MPEG-5 LCEVC
V-NOVA

The challenge:

Social media app users upload millions of videos daily, compressed using phone hardware. User mezzanine files are stored 'forever', contributing to ever increasing storage costs. Operators seek fast and efficient phone encoding solutions to minimize publish time while maintaining video quality.

LCEVC solution:

1. Quality improvement compared to native phone encoder
2. More robust. Aggressive bitrate reductions even on challenging UGC, which reduces the upload time
3. Publishing Time can be reduced by 25% to 50%, depending on codec.
4. Storage requirements and costs reduced by 30-50%.
5. Can be deployed with an App update.

Solution uniqueness:

- Best compression performance enhancement
- No HW needed
- Dual-layer can be used to upload in two stages.

* UGC = user-generated content

Example of quality improvement at same bitrate

Native_H.264   LCEVC_H.264

LCEVC implementation:

The solution can be deployed directly in-App by the service provider

LCEVC encoder

LCEVC decoder