

ANEVIA'S NEW FILE ENCODER CUTS COSTS AND ENABLES SEAMLESS SWITCHING

Anevia, a leading provider of OTT and IPTV software solutions, has today announced it has enriched its end-to-end OTT video-delivery offer with a new version of its Genova File encoder that allows operators to cut their hardware costs while enabling seamless switching during ad insertion.

By leveraging GPU acceleration, Genova File cuts hardware costs to about one-tenth the cost of traditional CPU-based encoding.

Building on all the technologies used in Genova Live, Genova File is a high-density encoder that enables 4K/UHD content. Operators using both solutions – Genova File and Genova Live – can prepare their ad assets so they are encoded in the exact same way as their ad feeds, thereby enhancing the viewing experience by enabling seamless switching from content to ad.

The new Genova File brings greater choice, as it can be deployed in both private and public Cloud environments. Furthermore, because it supports different encoding modes, operators can choose whether to prioritise quality or speed.

Elasticity is important in the context of file encoding, where batch processing is the norm: a large number of files need to be encoded sporadically, resulting in transcoding spikes, that only an elastic computing infrastructure can absorb. As the first Linux-based file encoder, Genova File enables this elasticity, and also brings greater security.

Jerome Blanc, EVP Compression Products at Anevia, said: "Programmatic video advertising is on the rise – and expected to account for 90% of all digital video advertising by 2022. But while it's important to get the right ad in front of the right eyes, it's also crucial to make the viewing experience as smooth as possible. As part of our end-to-end video-delivery solution, ultra-high-speed Genova File makes this possible."

About Anevia

Anevia is a leading OTT and IPTV software provider of innovative multiscreen solutions for the delivery of live TV, streaming video, time-shifted TV and video on demand services. The company offers a comprehensive portfolio of video compression, multiscreen IPTV head-ends, Cloud DVR and CDN solutions to enable viewers to enjoy a next-generation TV experience – anywhere, anytime and on any screen - including 4K UHD content. The solutions have been widely adopted by globally-renowned telecom and pay-TV operators, TV broadcasters and video service providers in hospitality, healthcare and corporate businesses.

Founded in 2003, Anevia has a track record of being first to market with advanced video technologies. The company is a member and active contributor to several TV, media and

hospitality industry associations. Headquartered in France, with regional offices in the USA, Dubai and Singapore, Anevia is listed on the Paris Euronext Growth market.

For more information please visit www.anevia.com.

Contacts

Anevia

Silvia Candido, Field Marketing Director
Tel : +33 1 81 94 50 95
scandido@anevia.com

Stylus Media Communications

David Kirk
Tel: +44 1342 311983
stylusmedia@gmail.com