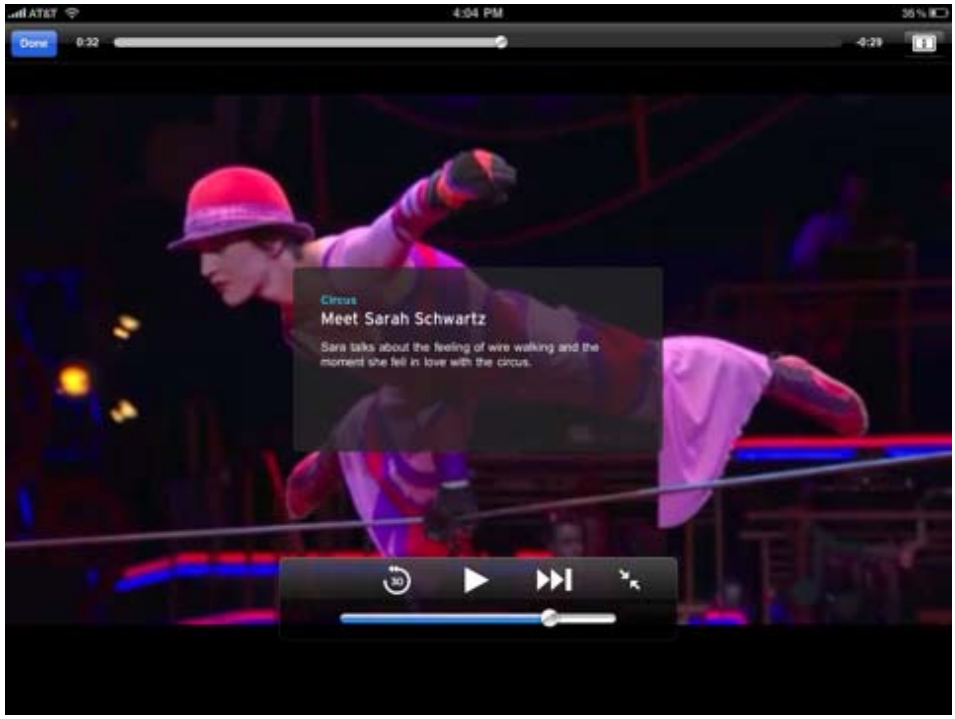
Case Study:
Zencoder helps PBS lead in Apple® HTTP Live Streaming Adoption



iOS Solution Features:

- Mobile presets for all iOS devices
- Perfect keyframe placement
- Multiple output bitrates from a single job
- Floating-point segment durations
- Low file overhead on TS segmenting
- 128-bit AES encryption support
- Transmux-only jobs

In October 2011 PBS served 86 million videos to iOS devices, all encoded by Zencoder.

THE CHALLENGE

PBS is a leader in multi-platform video, delivering educational, news and entertainment programs through a variety of online and mobile platforms, including several popular iPhone® and iPad® applications. In May of 2011 the network introduced PBS Kids App for the iPad and in October of the same year they served over 86 million streams to the PBS Kids iPad App audiences alone.

Despite the phenomenal success, PBS initially faced significant technical challenges in preparing video content for the iOS devices, including technical difficulties supporting Apple's HTTP Live Streaming standard and slow video encoding.

Jon Brendsel, VP of Products for PBS Interactive, oversees all web and mobile product development for the Interactive group, including the team responsible for the PBS' iPad and iPhone applications. Remarking on the previous vendor, Brendsel commented, "We noticed consistent failures to properly segment the streams to meet Apple's specifications, especially when encoding low bitrate stream and audio only streams."

In addition to encoding failures, PBS faced excessively long processing times and unresponsive support. “We might wait for hours for our files to finish, only to find that the output didn’t work and the vendor couldn’t resolve the issues.” PBS realized it was critical to find the right video encoding partner to handle their iOS media preparation.

THE SOLUTION

PBS reached out to Zencoder for help with HTTP Live Streaming. Attracted to Zencoder because of its direct integration with Amazon S3 store, strong API, and support for Apple’s HTTP Live Streaming format, PBS worked closely with the Zencoder team to resolve specific technical challenges. “PBS turned to Zencoder because our previous solution consistently failed to meet Apple’s published requirements. Zencoder was not only able to meet the specifications, but could process many idiosyncrasies in the video stream that other encoders simply couldn’t handle.”

Speed was also an important consideration. PBS needed a solution that could significantly improve processing times. “The fact that Zencoder is built on Amazon Web Services helped streamline our workflow and was a major factor in choosing Zencoder.” Since it started using Zencoder for its Apple HTTP Live Streaming encoding needs, PBS is able to deliver time-sensitive content to audiences at least 300% faster than its previous encoding solution.

THE RESULTS

“Now that we are using Zencoder, viewers can watch PBS NewsHour on their iPad or iPhone an hour after it airs. This was huge for us,” remarked Brendsel. Zencoder continues to handle PBS’ growing library of Apple HTTP Live Streaming content for iOS devices. “Zencoder has been a big part of our success on the iOS platform. It was the right choice for PBS.”

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*- **Jon Brendsel**, VP of Products for PBS Interactive*

zencoder

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