

SAVE UP TO 95% ENCODER CAPACITY FOR ONLINE REGIONAL CHANNELS

Edgeware's Virtual Channel Creation solution enables you to stitch selected content into a stream in order to create virtual channels for your viewers. This capability provides several benefits – such as creating revenue streams based on new personalized content, managing conditional viewing including distribution rights using "blackout technology", and cutting costs related to reduced encoder and storage capacity needs. The latter is especially relevant when distributing national and regional channels which is what we will concentrate on here.

WHAT IS VIRTUAL CHANNEL CREATION?

Edgeware's Virtual Channel Creation features our channel stitching technology, enabling you to stitch together content from different sources to create virtual channels. For channels that share bits of content, such as regional channels typically sharing national programming, this translates to encoder savings.

A typical example of how encoding and storing national and regional channels could work is shown below.



Each regional channel is encoded as a full channel, meaning the national content is encoded and stored multiple times – once per regional channel.

With Edgeware's solution you only need to encode and store the national content once – instead of for every regional channel – and then stitch the regional content into the national channel to create the full regional channels.

If using cloud-based encoders, the cost savings enabled by this reduced encoder need is significant. Similarly, the need for NAS storage – required to create Live to VoD content – can be reduced. See the illustration below of how encoder needs are reduced with the Virtual Channel Creation solution.



CUSTOMER CASE STUDY

Below is an example of the savings in encoder needs a customer running both national and regional channels can achieve by using Edgeware's Virtual Channel Creation solution. In this example, the customer is running:

- 1 national channel requiring 15Mbps
- 20 regional channels, each requiring 15Mbps, which can be limited to 1Mbps

Without Edgeware's solution the encoder's capacity need is: 15Mbps for the national channel + 20x15Mbps for the regional channels. All channels = 315Mbps in total.

Edgeware's solution provides two methods of reducing encoder capacity for regional channels.

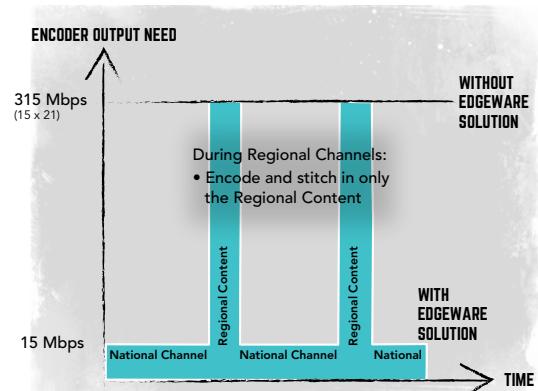
OPTION 1: ONLY ENCODE NATIONAL CHANNEL ONCE

The regional content is encoded, but not the national channel. In other words, the national channel is only encoded once, and the regional content is stitched into it to create a full regional channel (virtually).

Encoder need:

- National channel using 15 Mbps
- Regional content using 15 Mbps each, but with no need to encode the national content more than once

Total encoding capacity need is 15 Mbps for the national channel and 315 Mbps for the regional content.



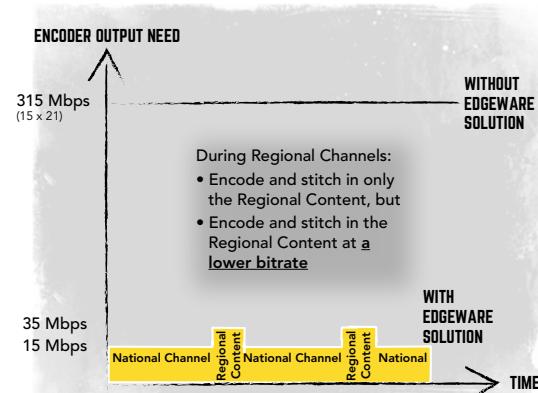
OPTION 2: ONLY ENCODE NATIONAL CHANNEL ONCE AND STITCH IN REGIONAL CONTENT AT LOWER BITRATE

The regional content is encoded, but not the national channel like in the above example. However, in this option, the lower bitrate variant of the regional content is used instead of the higher bitrate variant. Using the lower bitrate variant of the regional content reduces the encoder and storage capacity needs significantly, without noticeably impacting the quality for the viewer.

Encoder need:

- National channel using 15 Mbps
- Regional content using only 1 Mbps each

Total encoding capacity need is 15 Mbps for the national channel and only 35 Mbps for the regional content.



This scenario provides a 95% encoder capacity saving for the national channel and an 89% encoder saving for regional channels!

The examples above are based on a real customer case study and indicates the cost savings available with Edgeware's Virtual Channel Creation solution. Its channel stitching technology resides in Edgeware's origin portfolio – in the TV Content Capture and TV Repackager products – which is available as an on-prem and a SaaS offering (Edgeware Cloud Service).