Dolby

Dolby Hybrik helps dotstudioPRO give customers more cost-effective and flexible options for rapid media delivery.

dotstudioPRO helps customers across North America rapidly launch custom streaming apps and scale OTT networks that engage worldwide audiences and monetize content. Co-founders Joe Pascual, CEO and CTO, and Selena Paskalidis, CFO and COO, talked with us about how Dolby Hybrik cloud media processing helps dotstudioPRO give its customers more cost-effective options for distribution delivery.

dotstudiopro

◧ Dolby

"Hybrik lets us offer all our clients the flexibility to increase their transcoding volume and speed when they need to, at an affordable cost."

What type of clients do you serve?

Broadcasters, content owners, and service providers leverage our state-of-the art technologies and our 40+ years of industry experience to tackle complex B2C streaming challenges.

What services do you provide?

dotstudioPRO is an integrated online video platform that powers clients' multi-device streaming networks. Whether you're creating a new OTT property or you need to update legacy infrastructure, we'll roll up our sleeves and partner with you to help get the job done.
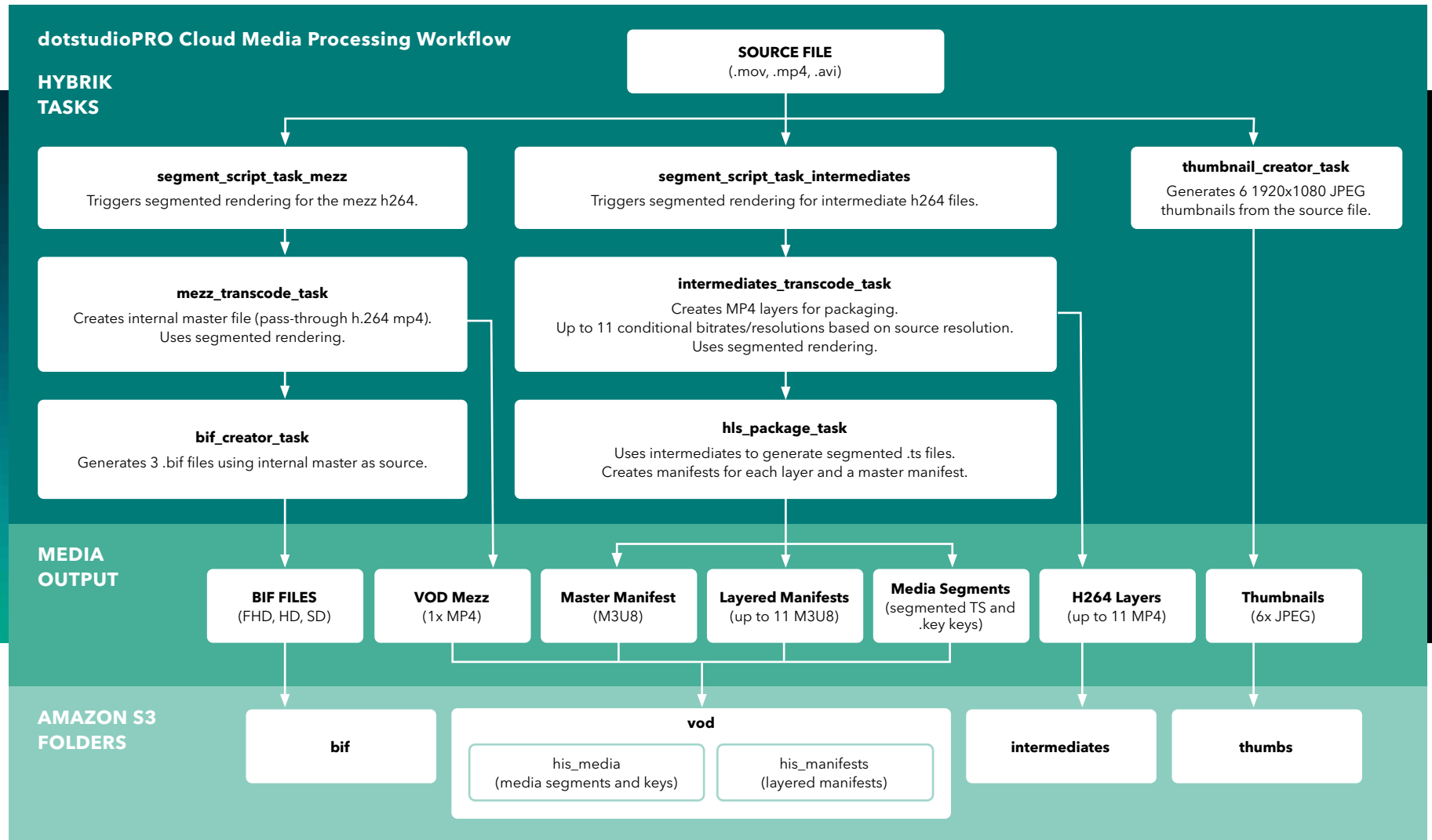
Our turnkey solutions include a SaaS CMS and APIs that support time-sensitive workflows enabling real-time changes to videos, playlists, and monetization rules. Built for multi-screen streaming, our enterprise SDKs facilitate deployment to any platform using a single code base for common functionality between mobile, TV-connected devices, smart TVs, and set-top boxes. And our distribution arm helps media owners stream and broadcast worldwide, matching their content with what the top AVOD, SVOD and TVOD platforms are looking for.

Why did you choose Hybrik over other cloud media processing platforms?

Dolby Hybrik gives us control over infrastructure and pricing that was difficult to achieve with other options. Hybrik lets us offer premium plans to clients who regularly require greater transcoding volume and speed, while our other clients benefit from the economy of scale resulting from a shared pool of transcoding capacity, and we can give all our clients the flexibility to increase their transcoding volume and speed when they need to, at an affordable cost.

What made Dolby Hybrik a good fit for your business model?

We were looking to incorporate a "white label" VOD transcoding solution into our cloud-hosted CMS. Hybrik could be instantiated within our own AWS account via a robust API. And most importantly, the predictability of Hybrik's unique pricing structure allowed us to create very attractive, cost-effective solutions for all our clients, with "free" encoding/transcoding bundled into our license fees.

dotstudioPRO Cloud Media Processing Workflow

HYBRIK TASKS

SOURCE FILE
(.mov, .mp4, .avi)

segment_script_task_mezz
Triggers segmented rendering for the mezz h264.

segment_script_task_intermediates
Triggers segmented rendering for intermediate h264 files.

thumbnail_creator_task
Generates 6 1920x1080 JPEG thumbnails from the source file.

mezz_transcode_task
Creates internal master file (pass-through h.264 mp4).
Uses segmented rendering.

intermediates_transcode_task
Creates MP4 layers for packaging.
Up to 11 conditional bitrates/resolutions based on source resolution.
Uses segmented rendering.

bif_creator_task
Generates 3 .bif files using internal master as source.

hls_package_task
Uses intermediates to generate segmented .ts files.
Creates manifests for each layer and a master manifest.

MEDIA OUTPUT

BIF FILES
(FHD, HD, SD)

VOD Mezz
(1x MP4)

Master Manifest
(M3U8)

Layered Manifests
(up to 11 M3U8)

Media Segments
(segmented TS and .key keys)

H264 Layers
(up to 11 MP4)

Thumbnails
(6x JPEG)

AMAZON S3 FOLDERS

bif

vod

his_media
(media segments and keys)

his_manifests
(layered manifests)

intermediates

thumbs

What was the process of integrating Hybrik like? Was Dolby supportive?

One of the most appealing aspects of Hybrik was Dolby's hands-on support in crafting our API calls based on industry standard and best practices. The support we received during integration helped speed our product to market and was a great addition to their already well-written API documentation. We also relied heavily on the Hybrik team's experience in shaping our own internal encoding profiles and packaging requirements.

How does Dolby Hybrik fit into your cloud media processing workflow?

Dolby Hybrik lets us conform content from a variety of source partners to a one-size-fits all solution. We use Hybrik to create an array of media files for VOD and stream distribution. Assets are uploaded to our S3 servers, or hosted remotely, analyzed by Hybrik, then pass through Hybrik to create .ts-segmented HLS, Roku BIF, jpeg thumbnails, and a H.264 VOD mezzanine file.

"Hybrik increases transfer speed, decreases the number of human resources needed for distribution, and helps us give our customers more cost effective options for distribution delivery."

Has using Hybrik changed your workflow? If so, how?

The versatility of Hybrik's features allowed us to create a workflow that acts as a delivery packager similar to that of Aspera or Signiant. In addition to having the ability to transfer large numbers of files to external S3 buckets, once transferred, we still have the ability to transcode, rename and manipulate the files. This helped us launch an adaptable new user-facing service within the dotstudioPRO (DSP) CMS. Our new Point to Point Media Transfer (P2P) allows DSP clients to move media files stored in DSP's S3 environment to external locations. In short, P2P is a method of moving media files from one S3 bucket to another S3 bucket using DSP dashboards. Hybrik was perfect for this because the majority of P2P transfers are lateral – i.e., Hybrik Copy Job. While similar functionality could be achieved with Amazon SDK, Hybrik was chosen for its flexibility for packaging and transcoding.

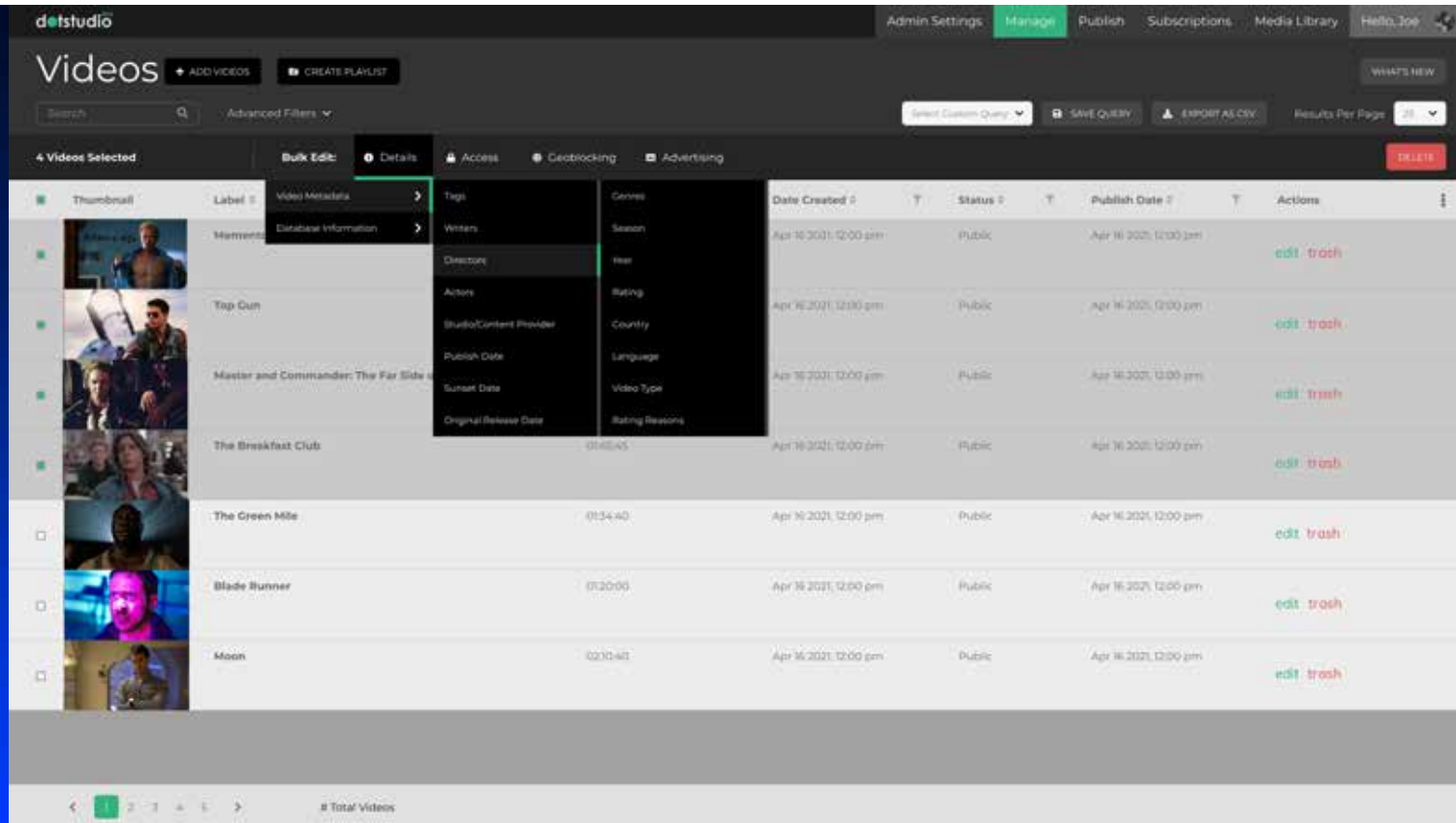### How do these changes benefit your customers?

Hybrik increases transfer speed, decreases the number of human resources needed for distribution, and helps us give our customers more cost effective options for distribution delivery.

How might Hybrik continue to change your workflow in the future?

The variety of options and powerful capabilities in Hybrik afford us the space and time to grow into the more powerful features. We are investigating workflows to include packaging and P2P delivery using Hybrik's credentials vault, and have had internal conversations about customer-controlled encoding profiles. In the future, we plan to look toward dynamic packaging, automated QC, and other integrations.

How much content are you processing with Hybrik?

dotstudioPRO and its customers are using Dolby Hybrik to transcode thousands of hours of content each month. Our distribution arm delivers over 2,000 hours of titles to more than 30 platforms including RokuTV, Vizio, Plex, Local Now, and Stirr. The DST Product Suite serves customers such as Impact.TV, Local Now, and The Weather Channel.

Overall, has Dolby Hybrik lived up to your expectations?

Short of developing our own encoding infrastructure from scratch, we believe Hybrik is the best and most flexible option for our needs and helps us concentrate on our own core competencies. Having Dolby as a partner gives us the confidence that we have a team specialized in this area and we are able to provide these services without hesitation to our clients. There have been several occasions when we have had specific questions and/or requests from clients that would normally thrust us into research and development. In these instances, we have been able to forward their queries and have them be answered by Hybrik professionals. We also feel that Hybrik's roadmap will not only keep us on the cutting edge but also provide ongoing value to our clients.

dotstudio pro