

# **Video on Demand Purchase Guide Product Documentation**



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# Contents

## Purchase Guide

- Billing Overview

- Billing Modes

  - Pay-as-You-Go ( Postpaid Daily Billing Cycle)

  - Other Value-Added Services

  - Billing Examples

- Purchase Guide

- Viewing Bills

- Renewal

- Overdue Policy

# Purchase Guide

## Billing Overview

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### Billing Modes

VOD supports daily and monthly pay-as-you-go billing cycles:

- Daily billing cycle: postpaid pay-as-you-go daily billing cycle.
- Monthly billing cycle: postpaid pay-as-you-go monthly billing cycle.

Upon service activation, the default billing mode will be **daily pay-as-you-go**. If you want to switch to a monthly billing cycle, please contact sales.

### Billable Items

VOD billable items include storage, transcoding, traffic and other value-added services:

- For the daily billing cycle, fees incurred in the current day are billed and deducted between 12:00 and 18:00 (UTC+8) the next day.
- For the monthly billing cycle, fees incurred in the current month are billed and deducted on the first day of the next month.

Billing modes of each billable item:

Billable Item	Daily Billing Cycle	Monthly Billing Cycle
Storage fee	√	√
Transcoding fee	√	√
Traffic fee	√	√
AI-based video analysis	×	√
AI-based content auditing	√	√
VOD resources used for UGSV SDK	√	√

## Related Documentation

- For VOD product pricing on the daily billing cycle, please refer to [Pay-as-You-Go \(Postpaid Daily Billing Cycle\)](#).
- For pricing of VOD value-added services, please refer to [Other Value-Added Services](#).
- To see examples of how billable items are priced, please refer to [Billing Examples](#).

# Billing Modes

## Pay-as-You-Go ( Postpaid Daily Billing Cycle)

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VOD will generate a bill daily for resources consumed the previous day, and the corresponding fees will be deducted at the same time. The default billing mode is daily pay-as-you-go. If you want to switch to monthly billing cycle, please contact sales. You can go to the [console](#) to view the actual VOD resource usage.

Daily billing cycle overview:

- Billing cycle: daily billing cycle. Fees generated in current day are billed and deducted between 12:00 and 18:00 (UTC+8) the next day.
- Payment method: pay-as-you-go

VOD billable items:

- **Video storage**: the storage space taken up by the source video files uploaded to Tencent Cloud VOD and transcoded video files generated. This service is charged based on storage capacity and storage period.
- **Video transcoding**: basic transcoding of source video files stored in Tencent Cloud VOD. This service is charged according to specification and duration of output files. A duration less than 1 minute is counted as 1 minute. Each transcoding task is billed only once according to the specification. No fees will be charged for failed transcoding.
- **Tencent Extreme Speed High Definition (TESHD)**: transcoding the video source files stored in the VOD into HD or FHD in TESHD. This service is charged according to specifications and durations of output files. A duration less than 1 minute will be calculated as 1 minute. Each transcoding task is billed only once according to the specification. No fees will be charged for failed transcoding.
- **Video editing**: using [Video Composition](#) and [Video Editing](#). APIs to process source files stored in the VOD. Fees are calculated according to specifications and durations of output files. A duration less than 1 minute will be counted as 1 minute. Each transcoding task is only charged once according to the specification. No fees will be charged for failed transcoding.
- **Video acceleration**: using CDN for acceleration during video playback. Fees are charged based on the downstream traffic.

# Video Storage

## Pricing

Fees for VOD video storage are charged differently in **Chinese Mainland** and **outside Chinese Mainland**.

Storage price in Chinese mainland: 0.0006 (USD/GB/day)

Storage price outside Chinese mainland: 0.0009 (USD/GB/day)

## Billing overview

- Rules: Pay-as-you-go. The peak daily storage capacity is used for billing.
- Billing formula: daily storage fee = peak storage capacity (GB) x unit price of corresponding service region
- Billing example: suppose you used VOD storage service outside Chinese mainland on January 1 with a peak storage capacity of 100 GB. You will be required to pay the following fee on January 2:  
VOD storage fee on January 1 = 100 (GB) x 0.0009 (USD/GB) = 0.09 (USD)

Note :

You can delete stored files via the console to avoid incurring storage fees. Otherwise, storage fees will be incurred every day.

# Video Transcoding

VOD offers three types of video transcoding: basic transcoding, TESHD and [transcoding to adaptive bitrate streaming](#).

## Basic transcoding

### Pricing

Service is priced according to the duration of output files and the resolution range of video height.

Codec	Resolution	Unit Price (USD/min)
H.264	4K (Height ≤ 2160 px)	0.0521
H.264	2K (Height ≤ 1440 px)	0.0242
H.264	FHD (Height ≤ 1080 px)	0.0121

Codec	Resolution	Unit Price (USD/min)
H.264	HD (Height ≤ 720 px)	0.0061
H.264	SD (Height ≤ 480 px)	0.003
H.265	4K (Height ≤ 2160 px)	0.2521
H.265	2K (Height ≤ 1440 px)	0.126
H.265	FHD (Height ≤ 1080 px)	0.063
H.265	HD (Height ≤ 720 px)	0.0315
H.265	SD (Height ≤ 480 px)	0.0158
Remuxing	-	0.0028
Audio transcoding	-	0.002

### Billing overview

- Rules: Fees are billed according to the codec, the length of video height and the duration of output file. Each transcoding task is billed only once according to the specification.
- Billing formula: video transcoding fee = output video duration (min) × transcoding unit price as per codec and resolution (USD/min)

### Billing example

Suppose you used the VOD to transcode a video whose codec is H.264 on January 1. You transcoded it into two outputs of 2560 × 1440 and 1280 × 640 respectively for 100 minutes, and also transcoded it into an audio file for 100 minutes. You will be required to pay the following fee on January 2:

Transcoding fees on January 1 = 0.0242 (USD/min) × 100 (min) + 0.0061 (USD/min) × 100 (min) + 0.002 (USD/min) × 100 (min) = 3.23 (USD)

#### Note :

For the output video with 2560 × 1440 resolution, the height is in the range of 2K (≤ 1440 px) and the unit price is 0.0242 (USD/min); for the output video with 1280 × 640 resolution, the height is 640 px which is less than 720 px (HD) and greater than 480 px (SD), so the unit price is 0.0061 (USD/min); and unit price for audio transcoding is 0.002 (USD/Minute). The overall fee is the sum of charges for the three tasks.



For more billing examples, see [Billing Examples](#).

## Tencent Extreme Speed High Definition (TESHD)

For more information, see [Video Transcoding Service](#).

### Pricing

Service is priced according to the output file duration and the resolution range of the video height.

Codec	Resolution	Unit Price (USD/min)
H.264	4K (Height $\leq$ 2160 px)	0.1721
H.264	2K (Height $\leq$ 1440 px)	0.08
H.264	FHD(Height $\leq$ 1080 px)	0.04
H.264	HD(Height $\leq$ 720 px)	0.02
H.264	HD(Height $\leq$ 480 px)	0.01
H.265	4K (Height $\leq$ 2160 px)	0.8319
H.265	2K (Height $\leq$ 1440 px)	0.416
H.265	FHD(Height $\leq$ 1080 px)	0.208
H.265	HD(Height $\leq$ 720 px)	0.104
H.265	SD(Height $\leq$ 480 px)	0.052

#### Note :

- Prices are listed according to the daily billing cycle. If you want to use monthly billing cycle, please contact sales for pricing.
- Billing rules are the same as those for the basic transcoding.

## Transcoding to adaptive bitrate streaming

### Pricing

Service is priced according to the output file duration and the resolution range of the video height.

### Billing overview

**Billing rules are the same as those of the basic transcoding.** Output videos of adaptive bitrate streaming have three specifications and the charges differ as per specification.

### Billing example

Suppose you used VOD to transcode a video into outputs of adaptive bitrate streaming on January 1. The template contains three output specifications, namely, FHD (1920 × 1080), HD (1280 × 720) and SD (640 × 480), and the transcoded video duration of each output is 100 minutes. You will be required to pay the following transcoding fee on January 2:

Transcoding fee on January 2 = 0.0121 (USD/min) × 100 (min) + 0.0061 (USD/min) × 100 (min) + 0.003 (USD/min) × 100 (min) = 2.21 (USD)

Note :

As the original video is transcoded into videos of three specifications, the overall transcoding fee is the sum of charges for the three tasks.

## Video Editing

### Pricing

- Service is priced according to the codec, duration and resolution of the output file.
- The unit prices as per resolution is the same as those of the [transcoding](#).

### Billing overview

- Rules: Charges are based on the resolution and duration of the output file. **Each video editing task is billed once according to the specification.**
- Billing formula: video editing fee = output file duration (min) × unit price (USD/min) as per resolution and codec

### Billing example

Suppose you used VOD editing feature to splice video A (10 min, 640 × 480) and video B (15 min, 1280 × 720) on January 1, and the output video is C (25 min, 1280 × 720). You will be required to pay the following video editing fee on January 2:

Video editing fee on January 1 = 0.0061 (USD/min) × 25 (min) = 0.1525 (USD)

Note :

Codec of all videos in above example is H.264. For more information, see [Video Composition](#) and [\[Video Editing\]](#).

## Video Acceleration

Charges of VOD video acceleration differ in Chinese mainland and outside Chinese mainland. In Chinese mainland, fees are charged uniformly and there are no pricing differences between different regions.

Outside Chinese mainland, there are eight billing regions determined according to locations of Tencent Cloud CDN node servers. The eight regions are Asia Pacific Region 1, Asia Pacific Region 2, Asia Pacific Region 3, Middle East, Europe, North America, South America, and Africa.

Regions	Countries and Places
Asia Pacific Region 1	Hong Kong (China), Macao (China), Vietnam, Singapore, Thailand
Asia Pacific Region 2	Taiwan (China), Japan, South Korea, Malaysia, Indonesia
Asia Pacific Region 3	Philippines, India, Australia, other Asia-Pacific countries and regions
Middle East	Saudi Arabia, United Arab Emirates, Turkey
Europe	United Kingdom, Russia, Germany, Italy, Ireland, France, Netherlands, Spain
North America	United States, Canada
South America	Brazil
Africa	South Africa

### Note :

CDN service fees for Chinese mainland and regions outside Chinese mainland are paid separately based on corresponding unit prices and usages.

## Pricing

**Note :**

You can only use bill-by-traffic mode for postpaid daily billing cycle. If you want to use the monthly billing cycle with bill-by-bandwidth mode, please contact sales.

Tencent VOD traffic is billed on a daily basis with a tiered pricing model. The more traffic you use on each day, the lower the billing tier. Detailed tiered unit prices are as follows:

Traffic Tier (USD/GB)	Chinese Mainland	Asia Pacific region 1	Asia Pacific region 2	Asia Pacific region 3	Middle East	Europe	North America	South America
0 GB - 500 GB (inclusive)	0.039	0.113	0.125	0.125	0.163	0.071	0.071	0.169
500 GB - 2 TB (inclusive)	0.038	0.105	0.105	0.105	0.159	0.064	0.064	0.161
2 TB - 50 TB (inclusive)	0.036	0.097	0.099	0.099	0.154	0.051	0.051	0.156
50 TB - 100 TB (inclusive)	0.033	0.084	0.092	0.092	0.145	0.033	0.033	0.15
100TB	0.025	0.071	0.085	0.085	0.135	0.026	0.026	0.14

**Note :**

For more information, see [Examples of VOD Traffic Usage Estimation](#).

**Billing overview**

- Rules: daily billing cycle based on the downstream traffic generated when CDN acceleration is used during video playback.
- Billing formula: daily video traffic fee = video playback downstream traffic (GB) × tier traffic unit price (USD/GB)

- Billing example: suppose you used VOD acceleration service on January 1 and the downstream traffic is 550 GB. You will be required to pay the following acceleration fee on January 2:
- VOD traffic fee on January 1 = 0.038 (USD/GB) \* 550 (GB)=14.85 (USD)

## Remarks

If you have a large business volume with storage capacity greater than 1 PB or daily traffic consumption over 10 TB, and the daily billing cycle cannot meet your needs, you can contact sales for more flexible and cost-effective billing options.

# Other Value-Added Services

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## User Generated Short Video (UGSV) SDK License

UGSV SDK license overview:

- You can apply for the basic edition UGSV license for free to get a 28-day trial.
- UGSV SDK resource consumption such as acceleration, storage, traffic, etc. is billed according to VOD billing rules.
- If you need enterprise edition and Enterprise Pro licenses, please contact sales.
- The license fee cannot be refunded once UGSV is activated.

### Pricing

Edition	Validity Period	Unit Price (USD)
Trial edition	28 days	0
Lite edition license	1 year	269
Basic edition license	1 year	1,499
Enterprise edition license	1 year	25,999
Enterprise Pro edition license	1 year	71,999

## AI-Based Video Analysis Feature

AI-based video analysis feature is billed on a postpaid monthly basis. The billing unit is USD/min and this service is billed based on service types and corresponding durations.

- Payment method: postpaid monthly billing cycle
- A duration of less than 1 minute in the source video is counted as 1 minute.

### Pricing

AI-based video analysis feature has the following billable items:

- Intelligent highlights generation and video segmentation: intelligent video segmentation partitions videos into shots or scenes. This feature can be further optimized according to user requirements.

**Highlights generation and video segmentation use different APIs and are billed separately.**

- Intelligent video tagging and video classification: intelligently identify figures, scenarios, voices, text and other information in videos and then automatically generate video tags, categories, summaries among others. **Video tagging and video classification use different APIs and are billed separately.**
- Intelligent video thumbnail recommendation: selects one or more screenshots of a video as the recommended thumbnails.

The billing details are as follows:

Billable Items	Billing Mode	Unit Price (USD/minute)
Intelligent highlights generation	Billing by the original video duration	0.0572
Intelligent video segmentation	Billing by the original video duration	0.0572
Intelligent video tagging	Billing by the original video duration	0.0572
Intelligent video classification	Billing by the original video duration	0.0572
Intelligent video thumbnail recommendation	Billing by the original video duration	0.0572

### Billing example

**User A wants to process video B. The APIs of intelligent video tagging and intelligent video classification will be called at the same time, and the original duration of video B is 100 minutes.**

**Service fee = 100 x 0.0572 + 100 x 0.0572 = 11.4 USD**

## AI-Based Video Auditing

The billing mode for AI-based video auditing is postpaid. The billing unit is USD/min and this service is billed based on service types and corresponding video durations.

Billing rules:

Payment method: postpaid.

- A duration of less than 1 minute in the source video is counted as 1 minute.

## Pricing

AI-based video auditing feature intelligently reviews images, audios, and texts in videos to detect pornography, terrorism, and politically sensitive information and outputs auditing results according to user requirements.

The billing details are as follows:

Billable Items	Billing Mode	Unit Price (USD/min)
Video auditing	Billing by the original video duration	0.016

## Billing example

Suppose a user uses this feature to audit the 30-minute video A

Service fee =  $30 \times 0.016 = 0.48$  USD.



# Billing Examples

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## VOD Traffic Usage Estimation

### Example

User A, who runs a video website platform, needs to estimate the traffic consumption for accelerated playback of a video via VOD. The details are as follows:

- Viewers: 100
- Duration: 1 hour
- Video bitrate: 500 Kbps

### Cost estimation

Traffic = bitrate × duration × viewer numbers

Note :

The user can query the bitrate of the preset template in [Template Settings](#), and can also define the bitrate of the template.

According to the above formula, traffic consumption in this example  $\approx 500/8 \text{ KBps} \times 3600 \text{ s} \times 100 = 22,500,000 \text{ KB} = 22.5 \text{ GB}$ .

## Pay-as-You-Go Cost Estimation for VOD Transcoding

### Example

User A uses a preset template to transcode a video. The details are as follows:

- Input video resolution: 1280 × 640
- Transcoding template: 100030
- Video duration: 100 minutes

### Cost estimation

In the preset transcoding template 100030, the codec is set as H.264, the video will be transcoded into a video with height of 720 px and width scaled proportionally. The resolution of the output video is 1440 × 720. According to [Pay-as-You-Go \(Postpaid Daily Billing Cycle\)](#), the unit price is 0.0061 USD/min as the height of the output video is 720 px.

Fee in this example = 0.0061 USD/min × 100 min = 0.61 USD

## Pay-as-You-Go Cost Analysis for VOD Storage

### Example

User A needs to use the console to store videos outside Chinese mainland and then distribute them for viewing. The user wants to calculate the daily storage fee.

- Video size: 50 GB
- Storage period: 1 year

### Cost estimation

- Pay-as-you-go (postpaid daily billing cycle):  
Total storage fee = 0.0009 USD/GB/day × 365 days × 50 GB = 16.425 USD

# Purchase Guide

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## Signing up for a Tencent Cloud Account

You need to [sign up for a Tencent Cloud account](#) before using VOD.

## Applying for the VOD Service

1. Go to the [VOD product introduction page](#) and click **Get Started** to go to the **Developer Qualification Verification** page.
2. Click **Verify** to go to the qualification verification page and enter the required information. After you pass the [identity verification](#), you can access the Tencent Cloud console. Unverified users cannot purchase VOD instances for the Chinese mainland.

## Purchasing the VOD Service

VOD supports the **pay-as-you-go daily billing mode**.

- **Daily billing** means you pay for the service you use on a daily basis. To do this, you need to [top up](#) your Tencent Cloud account in advance. Every day, the system calculates the actual usage of the previous day, sends a bill, and deducts fees from your account based on the usage. For details, see [Pay-as-You-Go Daily Billing Mode](#).

## Using the VOD Service

After you purchase the VOD service, select **Products > Video Services > Video on Demand** on the Tencent Cloud console to use it.

# Viewing Bills

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To view your VOD bills and payment details, go to Tencent Cloud **Billing Center** > **Bills** > **Bill Details**.

## Bill Details

The Bill Details page includes the **Bill by Instance** and **Bill Details** tabs:

- Bill by Instance: displays aggregated bills by instance.
- Bill Details: displays one record per bill without performing aggregation.

### Bill by Instance

Click **All products** and then select **VOD** to view the VOD bills.

#### Bill fields

Field	Description
Billing Cycle	<ul style="list-style-type: none"> <li>• Daily billing cycle: fees are deducted daily</li> <li>• Monthly billing cycle: fees are deducted monthly</li> </ul>
Configuration Description	<p>VOD sub-features and their usage in this month. VOD sub-features include:</p> <ul style="list-style-type: none"> <li>• VOD storage</li> <li>• VOD transcoding</li> <li>• VOD traffic</li> <li>• VOD bandwidth</li> <li>• VOD inappropriate content recognition</li> </ul>
Original Cost	Total fees of the sub-features used in this month
Discount Rate	<p>The user's discount rate this month:</p> <ul style="list-style-type: none"> <li>• Users on the daily billing cycle do not receive discounts. Their discount rate is 0.</li> <li>• Users on the monthly billing cycle should contact sales to inquire about discounts.</li> </ul>
Total Cost	Total cost = Original cost × (1 - Discount rate)

Other fields are assigned by Tencent Cloud. For details, see [Bills](#).

**Note :**

If the component type is **VOD transcoding**, the transcoding template type is indicated in the instance ID. For example:

- `XXX_h265_sd_640_480` indicates a basic transcoding template with codec set to H.265 and resolution set to SD (640 × 480) and below.
- `XXX_h265_eshd_sd_640_480` indicates a TESHD template with codec set to H.265 and resolution set to SD (640 × 480) and below.

**Bill Details****Bill fields**

Field	Description
Component Type	VOD sub-feature used in this month
Component Name	Sub-item under this component type
Component's Published Unit Price	The component's published unit price without discounts
Component's Usage	The usage of this component
Discount Rate	The user's discount rate this month: <ul style="list-style-type: none"> <li>• Users on the daily billing cycle do not receive discounts. Their discount rate is 0.</li> <li>• Users on the monthly billing cycle will receive discounts and should contact sales for more information.</li> </ul>
Usage Duration	Total usage duration of the component
Total Cost	Total cost = Component's original cost x (1 - Discount rate). Component's original cost = Component's published unit price x Component's price unit x Component's usage x Usage duration

Other fields are assigned by Tencent Cloud. For details, see [Bills](#).

**Note :**

If the component type is **VOD transcoding**, the transcoding template type is indicated in the instance ID. For example:

- `XXX_h265_sd_640_480` indicates a basic transcoding template with codec set to H.265 and resolution set to SD (640 × 480) and below.
- `XXX_h265_eshd_sd_640_480` indicates a TESHD transcoding template with codec set to H.265 and resolution set to SD (640 × 480) and below.

For example, suppose a user uses the template with codec set to H.264 and resolution set to HD (1280 × 720) and below, and the component's published unit price is 0.0061 USD/min.

- Component's original cost = 0.00610000 × USD/Transcoding type 2/min × 2.00000000 min × 5.00000000 min = 0.03050000 (USD)
- Discount rate = 0

Total cost = 0.0305 USD × 1 = 0.0305 (USD)

### VOD bill-by-traffic

- Billing mode: bill-by-traffic
  - Valid days: the number of valid calendar days used for monthly billing
  - Billing traffic: the amount of consumed traffic used for billing
- Traffic consumption is recorded every five minutes by calendar day, and the total billed traffic is the sum of the traffic of all recorded time points.

### VOD pay-as-you-go storage

- Date: a valid calendar day used for monthly billing
- Usage: peak VOD storage usage in the day

#### Note :

Monthly storage cost = Total daily peak storage usage × Unit price (the VOD console displays the peak storage usage of the current day)

### VOD transcoding

- Date: a calendar day
- Appid: user account ID
- Task ID: ID of the executed task
- Transcoding type: basic transcoding, TESHD transcoding, audio transcoding, and video editing.
- Codec: H.264, H.265
- Definition: the definition as specified in the transcoding template
- Transcoding duration: transcoding duration of the day

## **VOD video inappropriate content recognition**

- Date: a calendar day
- Usage: video duration for inappropriate content recognition in the day

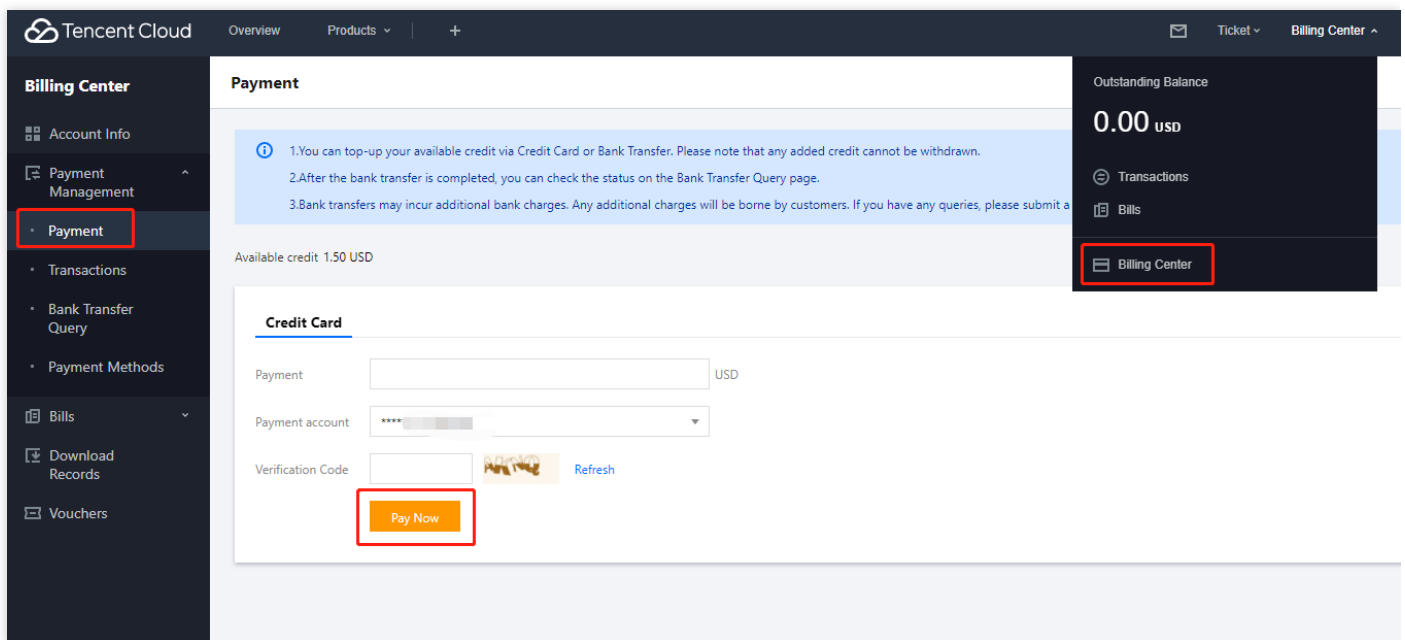
# Renewal

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## Pay-As-You-Go Daily Billing Mode

If you use the [pay-as-you-go daily billing mode](#), your VOD service will be billed according to your actual usage. To prevent your account from becoming overdue due to an insufficient balance, please top up your account in time in the console by following the steps below:

1. Log in to the Tencent Cloud console and click **Billing Center** in the top-right corner.



2. Select a payment method, enter the top-up amount, and click **Pay Now**.



# Overdue Policy

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## Pay-As-You-Go Daily Billing Mode

VOD will deduct fees according to usage of users on the daily billing cycle. If an account becomes overdue, VOD will first suspend the resources under this account. If the account stays overdue for a long time, the resource repossession process will be triggered. The daily billing cycle is the default billing cycle mode. If you want to switch to the monthly billing cycle, please contact sales.

## Service Suspension

The VOD service will be suspended if your account becomes overdue.

- Fees incurred in the current day are billed and deducted between 12:00 and 18:00 (UTC+8) the next day.
- If deduction failed due to an insufficient balance, Tencent Cloud will send you a notification within 24 hours after the deduction. If you top up your account within 24 hours after the deduction, the VOD service will not be suspended. Otherwise, the service will be suspended.
- If the service is suspended, you cannot use VOD resources or the console, but your VOD files and configuration information will not be deleted or modified.

## Repossession

The repossession policy will be triggered if the account is not topped up for over 30 days after it becomes overdue.

- VOD will delete the source and transcoded files stored under the account and release the resources. **This operation is irreversible.**
- To prevent your important files from being deleted, please take note of the overdue information and top up your account in time.

## Service Activation

If your VOD service is suspended, topping up your account will trigger the VOD service activation policy. Service activation and resource allocation will take around 30 minutes. If VOD is not activated for over 1 hour after your account is topped up, please [submit a ticket](#) for assistance.