

ADDING HEVC to HLS:

What will be the impact on codec adoption following Apple's announcement?

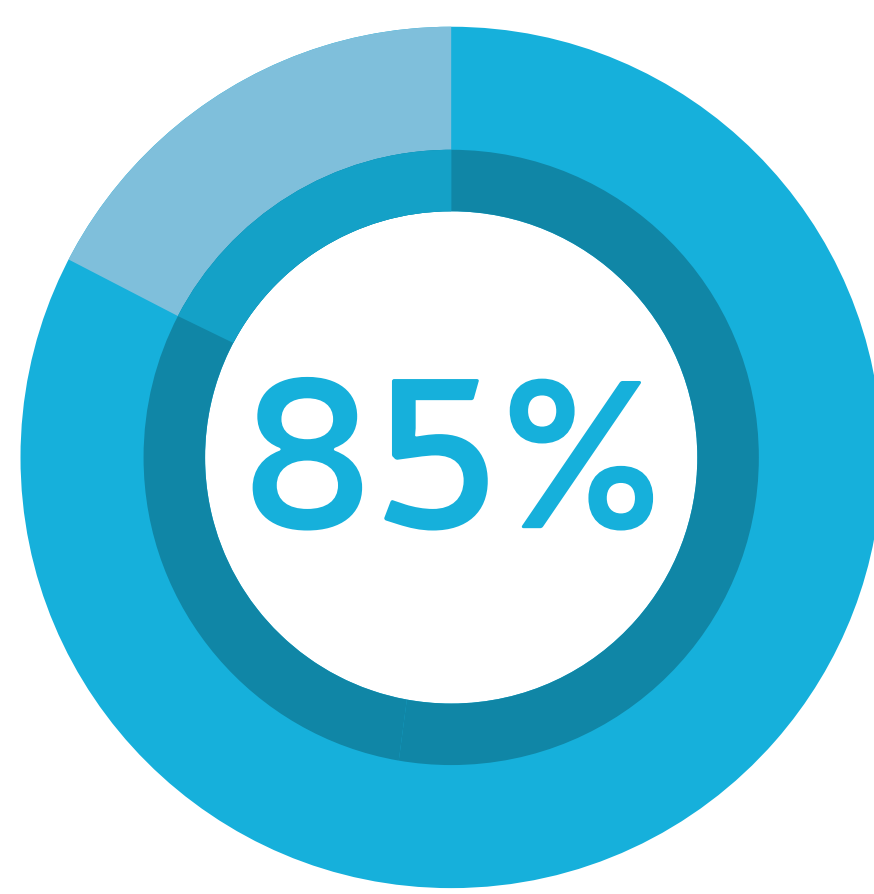
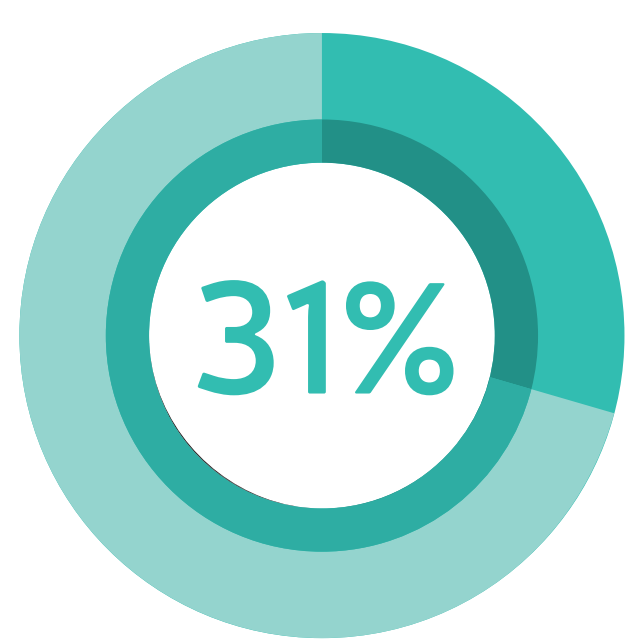


Already Encoding with HEVC Today

Alternative technologies used to achieve same benefit as HEVC

(Multiple Responses Possible)

CONTENT-AWARE ENCODING



OTHER CODECS

Economic deterrents to deploying HEVC

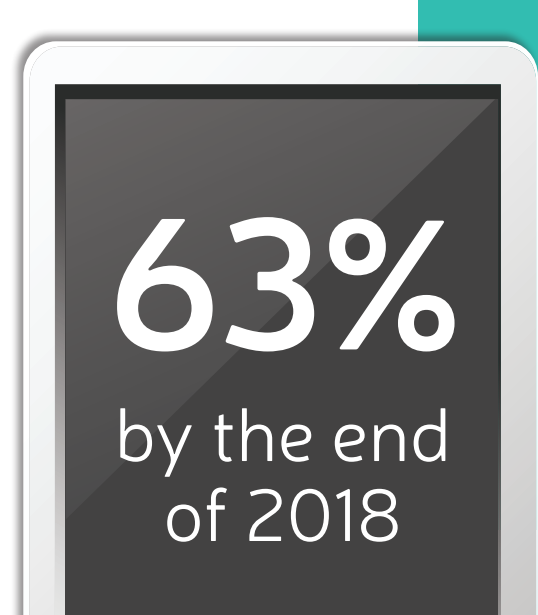
(Multiple Responses Possible)

Royalty scheme unclear

61%

Can't achieve TCO goals

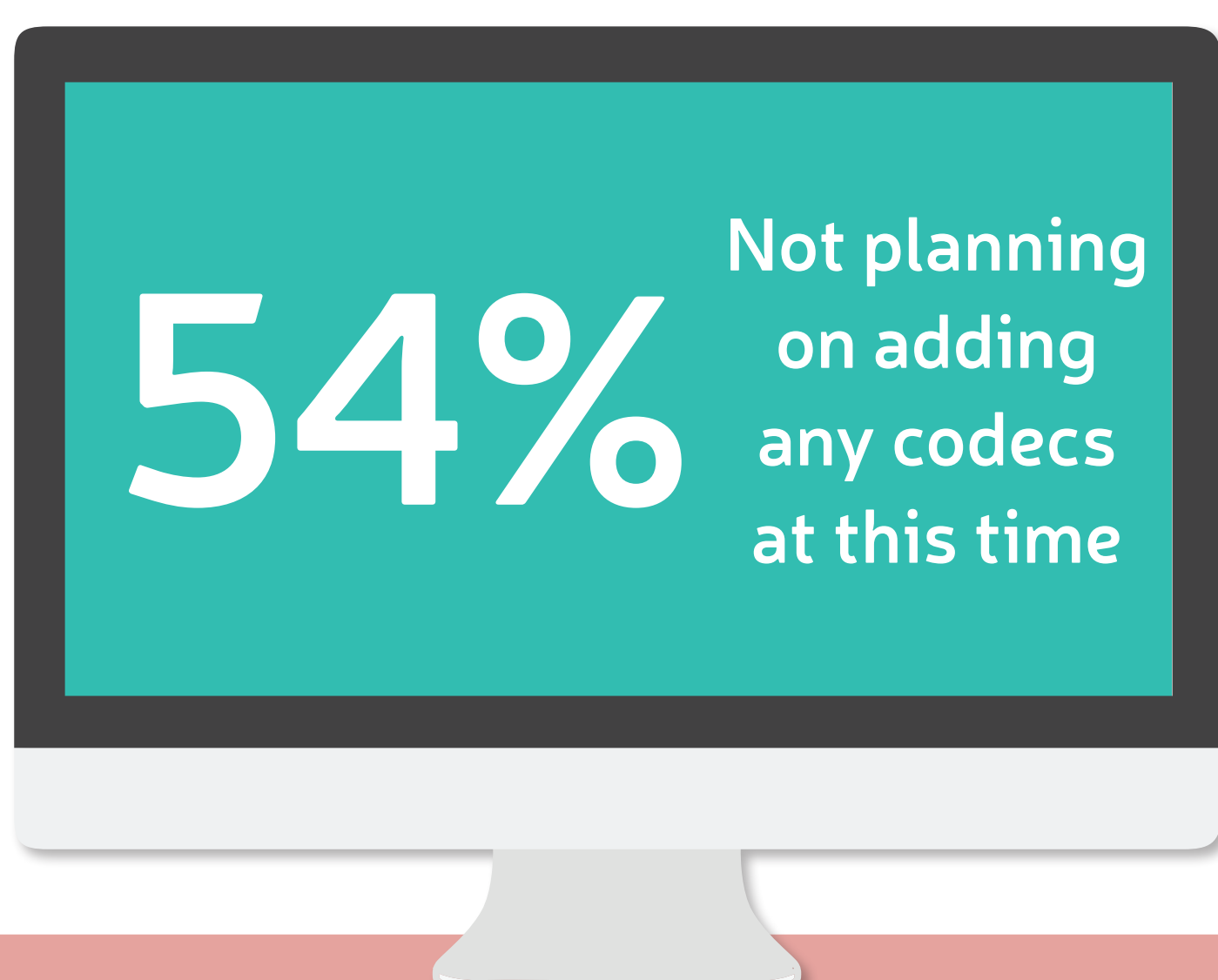
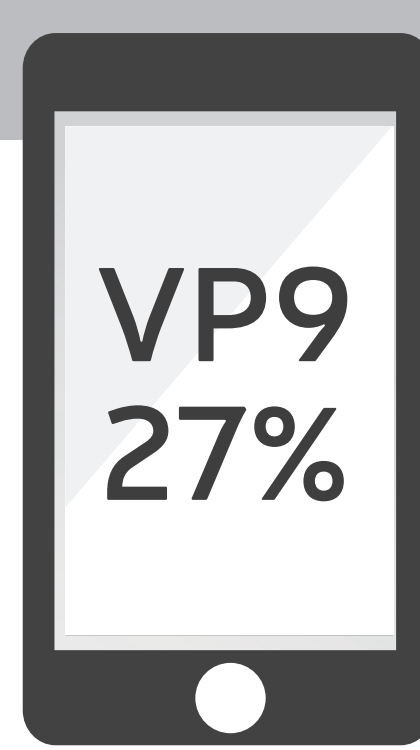
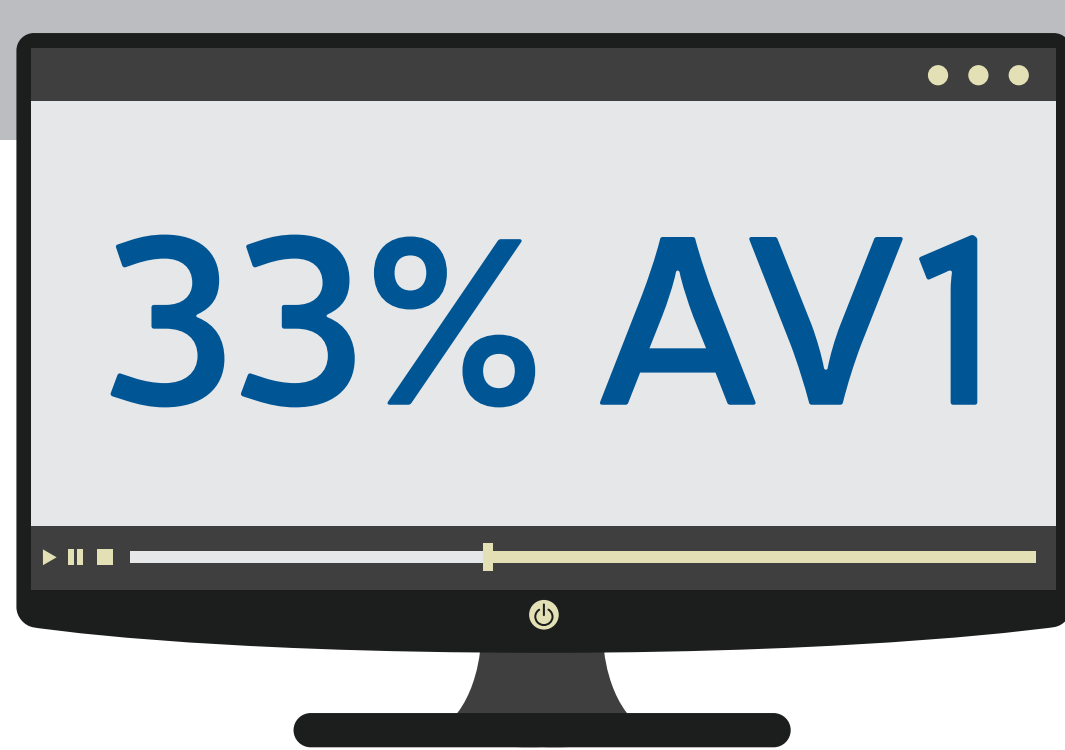
56%



The soonest they will deploy HEVC in HLS

Planned codec additions in 2017 and beyond other than HEVC

(Multiple Responses Possible)



To read the full report, visit:

<http://info.harmonicinc.com/HEVC-Survey-Report>

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UNISPHERE RESEARCH

streaming media THE BUSINESS & TECHNOLOGY OF ONLINE VIDEO

The Impact of Apple's HEVC Adoption: A Survey Based Report. The study was commissioned by Harmonic and conducted in December 2017 by Unisphere Research, in partnership with Streaming Media. The survey respondents are made up of 437 people.