



Google finds you really can have it all – with Dolby Hybrik

Google TV Program Manager David DiGuardi drives efficiencies for transactional video-on-demand operations across Google TV, Google Play, and YouTube. His responsibilities include ensuring video compression technologies, workflows, and systems meet the business goals of all three platforms, as well as those of the company's studio partners. David told us how Dolby Hybrik cloud media processing is helping him succeed.





“With Hybrik, we’ve been able to achieve fast compression speeds and phenomenal quality for a mere fraction of the cost it would take for us to manage a traditional in-house compression farm.”

What convinced you to incorporate Dolby Hybrik into your media processing workflow?

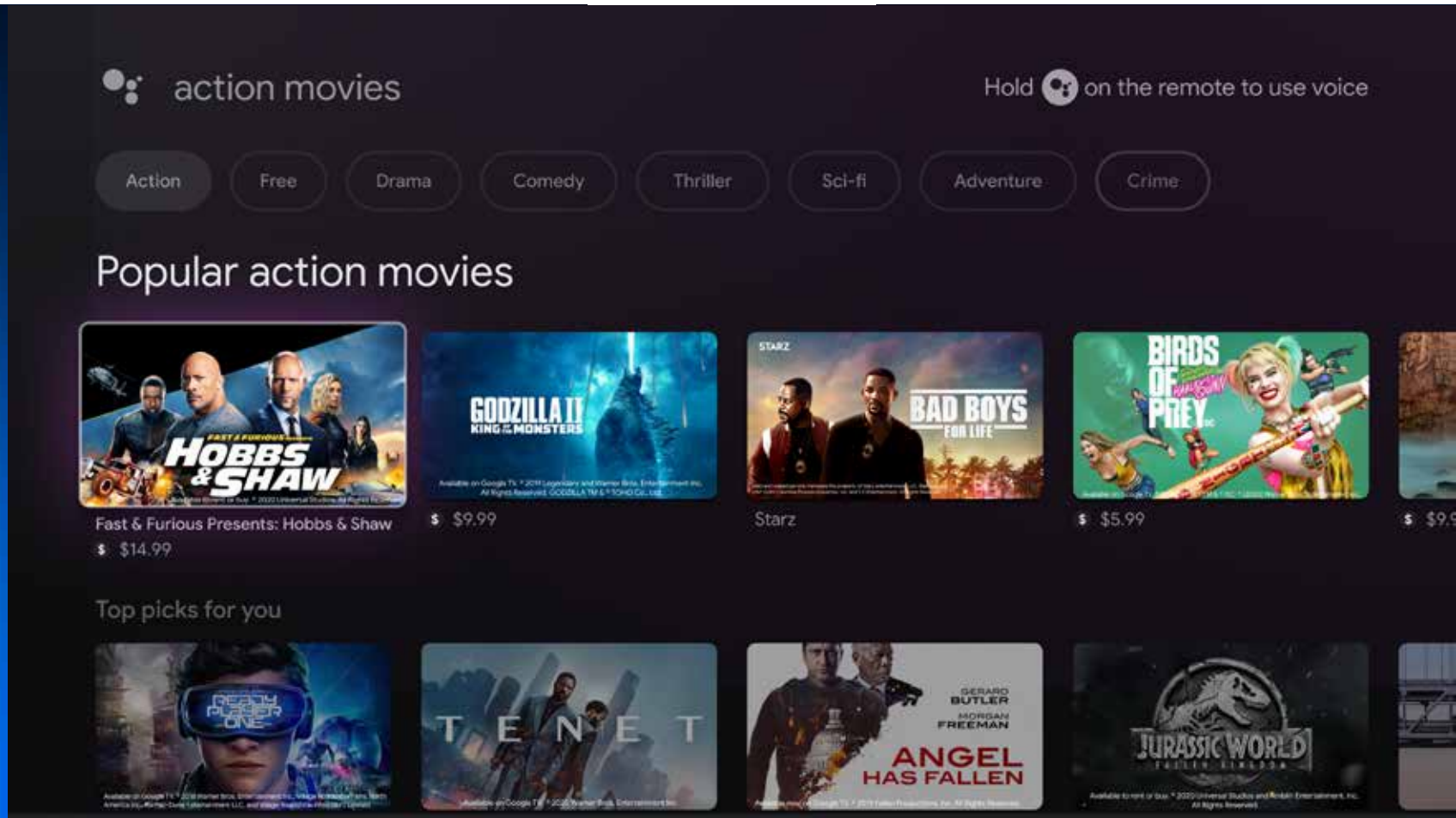
Hybrik didn’t require the typical sacrifices I’ve become accustomed to making when choosing video technologies. I’m sure you’re familiar with the old adage: Speed, quality, or cost... Pick any two. Simply put, Dolby Hybrik gave us all three, simultaneously and equally. Trying to optimize for these three critical dimensions against a set of shifting constraints and evolving business needs used to be a constant struggle. With Hybrik, we’ve been able to achieve fast compression speeds and phenomenal quality for a mere fraction of the cost it would take for us to manage a traditional in-house compression farm.

Did you consider any other cloud-based alternatives? If so, what made Dolby Hybrik more appealing?

In the past, I was deterred from exploring cloud-based compression solutions due to the confusing, inconsistent, and frustrating cost structures offered by most companies. Dolby offers simple, straightforward pricing that’s easy to understand and manage, plus it’s affordable for nearly any budget.

How did integrating Dolby Hybrik into your workflow go? Did Dolby provide all the support you needed?


To meet the requirements we had around security, speed, and efficiency, Hybrik needed to work in Google Cloud (which was not supported at that time). The Dolby Hybrik team worked tirelessly with our engineers to ensure Hybrik not only runs on Google Cloud, but runs well. Moreover, they met or exceeded every timeline we set. Dolby provided support every step of the way and Hybrik engineers were constantly available to answer any and all questions.




What was the learning curve like for your team? Have you found Hybrik easy for everyone to learn and use?

For anyone who has had any experience with other enterprise-level compression software, Hybrik should present no surprises. The learning curve was quite fast for Google TV team members, accelerated even more by the availability and guidance of Hybrik support staff.

The Hybrik team knows their customers' needs well. Their thorough industry understanding clearly makes a difference, not only in the design of the product, but also in the quality of the support you receive.



 find action movies

How does Dolby Hybrik fit into your media processing workflow?

Hybrik is tightly integrated with our internally-developed workflow and content management systems. We leverage a combination of internal and external solutions for our video compression needs.

What type of content are you processing with Hybrik?

We primarily utilize Hybrik for UHD and HDR content, which typically has different quality, speed and codec requirements than other media formats. So we use Hybrik to process high-profile titles from all the major studios.



Google TV