User Generated Short Video SDK

Purchase Guide

Product Documentation

Contents

Purchase Guide
Pricing Overview

Last updated：2024-07-15 18:06:33

The fee of the User Generated Short Video Video (UGSV) SDK contains the following parts:

Fee type	Description
SDK License	Usage authorization fee of UGSV SDK (Android & iOS).
Other Related Cloud Services Fees	Fee generated by corresponding usage of UGSV SDK when cooperating with Tencent VIdeo on Demand

SDK License

To use the UGSV SDK, you need to purchase a UGSV license. The UGSV license is divided into **Lite, Standard, Premium and Template- based Editing type**, with different supported features. For details, please refer to SDK Features.

Note:

If you only need the video playback feature, we recommend using the Player SDK with a smaller package size.

Pricing of UGSV licenses

License Type	Validity Period	Capability	Price (USD)	How to Get
UGSV Standard (**Trial**)	28 days	UGSV (Standard) + Video playback	0	Apply for free
UGSV Lite	One year	UGSV (Lite) + Video playback	1,899	Buy now
UGSV Standard	One year	UGSV (Standard) + Video playback	9,999	
UGSV Premium	One year	Video production (premium) + Filter	49,999	
UGSV Template-based Editing	One year	Video template-based production + Filter&Sticker	79,999	

Usage Rule

Each Tencent Cloud account can apply for one UGSV standard license for free to try out the corresponding capabilities. You can use a trial license for at most 28 days.

About validity: The license is valid for one year **from the date of successful purchase**(expires at 00:00:00 the next day). After purchasing, please go to the console and bind the package name in a timely manner.

Each license can be bound to one iOS bundle ID and one Android package name, regardless of whether you use it in the development or production environment. If you want to use the UGSV SDK with more than one application, you need to purchase multiple licenses.

A purchased license is not refundable after it's bound to an application.

Example

The customer purchased the UGSV standard License A at 11:36:59 on July 1, 2022; one day later, at 12:32:50 on July 2, 2022, they bind the iOS Application A1 and Android Application A2. Therefore:

After the purchase, the UGSV standard License A is in an activated status, with a validity period from 11:36:59 on July 1, 2022, to 00:00:00 on July 2, 2023.

After binding, both Application A1 and Application A2 obtain permission for the usage of the UGSV SDK, and the validity period of the authorization for Application A1 and Application A2 is the same as the validity period of License A.

Other Related Cloud Services Fee

In addition to license fees, using the UGSV SDK may also incur the following service fees. Related fees will not be generated if the related services are not used.

Video on Demand (VOD)

Tencent Cloud's VOD service provides functions such as video upload, storage, transcoding, acceleration distribution playback, copyright protection, and play quality monitoring.

Billing of VOD:

Storage fees are charged based on the storage space used by files uploaded to VOD and their transcoding outputs.

If you transcode files stored in VOD, transcoding fees are charged based on the specifications and durations of the outputs.

If you use VOD's acceleration service to deliver videos, acceleration fees will be charged based on the traffic consumed for playback.

Note:

For more information about the billing of VOD, see Billing Overview.

SDK Features and Corresponding License Type

To use the UGSV SDK, you need to purchase a UGSV license. The UGSV license comes in four types: **Lite, Standard, Premium and Template- based Editing**. If you need Premium or Template-based Editing, please submit a ticket to contact us for integration. The features supported by different types are listed in the table below:

Module	Feature	Description	Lite License	Standard License	Premium License	Template-based Editing License
License	Price(USD/year)	Pricing of Licenses	1,899	9,999	49,999	79,999
Beauty Effects	Advanced beautification	Apply effects including big eyes, slim face, V shape, slim chin, short face, and slim nose, and adjust the strength	Beauty effects-related features are value-added capabilities, and the UGSV SDK does not support them. If you need to use them in combination, please purchase the Tencent Effect SDK to unlock the Beauty Effects feature module. Learn more about Tencent Effect SDK>> Tencent Effect SDK's Pricing Overview>> Purchase Tencent Effect SDK>> Integrating Tencent Effect into UGSV SDK>>			
	Animated stickers	Apply face reshaping effects and stickers based on facial recognition technology				
	AI-based keying	Change the background to an animated image, PowerPoint, or other background image				
	Green screen keying	Replace the green background of a video with an animated image, PowerPoint, or other image				
UI	Custom UI	We provide a complete set of UI interaction source code in the UGSV demo app. You can reuse the code directly or customize	✓	✓	✓	✓

		your own UI based on it				
shooting	Aspect ratio	Shoot videos in the aspect ratio of 16:9, 4:3, or 1:1	✓	✓	✓	-
	Video quality selection	Shoot videos in SD, HD, or FHD and at a specified bitrate, frame rate, and GOP	✓	✓	✓	-
	Shooting control	Switch the camera and adjust brightness during shooting	✓	✓	✓	-
	Duration limits	Set the maximum and minimum video duration allowed	✓	✓	✓	-
	Watermarking	Add a watermark to the video shot	×	✓	✓	-
	Focal length	Adjust the focal length during shooting	✓	✓	✓	-
	Focus mode	Auto or manual focus	✓	✓	✓	-
	Segment-based shooting	Pause shooting to generate a video segment, which can be deleted	✓	✓	✓	-
	Photo	Take photos	×	✓	✓	-
	Speed change	Shoot a video in slow or fast motion	×	✓	✓	-
	Background music	Select a local MP3 file as the background music before shooting	×	✓	✓	-
	Voice change/reverb	Select a voice changing effect (such as girl or man) or reverb effect (such as karaoke room or hall) before shooting	×	✓	✓	-

	Filters	Swipe to preview the video with different filters applied; customize filters; set the filter strength	✓	✓	✓	-
	Basic beautification	Apply effects including smooth skin, brightening, and rosy skin and adjust the strength	✓	✓	✓	-
Editing	Quick import	Quickly import videos	✓	✓	✓	-
	Hybrid import	Facilitates the hybrid importation of multiple images and videos.	×	×	✓	-
	Image cropping	Enables the cropping of video frames, including aspect ratio cropping and angle adjustment.	×	×	✓	-
	Video clipping	Create a video clip from an original video by specifying a start and end time	✓	✓	✓	-
	Video segmentation	Facilitates swift segmentation of videos and allows for the editing of the resultant video clips.	×	×	✓	-
	Picture-in-picture	Enables the overlay of videos on a primary track, producing video files with an embedded picture-in-picture effect.	×	×	✓	-
	Bitrate setting	Generate a video at the specified bitrate	✓	✓	✓	-
	Thumbnail	Capture a video frame	✓	✓	✓	-

generation	at the specified time to use as the thumbnail				
Preview by frame	Move the cursor across the timeline to preview a video at a specific time point	✓	✓	✓	-
Filters	Apply filters and set the filter strength	×	✓	✓	-
Time effects	Apply time effects to a video such as reverse, loop, and slow motion	×	✓	✓	-
Special effects	Add special effects such as soul out, rock light, split screen, and phantom	×	✓	✓	-
Background music	Select a preset track or local MP3 file to use as the background music (you can clip the track and adjust the music volume)	×	✓	✓	-
Multiple BGM import	Supports configuring multiple background music tracks.	×	×	✓	-
Static/Animated stickers	Add an animated or static sticker to the specified segment of a video at the specified location	×	✓	✓	-
Basic subtitles	Add text of a specific style (such as speech bubbles) to the specified segment of a video at the specified location	×	✓	✓	-
Advanced	Offers the capability to	×	×	✓	-

	subtitles	edit subtitles in various styles, including font, color, size, ornate lettering, and decorations.				
	Image transitions	Add transition effects such as rotate and fade between multiple images and convert the images into a video	×	✓	✓	-
Video splicing	Splicing	Splice videos in the specified sequence	×	✓	✓	-
	Co-shooting	Shoot a video while playing an existing video and splice the two videos into one split-screen video	×	✓	✓	-
Video export	One-click export	Enables video exportation at a specified quality level.	✓	✓	✓	-
	Custom export	Supports video exportation with designated resolution, bitrate, frame rate, and encoding format.	✓	✓	✓	-
Video upload	Upload to VOD	VOD offers services such as media management and content moderation	✓	✓	✓	-
Playback	VOD player	A VOD player-based, open-source solution that integrates features including data pulling, orientation change, definition selection, on-screen comments, and time shifting	✓	✓	✓	-

Material creation tools	We offer an integrated suite of material creation tools, supporting a wide array of special effects production including filters, stickers, subtitles, animations, transitions, and the creation of identical templates for import and use.	×	×	✓	✓
Template cloning	We provide the capability to swiftly edit videos to achieve desired effects based on templates, including 20 free templates, with support for the import and use of custom templates.	×	×	×	✓