

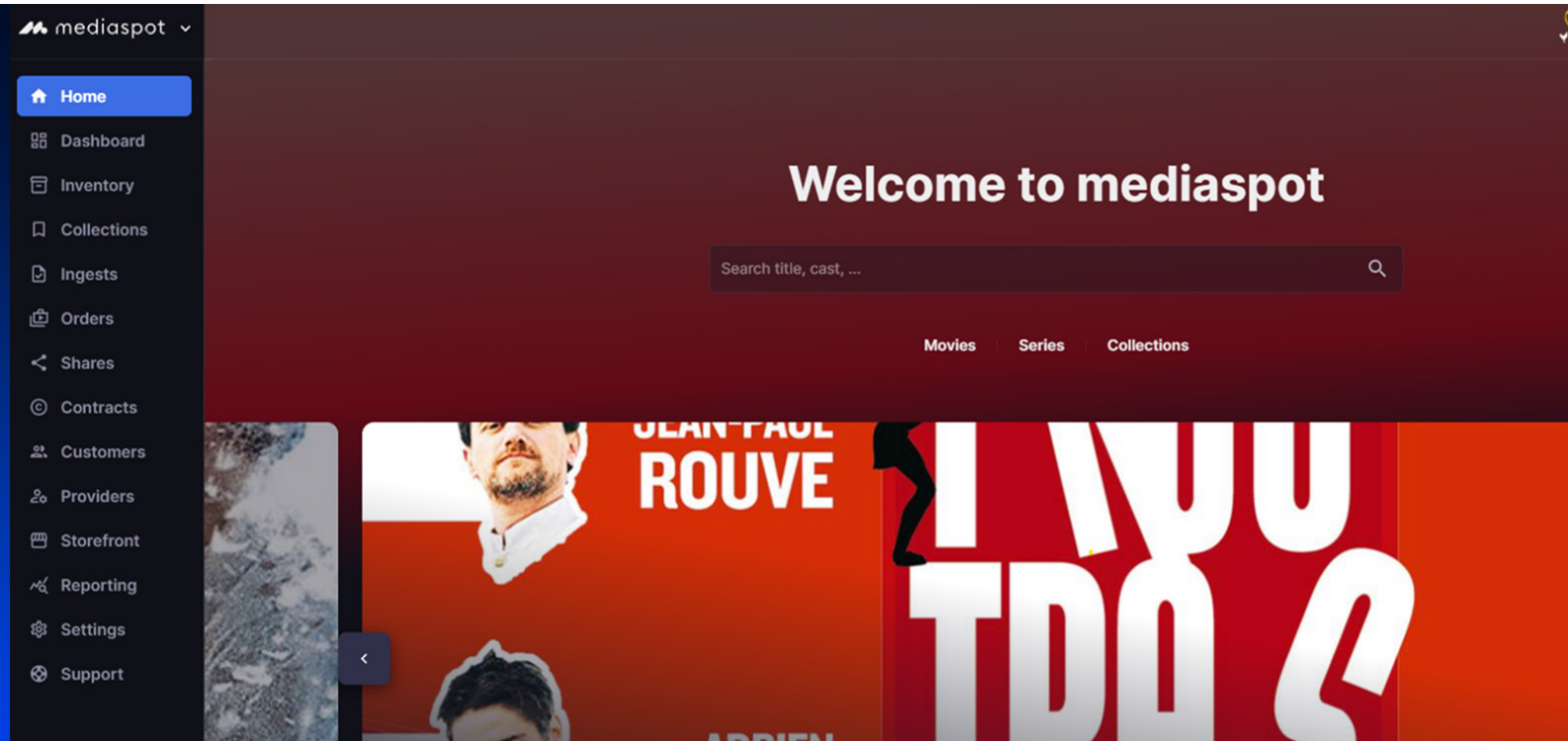


“By leveraging Dolby Hybrik’s high-performance capabilities and straightforward pricing structure, we’ve been able to design our own cloud offerings that are extremely cost-effective for our customers.”

VDM, a leading post-production company in France, offers mediaspot® (mediaspot.io), a cutting-edge SaaS MAM (media asset management) platform designed for seamless content distribution across all channels: Theatrical, TV, and VOD.

Adrien Corbin, VDM Head of Engineering and mediaspot Product Director, describes in the following pages how, “Dolby Hybrik has not only met but exceeded our expectations.”





Who are your clients and what services do you provide to them?

The VDM mediaspot platform handles worldwide deliveries for top-tier clients including as Studiocanal, SND, Newen, Federation Studios, Pathé, Mediatoon, and many others. It excels at asset ingestion, indexing, quality control, and automating delivery processes through an efficient order system. Fully integrated with rights management and billing systems, mediaspot is highly configurable to meet diverse client needs. Additionally, it features screening room software, enabling global content distribution.

How does Dolby Hybrik fit into your media processing workflow?

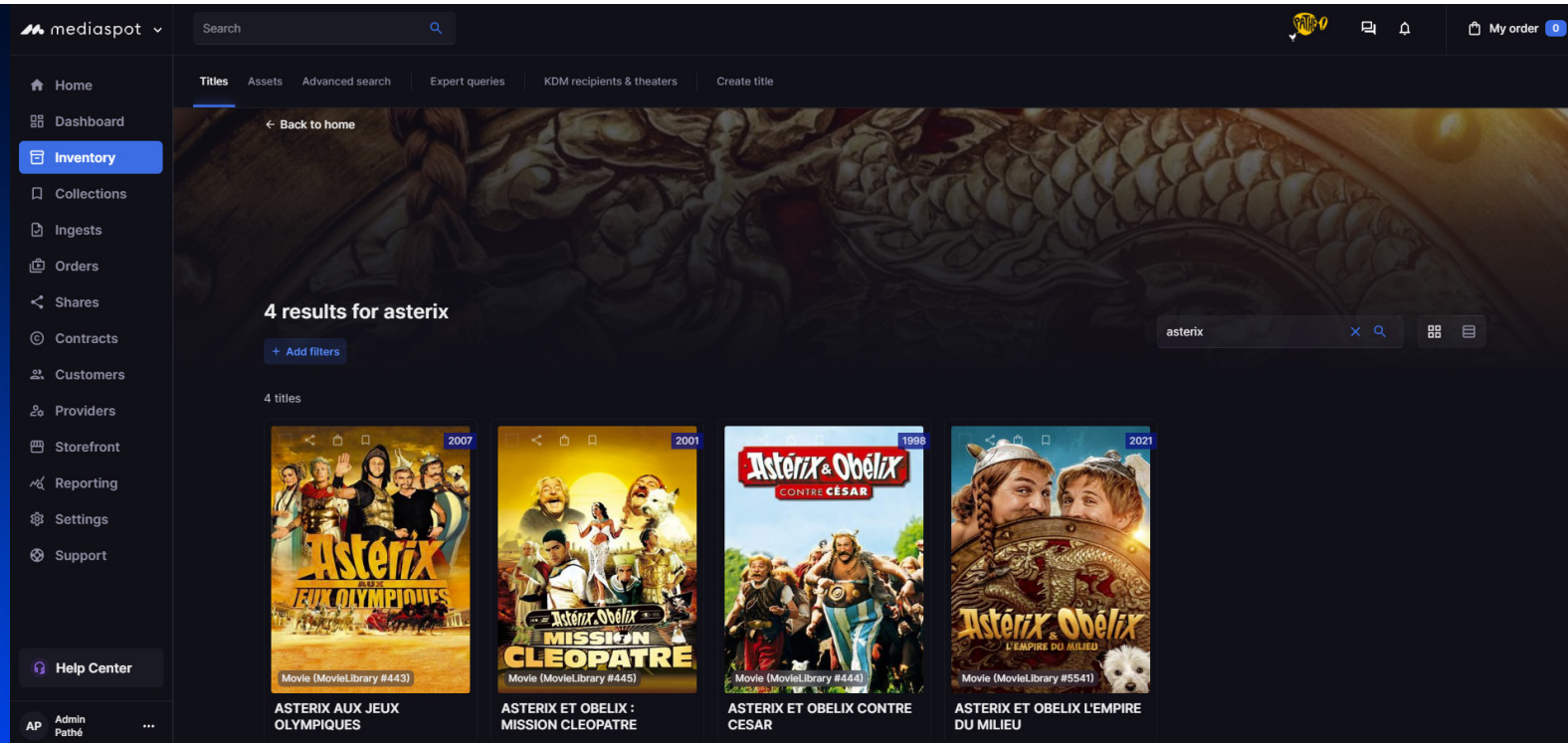
Hybrik plays a central role in all our transcoding operations. Starting with ingest, we use Hybrik to generate proxies from various sources, including image sequences and IMF packages. Hybrik is then used to generate final output

orders, whether for broadcast or VOD packages, in any required format.

For complex automated orders, we might call Hybrik up to three times to chain different steps, resulting in the final encoded file. This capability to chain jobs and apply custom filters has allowed us to significantly streamline our workflow, reducing the number of steps compared to our on-premise setup.

Has integrating Hybrik benefitted your customers?

By integrating Hybrik, we've enhanced efficiency and maintained high-quality standards in our cloud media processing pipeline. Using Dolby Hybrik has significantly sped up our media processing tasks, especially Dolby Vision transcoding, thanks to its chunk-based processing and parallel encoding capabilities. This has led to faster turnaround times and improved efficiency for our team and clients alike.



How did you first learn about Dolby Hybrik?

I first heard about Hybrik during NAB, a few years ago. Back then, mediaspot operated solely on-premise, so the timing wasn't right for us. But when we began exploring transcoding solutions that are natively integrated into the cloud, Hybrik stood out as one of the few options that met all our criteria in terms of performance, scalability, features, and format support. Plus, as an AWS partner, it was essential that the solution be compatible with AWS.

What were your top drivers for choosing Hybrik?

Our goal with mediaspot is to remove all complexity for the end user in terms of media processing. We have pushed automated processing to its peak, managing extremely complex tasks such as:

- Multiple Stream Source Multiplexing
- HDR Processing (including Dolby Vision and HDR10)
- Frame Rate Conversion
- Subtitle Burn-in
- Editing and Concatenation (stitching capabilities)
- Up and Down Scaling
- Complex Audio Routing
- Audio Measurement and Correction (such as R128)
- Watermarking (using third-party solutions like NexGuard)
- Comprehensive Format Support (including broadcast formats)
- MXF Specific Packaging (like DPP)
- IMF Transcoding
- Low-Level Parameter Overrides (such as H264/HEVC parameters or FFmpeg filters)

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We also needed a solution oriented for developers, which means using a robust API. Hybrik meets this need perfectly.

Additionally, Hybrik connects to our VPC and automatically starts and stops Spot Instances. This capability significantly optimizes our rendering costs, which is obviously a key driver.

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

- **Transparent Pricing Model:** Explicit, clear, and simple, with no hidden costs. Everything is included, providing us with financial predictability.
- **AWS Integration and Spot Instances Automation:** A seamless connection to AWS and the ability to automate Spot Instances are crucial for optimizing our operational efficiency and rendering costs.
- **First-Class Transcoding Capabilities:** Extensive, top-tier transcoding capabilities support a wide range of formats and complex processing needs.
- **High-Quality Output:** Leveraging Dolby expertise, Hybrik ensures the highest quality in media processing, which is vital for our operations.
- **Outstanding Performance:** Transcoding speeds are 4x faster with a standard machine compared to our previous on-premise setup, significantly enhancing our productivity and turnaround times.
- **Convenient Resource Management:** Hybrik automatically manages EC2, the Amazon Elastic Cloud Computing Web service that provides scalable computing capacity in the cloud. We simply submit the jobs and Hybrik calls up the resources needed to complete the work.

- **Dependable Security:** Hybrik utilizes our AWS resources in our own Virtual Private cloud.
- **Cloud-Native Design:** The ability to run in any AWS EC2 region is an invaluable asset for us.
- **Flexibility:** Hybrik allows for many non-transcode processes to run within its framework and allows us to easily manage custom processes via Docker containers.

Why was Hybrik’s pricing structure so appealing?

The price structure was a significant advantage for Dolby Hybrik. They offer only three pricing tiers based on load and scalability needs, making it straightforward to understand and budget for.

The AWS cost calculation is also straightforward: It’s benchmarked against EC2 computing time. By multiplying the usage time by the hourly rate, we can easily determine the final cost, ensuring transparency and predictability in our expenses.

We began with a group of 10 machines, and the cost was very affordable, allowing us to scale up in the future as our customer base grows.

What was the process of integrating Dolby Hybrik like?

Integrating Dolby Hybrik into our workflow was straightforward and quick. Setting up and configuring a Hybrik account took only 10 minutes, supported by comprehensive documentation and GitHub samples covering all integration scenarios. Developing the connector was a smooth process, completed in just 3 weeks. Throughout this phase, Dolby’s engineers and support team were highly responsive, addressing technical questions and even low-level issues promptly.







QC Tool → CHEVRES I (LES) - Program Restored - Mezz - ProRes - HD - 4:2:2 - OAR - 2.39 - Original Version - French Audio - Original French Picture - Theatrical Mix - 2.0 + 5.1 - 25fps Save

Quality check editor
Inspect and make quality control of your media

Link to Telestream Switch Link to Adobe Premiere Pro

Markers Metadata Audio tracks Media files

Category Family Severity Level Validate revision + New marker

In	Out	Severity / Level	Category	Family	Type	Comment	Revision
 10:00:10:00	 10:00:10:00	Info / Medium	Interra Baton	QC	Video Quality	Top Bar width has changed from 137 to 138. The duration of segment with width as 137 is 6760 msec and with width as 138 is 240 msec.	
 10:00:57:00	 10:00:57:00	Info / Medium	Interra Baton	QC	Video Quality	Audio Drop in channel (R) is detected for 00:00:00:008, starting from time 10:00:58:940. Specified criteria: Report as Serious if Audio Dropout detected	
						Audio Silence is detected in the stream, starting at time 11:35:36:876.	

CHEVRES I (LES) - Program Restored - Mezz - ProRes - HD - 4:2:2 - OAR - 2.39 - Original Version - French Audio - Original French Picture - Theatrical Mix - 2.0 + 5.1 - 25fps

Video Mezz ProRes Asset #3962368

Has Dolby Hybrik lived up to your expectations?

Dolby Hybrik has not only met but exceeded our expectations. We felt well-supported during the integration process. The flexibility and capabilities of the Hybrik API have allowed us to successfully address all our use cases, including the most complex ones, and Dolby has been very receptive to all our feature requests.

Using Dolby Hybrik has significantly affected our bottom line by improving efficiency and lowering costs. By leveraging Hybrik's high-performance capabilities and straight-forward pricing structure without hidden costs,

we've been able to design our own cloud offerings that are extremely cost-effective for our customers.

"Integrating Dolby Hybrik has allowed us to reduce our selling costs by a factor of 5, resulting in substantial savings."

