



The challenge:

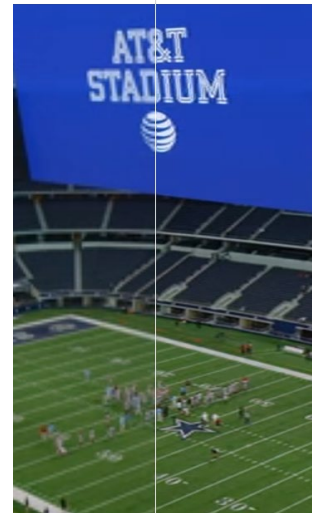
Deliver **high-quality live sports content** with the high resolutions and frame rates required for **good quality-of-experience** on congested IP networks while maintaining low latency, which is crucial for streaming scenarios.

LCEVC solution:

1. LCEVC improves the compression efficiency of existing encoders by **up to 40%**, reducing bitrate of top ABR profiles (e.g., UHD) and **expanding user reach**
2. For streaming providers, LCEVC's compression efficiency translates into 20% delivery cost savings while achieving a higher quality on lower ABR profiles.
3. LCEVC Scalable option, enables cost-effective delivery of UHD channels atop existing HD broadcasts.

Solution uniqueness:

- Improves the quality of existing delivery methods
- reduces computational load / increases density
- More quality per bit, at lower cost
- Reduce CDN load in peak events
- Increased reach using more efficient delivery
- Allows UHD over existing channels



LCEVC implementation:

1. **Commercial encoders.** V-Nova provide both an LCEVC encoder SDK and integration services to facilitate vendors. **Harmonic, MainConcept and Ateme have demos available with LCEVC.**
- **TVs and STBs.** Video SoC providers are working on secure integrations for video SoC that are available in TVs and connected TV devices.

* Better quality pictures compared to AVC/HEVC-only

