSCODE:** supports key formats and protocols to meet platform requirements

- Extract: select images for thumbnails, box covers and poster frames
- Convert: process source media faster than real time
- Format: encode to H.265/HEVC, H.264/MPEG-4 AVC, MPEG-2, Apple ProRes and AV1
- Package: wrap media to industry standards

**MAP:** extract and augment metadata to drive content discovery

- Title: generate air-friendly title for VOD catalogs
- Synopsis: create long- and short-form series and program synopses
- Images: place images for thumbnails, box covers and poster frames
- Rating: insert content categorization data for rating systems

**VOD PACKAGE DELIVERY:** 150+ supported platforms, and growing!

## WHY IT MATTERS

From signature of a new platform agreement to live service is typically six weeks.

Content metadata management is more complex than video, so solutions need to be more than transcoders.

Each asset is, on average, sent to four platforms; automation is critical to efficient deliveries.

## MONITORING AS A SERVICE



ALTITUDE FAST



ALTITUDE STREAM TV



ALTITUDE ARCHIVE



ALTITUDE VOD



ALTITUDE PAYOUT



ALTITUDE CONNECT

## ALTITUDE MEDIA CLOUD

How can we help? Want to learn more about Altitude VOD? Contact [marketing@encompass.tv](mailto:marketing@encompass.tv)