Windows Media Audio Encoder in OTT Service

World leading OTT service provider successfully delivers content by deploying Ittiam's WMA Encoder in its content preparation workflow

Ittiam
THINK VIDEO

ENGAGEMENT BACKGROUND

The OTT service provider had an immediate requirement for a Microsoft Windows Media Audio (WMA) Encoder for delivery to devices in the Microsoft ecosystem. Ittiam's proven WMA encoder fulfilled all the qualification criteria including the customer's stringent quality requirements, and was selected to be rolled into the deployment framework soon after delivery.

SUMMARY

CUSTOMER

World leading OTT service provider

REGION

USA with worldwide operations

INDUSTRY

On-Demand Video Service

SOLUTION

WMA encoder
ASF packager

CHALLENGES

▷ Delivering the highest quality WMA encoding
▷ Optimized footprint and high performance
▷ Professional support for a very large scale content preparation operation

KEY CHALLENGES

While the customer was familiar with the WMA Encoder Windows Media Porting Kit (WMPK), they required a production ready solution that offered solid performance without any quality compromises. Due to a very short deployment window, they sought a supplier who could help ease the integration and deployment process by providing the necessary container formats and plug-ins.

SOLUTION OVERVIEW

We provided our premium quality WMA9 encoder with the following standard features to enable class leading performance:

▷ Encoding of WMA V9 standard bit stream
▷ Support for all bitrates from 32 kbps to 192 kbps
▷ Support for encoding of all sample rates from 8 kHz to 48 kHz
▷ Full compliance with the Windows Media Technology implementation test specification
▷ Highest degree of robustness and quality, proven through tests on a variety of bit streams

We also delivered the ASF packager essential for encapsulating WMA formats.

HIGHLIGHTS

Ittiam's WMA9 audio codec was rated as a very high quality implementation of the standard during the certification process by Microsoft. It is testimony to our robust codec development process focused on achieving the best performance without compromising on algorithm efficiency to deliver the highest levels of quality.

IMPACT

The customer enjoyed a hassle-free integration experience thanks to our timely support, backed by our deep understanding of packaging and system integration. By leveraging our highest quality WMA encoding, the customer has thus been able to successfully deliver content with effective WMA audio.

For more information explore our **Audio Codec Products** or contact us at **mkt@ittiam.com**

ABOUT ITTIAM

Ittiam Systems is a trusted solutions provider to world leaders in multimedia, enabling next generation video experiences through its complete suite of intelligent video technologies, systems and solutions. Backed by its proven video expertise and insights, Ittiam's products deliver real intelligence to solve its customers' most complex technology challenges, empowering them to deliver high performance, efficient and reliable video products in rapid time. Ittiam's solutions are at the heart of millions of lifestyle products that drive mobility, content access, networking and sharing.