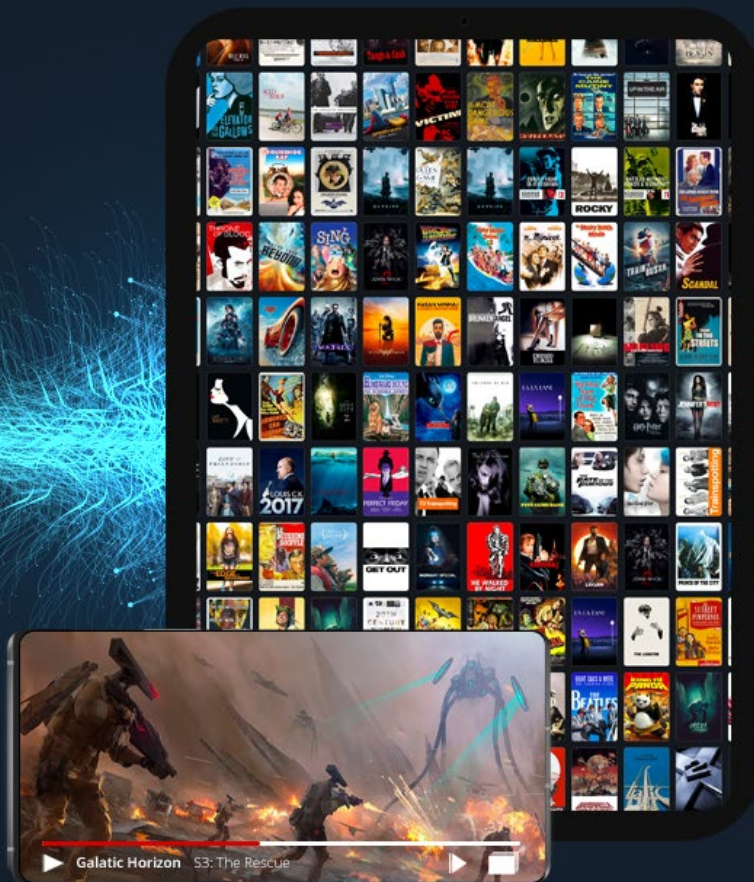




Cloud VoD

White Paper



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Background Information

Current Status of Industry

The online video is evolving towards the convergence era of full-media, cross-platform and multi-screen. As a new traffic entrance, online video is much popular in many scenarios covering e-commerce, online education, medical and many other vertical areas. The online video platform (OVP), which belongs to the B2B market, is growing into a billion dollar market. The online video service potential is gradually releasing, however, many enterprises with online video demand are not able to build their own systems, then third-party platform becomes undoubtedly a better choice for them.

The ongoing COVID-19 outbreak has resulted in growing demand for online video platforms due to lockdown restrictions imposed by different government authorities. The work-from-home and social distancing rules enabled the major audience to shift toward the online video platform for viewing and creating the online content. The COVID-19 outbreak has positively impacted the online video content creation industry growth.

Challenges of Industry

Long period to build up a video platform, high technical threshold

For enterprises in the field of vertical video applications, video is a relatively complex and professional field, there is a high requirement for the server, client configuration and player software. Different vertical areas, the demand has become more and more diverse and complex, for instance, online education video sites need to meet the demands of the multi-terminal support, meanwhile high-definition video is necessary for the online medical. In addition, video platform also involves a number of processing steps, resulting in the high threshold of video system design, longer build cycle. All in all, video technology has become an important negative factor to interrupt the business.

Self-deployment video platform is time consuming, laborious and poor scalability

Normally video size is relatively large, it will cost a lot of bandwidth when playing, and with the growth of enterprise video users, more servers and bandwidth have to be invested. If the server resource is allocated in accordance with the peak demand, it will lead to a big waste without flexibility during the idle time.



In addition, the enterprise does not only need to maintain a huge video resources and ensure that the content will reach the end user quickly, but also need to distribute node resources throughout the country or even globally. This hardware investment brought by the uncertain business growth will also bring great difficulty in the latter operation and maintenance, it is laborious and not economical.

B2C video platform is not conducive for brand promotion and content appreciation of a company

For most of the companies, due to technical and financial constraints, B2C video platform with high traffic and low cost features, is chosen as one of the important channel for the video promotion. However, the video sharing platform mainly relies on advertising to profit, the video content updated by the companies may be added with other unrelated brands or replaced without informing the companies. As a result, the company is not able to 100% control their own video content, and the brand image is also difficult to maintain a long time. In addition, copyright and editing costs are growing day by day, companies are difficult to achieve break-even in a short term if their business model is simple ordinary.

Product Introduction

Product Brief

CDNetworks Cloud VoD is a one-stop service platform for enterprise network video, providing a reliable, scalable and multi-terminal solution for live streaming and video on demand services. Cloud VoD integrates core features including Upload, Transcode, Storage, Encryption, CMS, Cloud Player, Statistics and CDN. It is a platform aiming to simplify the technical threshold and investment of enterprise video platform, as low as one line of code is required to achieve the streaming, reduce the streaming software and maintenance costs on services, so that the customers could focus more on their main business.

Applicable Scenarios

Cloud VoD mainly serves enterprises, government and public institutions and other organizations, especially online education, mobile Internet, media and other industry customers.

Business scenarios demand:

- Customer's streaming media strength is weak and it is difficult to upgrade in a short time, a third-party platform is expected to provide streaming media solutions;



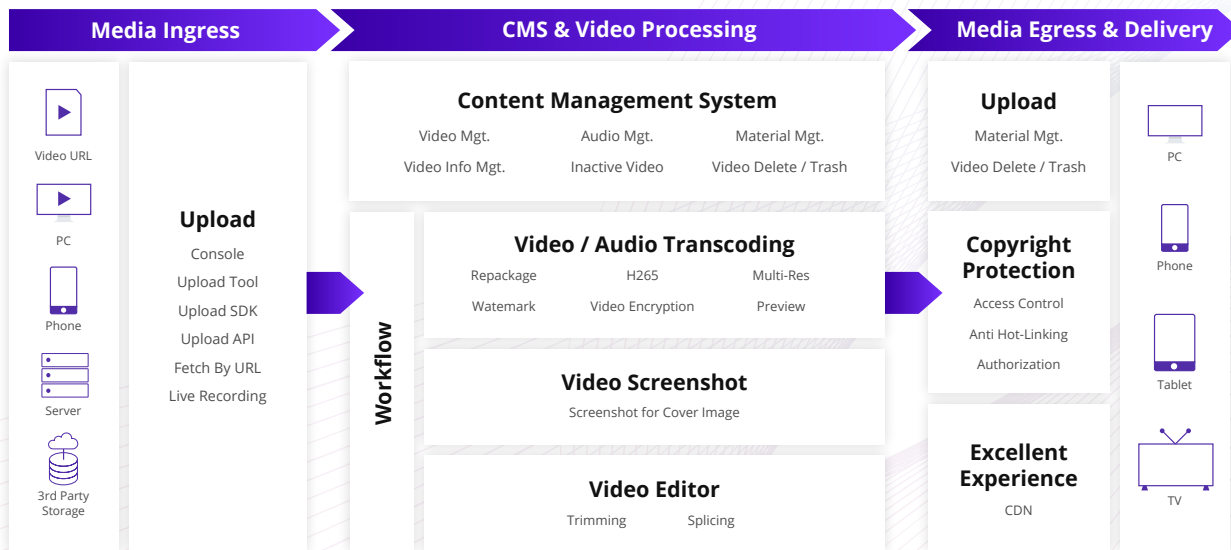
- More convenient and flexible video services system, the latest streaming media technology is expected to support business innovation;
- Multi-terminal/screen and high-definition smooth video access demands; improve business income by advertising;

Operation scenarios demand:

- Minimum maintenance costs, access to more stable, more secure live streaming and video on demand service;
- Convenient and flexible video file edit and live channel control;
- Adequate system redundancy, to cope with the pressure of rapid business growth;
- Through the player, video watermark and other streaming media related technology to achieve brand image promotion and copyright protection;
- Improve the operation statistics analysis: bandwidth of video play, visitors amount, video quality and other data;

Architecture

Cloud VoD is a comprehensive solution system based on the CDNetworks object storage and cloud transcoding system. It adopts CDNetworks efficient video processing and scheduling capabilities to achieve video file editing through the Cloud VoD. It is a one-stop streaming media solution which provides the file upload tools, pushing tools, players, value-added services and many other functions.



Architecture of Cloud VoD



Product Value

Provide High Performance

- Fast and powerful processing performance that supports highly concurrent file processing to ensure that there is no time wastage;
- Self-built distributed PoPs ensures faster and more stable upload and download, effectively reduces latency, and greatly improves end-user's access experience;

Manage Videos Securely and Reliably

- With encryption mechanisms in storage and data transmission, ensuring the privacy of users' data;
- Videos are highly protected in delivery by some secure mechanisms, like access control and copyright protection;

Making Customers Focus on Business

- It saves cost in hardware purchase, deployment, expansion, as well as the operation and maintenance.
- Scale data as needed with practically infinite capacity and pay-as-you-go pricing.

Features

Easy Management

The media hosting feature makes it easy to manage your medias. You can create categories to present your content in a way that is easy to navigate.

Flexible Processing

High concurrent capabilities enable you to process with large amounts of UGC files. And video Editor improves the efficiency of video editing.

Robust Protection

It supports multiple video protection functions, for example, anti-hotlinking, AES encryption.

Fast Delivery

Our leading CDN across the globe ensures videos get to audience quickly and safely, most importantly is the great quality.

Full-feature API

Our API is specifically designed for quick and easy integration of rich features into a wide variety of cloud video applications.