

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



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# Purchase Guide

## Billing Overview

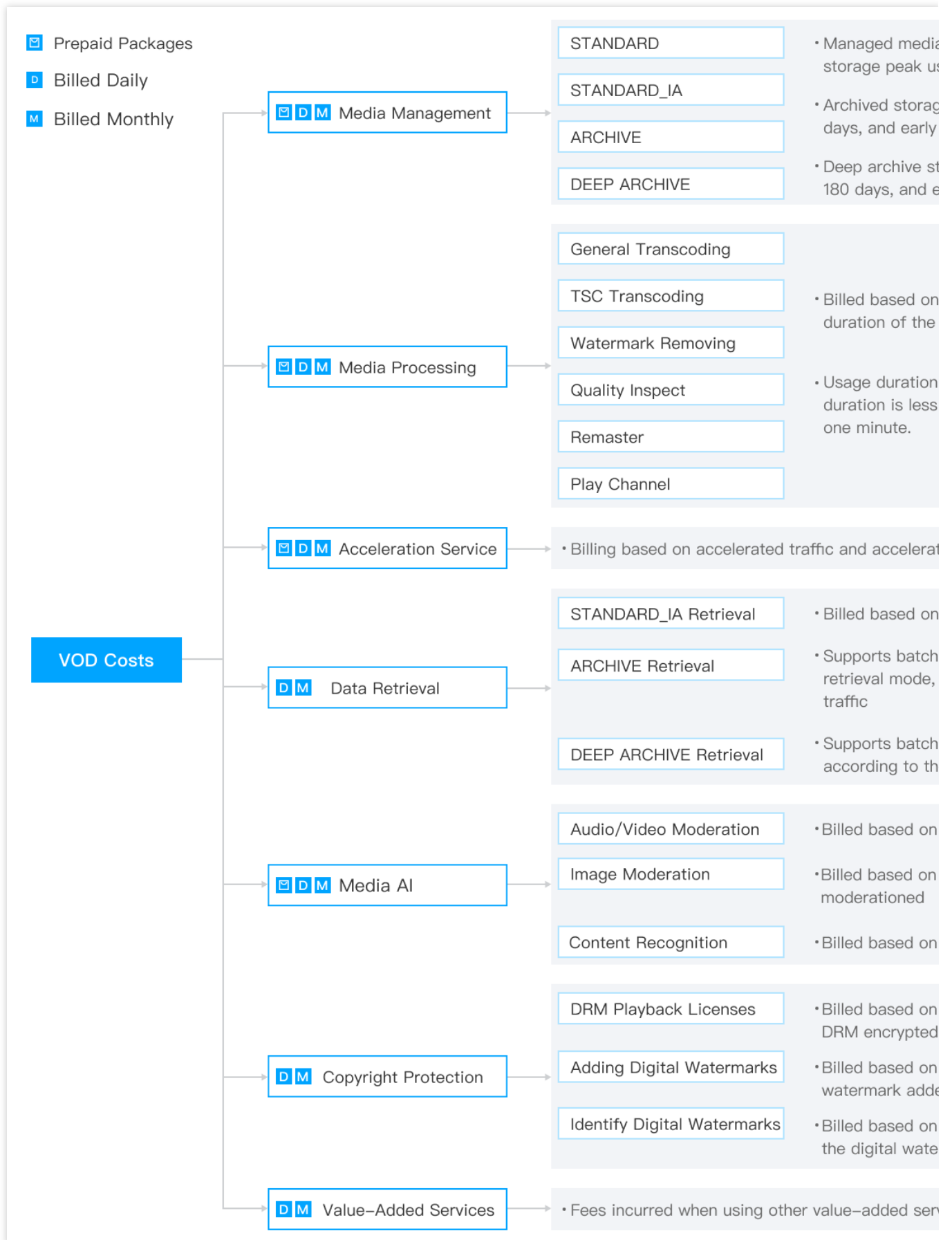
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**Note:**

You can refer to [Billing Examples](#) to estimate your cost of using VOD services.

## Billable Items

VOD billable items include Media Management, Media Processing, Acceleration Service, Data Retrieval, Media AI, Copyright Protection and other value-added services.



## Billing Modes

VOD supports **daily** and **monthly** billing cycles. You can **pay as you go** or buy prepaid **packages**.

Upon service activation, the default billing mode will be daily pay-as-you-go.

### Billing time

**Daily billing cycle:** Fees incurred each day are billed and deducted between 12:00 and 18:00 (UTC+8:00) the following day.

**Monthly billing cycle:** Fees incurred each month are billed and deducted between the 1st and 3rd day of the following month.

**Difference:** With daily billing, fees are calculated each day and billed the following day. With monthly billing, fees are calculated each day and billed at the beginning of the following month.

#### Note:

The monthly billing cycle supports bill-by-bandwidth. **If you want to switch to the monthly billing cycle, please contact sales.**

### Billing modes

**Pay-as-you-go:** You only pay for your actual usage of different services. Fees are deducted after use.

**Packages:** You buy packages in advanced. When usage occurs, the packages will be used for deduction first.

#### Note:

In the daily billing mode, the system will deduct your usage from your packages first. The additional usage will be billed at pay-as-you-go rates. For more information about packages, see [Prepaid Packages](#).

In the monthly billing mode, the system will deduct your usage from valid packages first. The additional usage will be billed at pay-as-you-go rates. For more information about packages, see [Prepaid Packages](#).

About valid packages in the monthly billing mode: In the monthly billing mode, a package can only deduct usage that occurs when the package is still valid. For example, suppose a package expires on January 20, 2023. It can deduct usage that occurs between January 1 and January 20. The additional usage will be billed at pay-as-you-go rates. The billing details will be included in your January 2023 bill.

## Details

Item	Description	Payment Mode
Storage	Fees are calculated based on the storage time, region, type, and peak storage used. Fees for regions inside and outside the Chinese mainland are calculated separately.	<a href="#">Daily/Monthly pay-as-you-go</a> <a href="#">Prepaid packages</a>

		<p>The minimum storage time for the storage class ARCHIVE is 90 days. Even if a file is stored for less than 90 days, storage fees for 90 days will be charged.</p> <p>The minimum storage time for the storage class DEEP ARCHIVE is 180 days. Even if a file is stored for less than 180 days, storage fees for 180 days will be charged.</p>	
Media processing	General transcoding	<p>Fees are calculated based on the transcoding resolution and duration.</p> <p>Transcoding durations are rounded to the next minute.</p>	<a href="#">Daily/Monthly pay-as-you-go</a> <a href="#">Prepaid packages</a>
	Top Speed Codec transcoding		
	Adaptive bitrate streaming		
	Video editing		
	Watermark removing		
	Remaster		
Acceleration	Client upload acceleration	Fees are calculated based on the traffic consumed.	<a href="#">Daily/Monthly pay-as-you-go</a>
	Playback acceleration	Fees are calculated based on the traffic consumed for playback acceleration and the acceleration region.	<a href="#">Daily/Monthly pay-as-you-go</a> <a href="#">Prepaid packages</a>
Data retrieval		<p>Fees are calculated based on the retrieval mode and the amount of data retrieved.</p> <p>DEEP_ARCHIVE storage does not support expedited retrieval.</p>	<a href="#">Daily/Monthly pay-as-you-go</a>
Media AI	Content moderation	Fees are calculated based on the length of the moderated file. If moderation fails, no fees will be incurred.	<a href="#">Daily/Monthly pay-as-you-go</a> <a href="#">Prepaid packages</a>
Copyright protection	DRM playback licenses	Fees are based on the number of license requests to play DRM-encrypted videos.	<a href="#">Daily/Monthly pay-as-you-go</a>
Value-	Application	In application management, the created	<a href="#">Daily/Monthly</a>

added services	Management	applications are charged according to the number of applications, free of charge within 20, and the part exceeding 20 is calculated according to the peak number of applications per day (including the applications destroyed on the day).	<a href="#">pay-as-you-go</a>
	Live Clipping	Charges are based on the length of the edited video output. If the billing time is less than one minute, it will be calculated as one minute.	<a href="#">Daily/Monthly pay-as-you-go</a>
	Client Upload Acceleration	When uploading files, the client upload acceleration function is used and the upload acceleration traffic generated is billed. If the billing time is less than one minute, it will be calculated as one minute.	<a href="#">Daily/Monthly pay-as-you-go</a>
	VOD resources used by the UGSV SDK	The fees incurred may include storage fees, media processing fees, acceleration fees, and media AI fees.	<a href="#">Prepaid packages</a>

## See Also

For the pricing of VOD services, see [Pay-As-You-Go](#).

For the pricing of VOD packages, see [Prepaid Packages](#).

For the pricing of VOD value-added services, see [Value-Added Services](#).

For examples of how VOD services are billed, see [Billing Examples](#).



# Billing Modes

## Pay-As-You-Go

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### Billing Details for Different VOD Services

Item	Description
<a href="#">Storage</a>	Storage fees are incurred for storing files with VOD (for files saved in VOD, you can change their attributes, search them, delete them, automatically downgrade their storage classes, and automatically reduce their playback bitrate). The fees are calculated based on your peak storage usage in the billing cycle, and the price varies with storage class.
<a href="#">Media processing</a>	Media processing fees are incurred for processing media files you save in VOD (including General Transcoding, Transcoding to Adaptive Bitrate Streaming, Top Speed Codec transcoding, Video Editing, Video Compositing, Watermark Removing, Media Quality Inspection, Remaster, Play Channel, and Real-time Clipping).
<a href="#">Acceleration</a>	Playback acceleration: Fees are calculated based on the traffic consumed for playback, and the price varies with regions. QUIC acceleration: Fees are calculated based on the number of QUIC requests while videos are displayed. Client upload acceleration: Fees are calculated based on the traffic consumed by an upload.
<a href="#">Data retrieval</a>	For media files whose storage types are STANDARD_IA, ARCHIVE and DEEP_ARCHIVE, charges will be based on the retrieval mode and retrieval usage.
<a href="#">Media AI</a>	Fees are incurred for using VOD's AI capability to moderate media files stored in VOD. The fees are calculated based on the file duration. Each task is billed only once. If a task fails, no fees will be charged.
<a href="#">Copyright protection</a>	Copyright protection fees are incurred for using VOD's content protection solutions (commercial-grade DRM).
<a href="#">Other value-added services</a>	Including Application Management, UGSV SDK License, Cloud Log Service and other value-added service billing items

**Note:**

You can refer to [Billing Examples](#) to estimate your cost of using VOD services.

## Must-Knows

In the pay-as-you-go mode, fees are billed based on your actual usage of different VOD services. You can view your usage details in the [VOD console](#).

Daily billing:

Billing method: By default, fees are billed on a daily basis. To change to monthly billing, please contact sales (in the monthly billing mode, only bill-by-bandwidth is supported).

Billing time: Between 12:00 and 18:00 each day, VOD calculates your usage of the previous day, generates a bill, and deducts the fees.

Monthly billing:

Billing method: VOD calculates your usage each day during a month, adds it up, and bills it at the beginning of the following month.

Billing time: Fees incurred each month are billed and deducted between the 1st and 3rd day of the following month.

If you have a large business volume (storage usage greater than 1 PB or daily traffic consumption over 10 TB), you can contact sales for more billing options.

## Storage

### Pricing

Storage Class	Regions	Price (USD/GB)
STANDARD	Chinese mainland	0.0006
	Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Jakarta, Toronto, Bangkok, Tokyo)	0.0009
STANDARD_IA (minimum storage days: 30)	Chinese mainland	0.0004
	Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Jakarta, Toronto, Bangkok, Tokyo)	0.0006
ARCHIVE (minimum storage days: 90)	Chinese mainland	0.0002
	Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Jakarta, Toronto, Bangkok, Tokyo)	0.0003
DEEP ARCHIVE (minimum storage days: 365)	Chinese mainland	0.00006
	Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Jakarta, Toronto, Bangkok, Tokyo)	0.0001

days: 180)	Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Jakarta, Toronto, Bangkok, Tokyo)	0.0001
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## Billing Details

Prices vary with storage region and storage class. If you change the storage class of a media file, the price for the new storage class will apply.

Storage fees are charged based on the storage class and peak storage used per day. **Storage fees for regions inside and outside the Chinese mainland are charged separately.**

Formula: Daily storage fee = Peak storage used in the Chinese mainland (GB) x Unit price (USD/GB) + Peak storage used outside the Chinese mainland (GB) x Unit price (USD/GB).

### Note:

In the daily billing mode, VOD calculates your storage usage each day and bills it the following day. With monthly billing, VOD calculates your storage usage each day, adds it up, and then bills it at the beginning of the following month. For the billing time, see [Billing Overview](#).

## Billing Examples

Assume that on January 1, you stored media files in STANDARD in the Chinese mainland and the peak storage usage was 100 GB. You also stored media files in STANDARD\_IA in Mumbai and the peak storage usage was 50 GB. On January 2, the storage fee billed for January 1 would be as follows:

$$100 \text{ (GB)} \times 0.0006 \text{ (USD/GB)} + 50 \text{ (GB)} \times 0.0006 \text{ (USD/GB)} = 0.06 \text{ (USD)} + 0.03 \text{ (USD)} = 0.09 \text{ (USD)}$$

### Note:

You can delete files in the console to avoid incurring storage fees.

Minimum storage duration for STANDARD\_IA files is 30 days. Storage fees for 30 days are charged even if the file is stored for a shorter period.

Minimum storage duration for ARCHIVE files is 90 days. Storage fees for 90 days are charged even if the file is stored for a shorter period.

Minimum storage duration for DEEP ARCHIVE files is 180 days. Storage fees for 180 days are charged even if the file is stored for a shorter period.

Base conversion: 1 GB = 1,000 MB; 1 MB = 1,000 KB; 1 Gbps = 1,000 Mbps; 1 Mbps = 1,000 Kbps.

## Media Processing

Media processing includes features such as including General Transcoding, Transcoding to Adaptive Bitrate Streaming, Top Speed Codec transcoding, Video Editing, Video Compositing, Watermark Removing, Media Quality Inspection, Remaster, Play Channel, and Real-time Clipping.

### Note:

For AV1 transcoding, the fees incurred depends on the resolution of the output video. The pricing of AV1 transcoding is the same as that of H.265 [general transcoding](#).

## General Transcoding

General transcoding includes general video transcoding, remuxing, and audio transcoding.

### Pricing

Codec	Resolution	Price (USD/Min)	Transcoding Type No.
H.264	SD (short side ≤ 480 px)	0.003	1
H.264	HD (short side ≤ 720 px)	0.0061	2
H.264	FHD (short side ≤ 1080 px)	0.0121	3
H.264	2K (short side ≤ 1440 px)	0.0242	4
H.264	4K (short side ≤ 2160 px)	0.0521	5
H.265	SD (short side ≤ 480 px)	0.0158	6
H.265	HD (short side ≤ 720 px)	0.0315	7
H.265	FHD (short side ≤ 1080 px)	0.063	8
H.265	2K (short side ≤ 1440 px)	0.126	9
H.265	4K (short side ≤ 2160 px)	0.2521	10
Audio transcoding	-	0.002	21
Remuxing	-	0.0028	22

### Note:

The **transcoding type number** determines the **component usage** and **component usage unit** fields in your bill. It tells you the codec and resolution of a billed item.

### Billing details

TSC transcoding is billed according to the resolution and duration of the output file.

Rules: General transcoding fees are charged based on the output duration and specifications. Specifications refer to the codec used and short side (px) of the file generated. Remuxing and audio transcoding are charged based on the output duration.

### Billing examples

Assume that you transcoded a video file of 100 minutes into 2560 x 1440 and 1280 x 640 respectively using the H.264 codec on January 1, as well as an audio file of 100 minutes. On January 2, the transcoding fee billed for January 1 would be as follows:

For the 2560 x 1440 video, the unit price for 2K (short side ≤ 1440 px) applies, which is 0.0242 USD/min.

For the 1280 x 640 video, the unit price for HD (480 px < short side ≤ 720 px) applies, which is 0.0061 USD/min.

The unit price of audio transcoding is 0.002 USD/min.

$0.0242 \text{ (USD/min)} \times 100 \text{ (mins)} + 0.0061 \text{ (USD/min)} \times 100 \text{ (mins)} + 0.002 \text{ (USD/min)} \times 100 \text{ (mins)} = 3.23 \text{ USD}.$

**Note:**

To learn more about the billing of transcoding, see [Billing Examples](#).

## Top Speed Codec Transcoding

### Pricing

Codec	Resolution	Price (USD/Min)	Transcoding Type No.
H.264	SD (short side ≤ 480 px)	0.01	11
H.264	HD (short side ≤ 720 px)	0.02	12
H.264	FHD (short side ≤ 1080 px)	0.04	13
H.264	2K (short side ≤ 1440 px)	0.08	14
H.264	4K (short side ≤ 2160 px)	0.1721	15
H.265	SD (short side ≤ 480 px)	0.052	16
H.265	HD (short side ≤ 720 px)	0.104	17
H.265	FHD (short side ≤ 1080 px)	0.208	18
H.265	2K (short side ≤ 1440 px)	0.416	19
H.265	4K (short side ≤ 2160 px)	0.8319	20

**Note:**

The **transcoding type number** determines the **component usage** and **component usage unit** fields in your bill. It tells you the codec and resolution of a billed item.

### Billing details

TSC transcoding is billed according to the resolution and duration of the output file.

Rules: TSC transcoding fees are based on the output duration and specifications. Specifications refer to the codec used and short side (px) of the file generated.

## Transcoding to Adaptive Bitrate Streaming

### Pricing

Adaptive bitrate streaming is charged based on the output duration and specifications. Specifications refer to the codec used and short side (px) of the file generated.

### Billing details

**The billing rules are the same as those for general transcoding.** Output videos of different resolutions are charged separately.

### Billing examples

Assume that on January 1, you used the codec H.264 to transcode a video of 100 minutes into three resolutions: FHD (1920 x 1080), HD (1280 x 720), and SD (640 x 480). On January 2, the fee billed for January 1 would be as follows:  
 $0.0121 \text{ (USD/min)} \times 100 \text{ (mins)} + 0.0061 \text{ (USD/min)} \times 100 \text{ (mins)} + 0.003 \text{ (USD/min)} \times 100 \text{ (mins)} = 2.21 \text{ USD}.$

#### Note:

Because the video is transcoded into three specifications, each specification is charged and the fee is the sum of the three.

Adaptive bitrate streaming is required for encryption. The encryption feature itself is free.

## Video Editing

### Pricing

The price of video editing is determined by the codec used, the output resolution, and whether it's a [general transcoding](#) or [TSC transcoding](#) task.

### Billing details

Fees are charged based on the output duration, the transcoding mode, and the output specifications (the codec used and the short side).

**Rules:** Each task is charged once according to the output specifications.

**Formula:** Video editing fees = Output file duration (min) x Unit price (USD/min)

### Billing examples

Assume that on January 1, you used the VOD editing feature to splice video A (10 min, 640 x 480) and video B (15 min, 1280 x 720) into video C (25 min, 1280 x 720). The TSC transcoding mode was used.

On January 2, the fee billed for January 1 would be as follows:

$0.02 \text{ (USD/min)} \times 25 \text{ (mins)} = 0.5 \text{ USD}.$

#### Note:

The codec used in the above examples is H.264. For information about the video editing APIs, see [EditMedia](#) and [ComposeMedia](#).

## Video Compositing

### Pricing

The video compositing is billed based on the selected [General transcoding](#) usage.

### Billing details

**Rules:** Charges are based on the encoding method, resolution and length of the output file.

**Formula:** Video compositing fees = video compositing output file duration (mins) × output file encoding method and resolution corresponding to unit price (USD/min).

### Billing examples

On January 1st, you used the Video compositing to compose on video A (10 minutes long, resolution 640 × 480) and video B (15 minutes long, resolution 1280 × 720), and used General transcoding for transcode. Compose output video C: duration is 25 minutes, encoding method is H.264, resolution is 1280 × 720.

Therefore, the video compositing fees you need to pay on January 2nd are as follows:

Video composition fee on January 1st = 25 (mins) × 0.0061 (USD/min) = 0.1525 USD.

## Watermark Removing

### Pricing

Resolution	Price (USD/Min)
8K (short side ≤ 4320 px)	0.41
4K (short side ≤ 2160 px)	0.21
2K (short side ≤ 1440 px)	0.1
FHD (short side ≤ 1080 px)	0.05
HD (short side ≤ 720 px)	0.03
SD (short side ≤ 480 px)	0.02

### Billing details

Watermark removal is billed based on the resolution and duration of the output video.

**Rules:** Watermark removal fees are based on the duration and resolution (short side) of the video file generated.

### Billing examples

Assume that you used the watermark removal service of VOD on January 1. Two videos were generated, each 100 minutes long, and their resolutions were 2560 × 1440 and 1280 × 640 respectively. On January 2, the fee billed for

January 1 would be as follows:

For the 2560 x 1440 video, the unit price for 2K (short side  $\leq 1440$  px) applies, which is 0.1 USD/min.

For the 1280 x 640 video, the unit price for HD (480 px < short side  $\leq 720$  px) applies, which is 0.03 USD/min.

$0.1 \text{ (USD/min)} \times 100 \text{ (min)} + 0.03 \text{ (USD/min)} \times 100 \text{ (min)} = 13 \text{ USD}$ .

## Media Quality Inspection

Media quality inspection operations are supported for audio and video, including video image shake ghosting, blur, low-light overexposure, blurred screen, audio anomalies and other detection items.

### Pricing

Item	Price (USD/Min)
Media Quality Inspection	0.021

### Billing details

Billing items: Charges are based on the audio and video duration detected.

Billing rules: Each time a detection task is performed, a fee corresponding to the duration will be charged.

Formula: Audio and Video Quality Testing Cost = Length of Input Audio and Video Files (min)  $\times$  Unit Price (USD/Min).

#### Note:

The billable duration of the day is calculated on a daily basis. If the total duration is less than one minute, it will be calculated as one minute.

### Billing examples

On January 1, you used the Media Quality Inspection service to conduct quality inspection operations on video A (10 minutes long) such as video image shake ghosting, blur, low-light overexposure, blurred screen, audio anomalies and other detection items.

On January 2, the following Media Quality Inspection fee would be billed:

$10 \text{ (mins)} \times 0.021 \text{ (USD/Min)} = 0.21 \text{ USD}$ .

## Remaster

VOD's remaster feature can remove image noise, restore outlines, perform super resolution, enhance details, enhance colors, and convert SDR to HDR.

### Pricing

Resolution	Price (USD/Min)
Audio	0.015
SD (short side $\leq 480$ px)	0.271



HD (short side $\leq$ 720 px)	0.542
FHD (short side $\leq$ 1080 px)	1.083
2K (short side $\leq$ 1440 px)	2.167
4K (short side $\leq$ 2160 px)	4.333

### Billing details

Remaster fees are billed according to the duration and resolution (short side) of the output file.

Rules: Each remaster task is charged once according to the output resolution.

Formula: Remaster fees = Output file duration (min) x Unit price (USD/min)

### Billing examples

Assume that you remastered a 10-minute video whose resolution is 1024 x 540 on January 1 and generated a 10-minute video whose resolution is 2048 x 1080.

On January 2, the following remaster fee would be billed:

1.083 (USD/min) x 10 (min) = 10.83 USD.

### Play Channel

The Play Channel supports one or more VOD videos. After the channel's specified start time, users can watch the videos in the channel in the form of live broadcast.

Item	Price (USD/Min)
Play Channel	0.0015

### Billing details

**Billing rules:** Billing is based on the running time of the Play Channel. Watching videos in the Play Channel will also incur corresponding [Media Acceleration](#) fees.

### Billing examples

Suppose you created the VOD Play Channel task on January 1st, and added a total of 10 videos. The loop playback function was not turned on. The total duration of this play channel task is 30 minutes.

The Play Channel fees you need to pay on January 2nd are as follows:

Play Channel cost on January 1st = 30 (mins) x 0.0015 (USD/min) = 0.045 USD.

#### Note:

The billable duration of the day is calculated on a daily basis. If the total duration is less than one minute, it will be calculated as one minute.

## Live Stream Clipping

The fees incurred for editing out a clip before a live stream ends.

Below are the pricing details:

Item	Price (USD/Min)
Real-time clipping	0.00098

### Billing details

**Billing rules:** Fees are incurred based on the duration for creating a clip before a live stream ends.

**Formula:** Live Stream Clipping Fees = The Duration of the File Generated (min) x Unit Price (USD).

### Billing examples

If you used the **Real-time clipping** feature on January 1st and generated a 100-min clip. On January 2nd, you would need to pay the following live stream clipping fees:

$0.00098 \text{ (USD/min)} \times 100 \text{ (mins)} = 0.098 \text{ (USD)}$

To learn more about live stream clipping, please refer to [Live Stream Clipping](#).

## Acceleration

### Media Acceleration

#### Traffic billing

The VOD traffic is billed at a tiered price. The more traffic you use, the lower the tiered unit price will be:

Traffic (USD/GB)	Chinese mainland	Asia Pacific 1	Asia Pacific 2	Asia Pacific 3	Middle East	Europe	North America	South America	Afr
0 GB - 500 GB (exclusive)	0.039	0.0748	0.1236	0.1138	0.1951	0.0715	0.0715	0.1675	0.1
500 GB - 2 TB (exclusive)	0.038	0.0699	0.1138	0.1041	0.1789	0.0634	0.0634	0.1593	0.1
2 TB - 50 TB (exclusive)	0.036	0.0585	0.1057	0.0911	0.1675	0.0504	0.0504	0.1463	0.1
50 TB -	0.033	0.0504	0.0911	0.0813	0.1545	0.0325	0.0325	0.1382	0.1

100 TB (exclusive)									
> 100 TB	0.025	0.0455	0.0846	0.0715	0.1382	0.026	0.026	0.1301	0.1

**Note:**

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

Base conversion: 1 GB = 1,000 MB; 1 MB = 1,000 KB; 1 Gbps = 1,000 Mbps; 1 Mbps = 1,000 Kbps.

VOD CDN service fees for regions inside and outside the Chinese mainland are charged separately based on the unit price and usage.

Detailed list of acceleration area coverage areas:

Region	Coverage
Asia Pacific 1	Hong Kong (China), Macao (China), Vietnam, Singapore, Thailand
Asia Pacific 2	Taiwan (China), Japan, South Korea, Malaysia, Indonesia
Asia Pacific 3	Philippines, India, Australia, and more
Middle East	Saudi Arabia, United Arab Emirates, Türkiye
Europe	United Kingdom, Germany, Italy, Ireland, France, Netherlands, Spain
North America	US, Canada
South America	Brazil
Africa	South Africa

**Billing details**

**Rules:** Media acceleration fees are charged daily based on the playback traffic accelerated by VOD CDNs.

**Formula:** Media acceleration fee = Playback traffic (GB) x Unit price (USD/GB) of the corresponding tier

**Billing examples**

Assume that you used the VOD acceleration service on January 1 to accelerate 550 GB of playback traffic. On January 2, the fee billed for January 1 would be as follows:

If you use the VOD acceleration service on January 1st and use 550 GB of downlink traffic in Chinese mainland, the acceleration fees you need to pay on January 2nd are as follows:

550 (GB) x 0.038 (USD/GB) = 20.9 USD.

## bandwidth billing

Bandwidth billing is only supported for monthly settlement customers. If you need to change the VOD billing method to monthly settlement, please [contact the sales](#).

## QUIC Acceleration

Based on the accelerated network deployed globally by Tencent Cloud, it supports the use of the QUIC protocol for data transmission, improving the efficiency of data transmission and stability in weak network environments when clients play videos.

Item	Price (USD/10,000 requests)	Billed By
QUIC Acceleration request	0.0073	Billed by the number of QUIC requests

## Billing details

**Billable items:** QUIC Acceleration request

**Billing rules:** When playing videos, the QUIC Acceleration function is used, and the number of QUIC requests generated is billed.

**Billing formula:** QUIC Acceleration Request Fee = QUIC Request Time (10,000 times) × The Unit Price of QUIC Acceleration Billing Item (USD).

## Billing example

Suppose you used the Video on Demand QUIC Acceleration service on January 1st, and the number of QUIC requests generated was 20,000. Then, on January 2nd, the on-demand QUIC downstream traffic fee you need to pay is as follows:

On January 1st, QUIC Acceleration Request Fee = 0.0073 (USD/10,000 times) × 2 = 0.0146 (USD).

## Client Upload Acceleration

The fees incurred for using the client upload acceleration feature (global network acceleration or QUIC transmission) are based on the volume of traffic accelerated.

## Pricing

Item	Price (USD/GB)
Global network acceleration	0.072 USD/GB
QUIC transmission	0.086 USD/GB

## Billing details

**Billable items:** Global network acceleration traffic and QUIC transmission traffic

**Billing rules:** Client upload acceleration fees are charged based on the volume of traffic consumed when files are uploaded from clients.

**Formula:** Client upload acceleration fees = Global network acceleration traffic (GB) x Unit Price (USD/GB) + QUIC Transmission Traffic (GB) x Unit Price (USD/GB)

### Billing example

Suppose you used the global network acceleration feature to upload 550 GB of data and used the QUIC transmission feature to upload 100 GB of data. The upload acceleration fee incurred would be 550 (GB) x 0.072 (USD/GB) + 100 (GB) x 0.086 (USD/GB) = 48.2 (USD).

For detailed feature information, please refer to [Client Upload Acceleration](#).

## Data Retrieval

To access media assets stored in ARCHIVE or DEEP\_ARCHIVE, you must retrieve them first. VOD supports different retrieval modes. Retrieval fees are charged based on the size of the files retrieved.

**Note:**

DEEP\_ARCHIVE does not support expedited retrieval.

### Pricing

Storage Class	Retrieval Mode	Regions	Price (USD/GB)
STANDARD_IA	-	Global	0.002
ARCHIVE	Bulk retrieval	Chinese mainland	0.0025
		Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.003
	Expedited retrieval	Chinese mainland	0.03
		Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.036
	Standard retrieval	Chinese mainland	0.01
		Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.012

DEEP_ARCHIVE	Bulk retrieval	Chinese mainland	0.0026
		Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.00325
	Standard retrieval	Chinese mainland	0.02
		Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.025

## Billing details

Data retrieval is charged based on the retrieval mode and the size of the files retrieved.

Rules: Data retrieval fees are charged daily based on the retrieval mode and the size of the files retrieved from DEEP\_ARCHIVE or ARCHIVE to STANDARD.

Formula: Daily retrieval fee = File size (GB) x Unit price (USD/GB).

## Billing examples

Assume that on January 1, you retrieved 100 GB of data from **DEEP\_ARCHIVE storage** in the **bulk retrieval mode** in the Chinese mainland. On January 2, the retrieval fee billed for January 1 would be as follows:

100 (GB) x 0.0026 (USD/GB) = 0.26 USD.

# Media AI

Currently, VOD offers the media AI capability of content moderation.

## Content moderation

VOD can recognize non-compliant content in images, speech, and text in images and generate moderation results as required.

## Pricing

Content moderation includes audio/video moderation and image moderation.

Item	Billed By	Tier	Price
Audio/Video moderation	The duration of the audio/video file moderated.	-	0.016 USD/min
Image moderation	The number of image	0-3 million tasks	0.000218 USD/task

	moderation tasks executed.	3 million - 15 million tasks	0.000196 USD/task
		15 million - 30 million tasks	0.000189 USD/task
		Over 30 million tasks	0.00016 USD/task

### Billing details

Audio/Video moderation fees are charged based on the duration (rounded up to the nearest minute) of the audio/video file moderated.

Image moderation fees are charged based on the number of image moderation tasks executed successfully.

### Billing examples

Assume that you moderated two 30-min videos stored in Singapore and the Chinese mainland respectively. The moderation fee incurred would be  $30 \times 0.016 + 30 \times 0.016 = 0.96$  USD.

### Content recognition

uses AI technologies to recognize faces and text in video images, opening and closing segments, and speech, helping you manage your media assets more accurately and efficiently.

### Pricing

Item	Billing Method	Price
Content recognition	Based on content recognition duration	0.046 USD/min

### Billing examples

User A wants to perform Content recognition on video B, and the original length of video B is 60 minutes, then the service charge =  $60 \text{ (min)} \times 0.046 \text{ (USD/min)} = 2.76$  USD.

## Copyright Protection

Copyright protection includes commercial-grade DRM encryption.

### DRM encryption

VOD uses established DRM solutions to encrypt videos during transcoding. If you enable DRM encryption, the encryption cost will be included in your transcoding fee. If you play DRM-encrypted videos to viewers, DRM playback

fees will be charged based on the number of license requests.

## Pricing

Item	Billed By	Price
DRM playback licenses	The number of license requests (only pay-as-you-go supported).	0.0012 USD/request

## Billing details

Billable item: The number of license requests to play DRM-encrypted videos.

Rules: Transcoding fees are incurred for encrypting videos with DRM solutions, and DRM playback fees are charged for playing DRM-encrypted videos based on the number of license requests.

Billing formula: DRM fees = DRM encryption (transcoding) fees + DRM playback fees (based on the number of license requests)

## Billing examples

Assume that on January 1, you encrypted a video (length: 10 minutes; resolution: 2560 x 1440) using the general transcoding mode and the H.264 codec. The video generated was 10 minutes long and had a resolution of 1280 x 720, and there were 50 license requests to play it. On January 2, the DRM playback fee billed for January 1 would be as follows:

The unit price of DRM playback is 0.0012 USD/request.

DRM playback fee on January 1 = 50 (requests) x 0.0012 (USD/request) = 0.06 USD.

### Note:

DRM encryption/transcoding is billed in the same way as general transcoding. DRM encryption/transcoding fees are incurred each time you encrypt a video.

Source and output videos saved in VOD incur storage fees. For details, see [Storage](#).

# Other Value-Added Services

## Application Management

To enable developers to implement resource isolation in Video on Demand, Video on Demand provides application features. Application is an internal concept of VOD and a way of dividing resources. The external performance of an application is similar to an independent VOD account.

Item	App Quantity Ladder	Price (USD/Piece)
Number of applications	21 - 101 pieces (exclusive)	0.016



101 - 501 pieces (exclusive)	0.014
>501 pieces	0.012

### Billing details

**Billable items:** Application Management

**Billing rules:** In application management, the created applications are charged according to the number of applications, free of charge within 20, and the part exceeding 20 is calculated according to the peak number of applications per day (including the applications terminated on the day).

**Formula:** Application Management fees = (Number of Application Created - 20) (Piece) × The Unit Price of Applied Quantity Ladder (USD/Piece)

### Billing example

You use the Video on Demand application management service on January 1st, create 100 applications and delete 10 applications, then the acceleration fee you need to pay on January 2nd is as follows:

January 1st Video on Demand Application Management Fee = 0.016 (USD/Piece) × (100 -20) (Piece) = 1.28 USD.

For detailed feature information, please refer to [Application Management](#).

## UGSV SDK License

UGSV License Description:

You can apply for a 28-day trial license for UGSV Standard for free.

The acceleration, storage, and traffic resources you use with the UGSV SDK are billed according to the billing rules of VOD.

Licenses are not refundable once activated.

### Pricing

Edition	Validity Period	Price (USD)
Trial	28 days	0
Lite	1 year	1,899
Standard	1 year	9,999

For more detailed features, please refer to [SDK Download](#).

### Real-Time Log Analysis

Item	Price (USD/10,000 entries)
Cloud Log Service	0.0002

### Billing details

**Billing rules:** Using the VOD real-time log analysis function will incur log service delivery fees, which are billed based on the actual number of lines delivered. The corresponding fees incurred for using Cloud Log Service CLS products are charged by Cloud Log Service CLS. For details, please view [Billing Overview](#).

**Formula:** Cloud Log Service Fee = The Number of Cloud Log Service Delivery Lines (10,000 lines) × The Unit Price (USD).

### Billing examples

You chose to enable the real-time log analysis feature on January 1, and a total of 2 million lines of log delivery usage were generated on that day. Then the log service fees you need to pay on January 2 are as follows:

Cloud Log Service Fee on January 1st = 200 (10,000 lines) × 0.0002 (USD) = 0.04 USD.

# Prepaid Packages

Last updated : 2023-04-19 14:33:34

## Package Types

You can view your package usage in the [VOD console](#). To buy packages, go to the [purchase page](#).

VOD packages are resource-specific prepaid packages that **can only deduct your usage of the corresponding resources**.

Type	Description
<a href="#">Storage package</a>	Gives you a certain <b>storage capacity</b> each day for one year. Different ratios are applied to storage usage outside the Chinese mainland.
<a href="#">Traffic package</a>	Deducts your usage of the <b>acceleration service</b> based on the <b>traffic</b> consumed. Usage outside the Chinese mainland is deducted at different ratios.
<a href="#">General transcoding package</a>	Deducts your usage of VOD's <b>general transcoding, adaptive bitrate streaming, and video editing</b> services based on the <b>duration</b> . The same deduction ratio applies to all regions.
<a href="#">Top Speed Codec (TSC) transcoding</a>	Deducts your usage of <b>TSC transcoding</b> based on the <b>transcoding duration</b> . The same deduction ratio applies to all regions.
<a href="#">Moderation package</a>	Deducts your usage of VOD's <b>moderation service</b> based on the <b>duration</b> . The same deduction ratio applies to all regions.

### Note:

The conversion factor for units of traffic is 1,000. For example, 1 TB = 1,000 GB.

## Must-Knows

A package becomes valid immediately after purchase and expires one year later. Expired packages cannot be used for deduction.

Your usage each day will be deducted by your packages first. **The additional usage** will be billed at [pay-as-you-go rates](#). To avoid service suspension caused by overdue payments, please pay attention to your package balance and buy new packages or top up your account in a timely manner.

You can buy multiple packages. The one that was purchased first will be used first.

If you have multiple packages, their validity periods will not be added up.  
VOD's packages can only deduct usage of the corresponding VOD services.

**Traffic packages** and **storage packages** deduct **usage outside the Chinese mainland** at different ratios.

Daily billing: Fees each day are billed between 12:00 and 18:00 the following day. As long as a package is purchased **before the billing time**, it can be used to deduct usage for the previous day (00:00 - 24:00).

Daily billing: Fees each month are billed within the first three days of the following month. As long as a package is purchased **before the billing time**, it can be used to deduct usage for the previous month.

To view the packages you have purchased and their balance, log in to the console as the admin and go to [Package Management](#).

## Storage Packages

A VOD storage package gives you a certain storage capacity each day. The storage capacity of multiple packages is added up. As long as your peak storage usage for a day doesn't exceed the total storage capacity, no additional fees will be incurred. Otherwise, the additional usage will be billed at [pay-as-you-go rates](#). To learn more, see [Billing Examples](#).

**About deduction:** Usage inside and outside the Chinese mainland is deducted at a ratio of 1:1 and 1:1.2 respectively. Usage inside the Chinese mainland is deducted first.

### Pricing

Type	Price (USD)
Storage package - 10 GB	1.36
Storage package - 50 GB	6.83
Storage package - 100 GB	13.52
Storage package - 500 GB	66.9
Storage package - 1 TB	133.66
Storage package - 5 TB	654.94
Storage package - 10 TB	1308.49
Storage package - 50 TB	6536.86

## Deduction ratios

The usage ratios of storage packages vary with the type of storage space used. **To facilitate calculation, you can convert all other storage usages to STANDARD.**

Storage class	Ratio
STANDARD	1 : 1
STANDARD_IA	1 : 0.5
ARCHIVE	1 : 0.25
DEEP ARCHIVE	1 : 0.125

## Billing examples

A 100 GB storage package gives you 100 GB of STANDARD storage space **or** 200 GB of STANDARD\_IA storage space each day.

You can use different types of storage space with the same storage package. For example, if you have a 100 GB storage package, you can use 50 GB of STANDARD storage space **and** 100 GB of STANDARD\_IA storage space each day.

## Traffic Packages

A VOD traffic package can deduct your usage of VOD's **acceleration service**. If you have multiple traffic packages, the one that was purchased first will be used first. The system calculates the playback traffic you consume each day and deducts it from your packages. If your actual traffic exceeds the amount available in your packages, the additional usage will be billed at [pay-as-you-go rates](#).

**About deduction:** Usage inside and outside the Chinese mainland is deducted at a ratio of 1:1 and 1:1.8 respectively. Usage inside the Chinese mainland is deducted first.

## Pricing

Type	Price (USD)
Traffic package - 10 GB	0.27
Traffic package - 100 GB	2.66
Traffic package - 500 GB	12.32
Traffic package - 1 TB	24.5

Traffic package - 5 TB	121.66
Traffic package - 10 TB	237.86
Traffic package - 50 TB	1175.86
Traffic package - 200 TB	3079.86
Traffic package - 1 PB	15399.86

## General Transcoding Packages

A VOD general transcoding package can deduct your usage of **general transcoding, adaptive bitrate streaming, and video editing** (the same deduction ratio applies to all regions). If you have multiple general transcoding packages, the one that was purchased first will be used first. The system calculates your total transcoding duration each day and deducts the portion that applies from your general transcoding packages. If your actual usage exceeds the amount available in your packages, the additional usage will be billed at pay-as-you-go rates. For details, see [Daily Pay-As-You-Go - General transcoding](#), [Daily Pay-As-You-Go - Adaptive bitrate streaming](#), and [Daily Pay-As-You-Go - Video editing](#).

**About deduction:** Usage inside and outside the Chinese mainland is both deducted at a ratio of 1:1.

### Pricing

Type	Price (USD)
General transcoding - 1 hour	0.13
General transcoding - 5 hours	0.672
General transcoding - 100 hours	12.6
General transcoding - 1,000 hours	120.26
General transcoding - 10,000 hours	839.86
General transcoding - 50,000 hours	3219.86

### Deduction ratios

The deduction ratios of VOD general transcoding packages vary with the codec used and output resolution.

Codec	Resolution	Ratio
Audio	-	1 : 0.25

transcoding		
Remuxing	-	1 : 0.5
H.264	SD (short side ≤ 480 px)	1 : 1
H.264	HD (short side ≤ 720 px)	1 : 2
H.264	FHD (short side ≤ 1080 px)	1 : 4
H.264	2K (short side ≤ 1440 px)	1 : 8
H.264	4K (short side ≤ 2160 px)	1 : 16
H.265	SD (short side ≤ 480 px)	1 : 5
H.265	HD (short side ≤ 720 px)	1 : 10
H.265	FHD (short side ≤ 1080 px)	1 : 20
H.265	2K (short side ≤ 1440 px)	1 : 40
H.265	4K (short side ≤ 2160 px)	1 : 80
Video editing	Depends on the output resolution.	Depends on the output resolution.

## Billing examples

Suppose the general transcoding feature was used to transcode a video of one minute. The H.264 codec was used and the output resolution was 640 x 480 px. One minute would be deducted from a general transcoding package.

Suppose the general transcoding feature was used to transcode a video of one minute. The H.264 codec was used and the output resolution was 1280 x 720 px. Two minutes would be deducted from a general transcoding package.

For adaptive bitrate streaming, the duration of each output stream is deducted separately according to the codec and output resolution.

The higher the output resolution, the faster your package will be used up.

## TSC Transcoding Packages

A VOD TSC transcoding package can deduct your usage of **TSC transcoding** (the same deduction ratio applies to all regions). If you have multiple TSC transcoding packages, the one that was purchased first will be used first. The system calculates your total TSC transcoding duration each day and deducts it from your TSC transcoding packages. If your packages cannot deduct all your usage, the additional usage will be billed at [pay-as-you-go rates](#).

**About deduction:** Usage inside and outside the Chinese mainland is both deducted at a ratio of 1:1.

## Pricing

Type	Price (USD)
TSC transcoding - 2 hours	0.83
TSC transcoding - 50 hours	20.86
TSC transcoding - 100 hours	41.86
TSC transcoding - 1,000 hours	247.66

## Deduction ratios

The deduction ratios of VOD TSC transcoding packages vary with the codec used and output resolution.

Codec	Resolution	Ratio
H.264	SD (short side ≤ 480 px)	1 : 1
H.264	HD (short side ≤ 720 px)	1 : 2
H.264	FHD (short side ≤ 1080 px)	1 : 4
H.264	2K (short side ≤ 1440 px)	1 : 8
H.264	4K (short side ≤ 2160 px)	1 : 16
H.265	SD (short side ≤ 480 px)	1 : 5
H.265	HD (short side ≤ 720 px)	1 : 10
H.265	FHD (short side ≤ 1080 px)	1 : 20
H.265	2K (short side ≤ 1440 px)	1 : 40
H.265	4K (short side ≤ 2160 px)	1 : 80

## Billing examples

Suppose the TSC transcoding feature was used to transcode a video of one minute. The H.264 codec was used and the output resolution was 640 x 480 px. One minute would be deducted from a TSC transcoding package.

Suppose the TSC transcoding feature was used to transcode a video of one minute. The H.264 codec was used and the output resolution was 1280 x 720 px. Two minutes would be deducted from a TSC transcoding package.

The higher the output resolution, the faster your package will be used up.



## Moderation Packages

A VOD moderation package can deduct your usage of **moderation** (the same deduction ratio applies to all regions). If you have multiple moderation packages, the one that was purchased first will be used first. The system calculates your moderation duration each day and deducts it from your moderation packages. If your actual usage exceeds the amount available in your packages, the additional usage will be billed at [pay-as-you-go rates](#).

**About deduction:** Usage inside and outside the Chinese mainland is both deducted at a ratio of 1:1.

### Pricing

Type	Price (USD)
Moderation - 1 hour	0.672
Moderation - 5 hours	3.36
Moderation - 100 hours	65.8
Moderation - 1,000 hours	588
Moderation - 10,000 hours	4704
Moderation - 50,000 hours	22848

# Value-Added Services

Last updated : 2024-08-16 19:40:27

## Application Management

In order to enable developers to implement resource isolation in Video on Demand, Video on Demand provides application features. Application is an internal concept of VOD and a way of dividing resources. The external performance of an application is similar to an independent VOD account.

Billable Item	App Quantity Ladder	Price (USD/Piece)
Number of applications	21 - 101 Piece (exclusive)	0.016
	101 - 501 Piece (exclusive)	0.014
	>501 Piece	0.012

### Billing details

**Billable items:** Application Management

**Billing rules:** In application management, the created applications are charged according to the number of applications, free of charge within 20, and the part exceeding 20 is calculated according to the peak number of applications per day (including the applications destroyed on the day).

**Formula:** Application Management fees= (Number of apps created - 20) (Piece) × Applied Quantity Ladder Unit Price (USD/Piece)

### Billing example

You use the Video on Demand application management service on January 01, create 100 applications and delete 10 applications, then the acceleration fee you need to pay on January 02 is as follows:

January 01 Video on Demand application management fee = 0.016 (USD/Piece) × (100 - 20) (Piece) = 1.28 (USD) .

To learn more about application management, see [Application Management](#).

## Live Clipping

The fees incurred for editing out a clip before a live stream ends.

Below are the pricing details:

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Billable Item	Price (USD/Min)	Billed By
Real-time clipping	0.00098	The duration of the output file.

### Billing details

**Billable items:** Real-time clipping.

**Billing rules:** Fees are incurred for creating a clip before a live stream ends.

**Formula:** Live clipping fees = The duration of the file generated (min) x The unit price (USD).

### Billing example

Suppose you used the **Real-time clipping** feature on January 1 and generated a 100-min clip. On January 2, you would need to pay the following live clipping fee:

$0.00098 \text{ (USD/min)} \times 100 \text{ (min)} = 0.098 \text{ (USD)}$

To learn more about live clipping, see [Live Stream Clipping](#).

## Client Upload Acceleration

The fees incurred for using the client upload acceleration feature (global network acceleration or QUIC transmission) are based on the volume of traffic accelerated.

Below are the pricing details:

Type	Price
Global network transmission	0.072 USD/GB
QUIC transmission	0.086 USD/GB

### Billing details

**Billable items:** Global network acceleration traffic and QUIC transmission traffic

**Billing rules:** Client upload acceleration fees are charged based on the volume of traffic consumed when files are uploaded from clients.

**Formula:** Client upload acceleration fees = Global network acceleration traffic (GB) x Unit price (USD/GB) + QUIC transmission traffic (GB) x Unit price (USD/GB)

### Billing example

Suppose you used the global network acceleration feature to upload 550 GB of data and used the QUIC transmission feature to upload 100 GB of data. The upload acceleration fee incurred would be  $550 \text{ (GB)} \times 0.072 \text{ (USD/GB)} + 100 \text{ (GB)} \times 0.086 \text{ (USD/GB)} = 48.2 \text{ (USD)}$ .

To learn more about client upload acceleration, see [Client Upload Acceleration](#).

## QUIC Acceleration

Based on the accelerated network deployed globally by Tencent Cloud, it supports the use of the QUIC protocol for content delivery, improving the efficiency of content delivery and stability in weak network environments when clients play videos.

Billable Item	Price (USD/10,000 requests)	Billed By
QUIC Acceleration request	0.0073	Billed by the number of QUIC requests

### Billing instructions

**Billable items:** QUIC Acceleration request.

**Billing rules:** When playing videos, the QUIC Acceleration function is used, and the number of QUIC requests generated is billed.

**Billing formula:** QUIC Acceleration request fee = QUIC request times (10,000 times) × QUIC Acceleration billing item unit price (USD).

### Billing example

You used the Video-on-Demand QUIC Acceleration service on January 01, and the number of QUIC requests generated was 20,000. Then, on January 2, the on-demand QUIC downstream traffic fee you need to pay is as follows:

On January 01, QUIC Acceleration request fee = 0.0073 (USD/10,000 times) × 2 = 0.0146 (USD).

## UGSV SDK License

About UGSV licenses:

You can apply for a 28-day trial license for UGSV Standard for free.

The acceleration, storage, and traffic resources you use with the UGSV SDK are billed according to the billing rules of VOD.

Licenses are not refundable once activated.

### Pricing

Edition	Validity Period	Price (USD)
Trial	28 days	0
Lite	1 year	1,899

Standard	1 year	9,999
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To learn about the features of different editions, see [SDK Download](#).

## VOD Playback Quality Monitoring

The Video-on-Demand (VOD) Playback Quality Monitoring Service is a data service jointly launched by Tencent Cloud VOD and Tencent Cloud VOD Cube Player SDK team. The service is currently in the trial period and is free of charge. The trial period is expected to be extended until June 30, 2025. If there are any changes to the billing method in the future, we will release new billing instructions on the official website in advance and notify you through messages on the website, SMS, email, etc. Please stay tuned.

The Video-on-Demand (VOD) Playback Quality Monitoring Service is divided into Basic and Advanced versions, distinguished as follows:

Version	Data Storage Time	Fees
Basic or Platinum Edition	3 days	Free
Advanced Edition	1 year	No charge during the trial period.

# Billing Examples

Last updated : 2021-08-31 14:49:21

## 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

Last updated : 2022-03-24 14:07:37

## 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 passing 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** in the Tencent Cloud console to use it.



# Viewing Bills

Last updated : 2022-08-12 17:03:44

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	VOD sub-features and their usage in this month. VOD sub-features include: <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	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 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 general 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 TSC transcoding 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 general 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 TSC 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: General transcoding, TSC 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

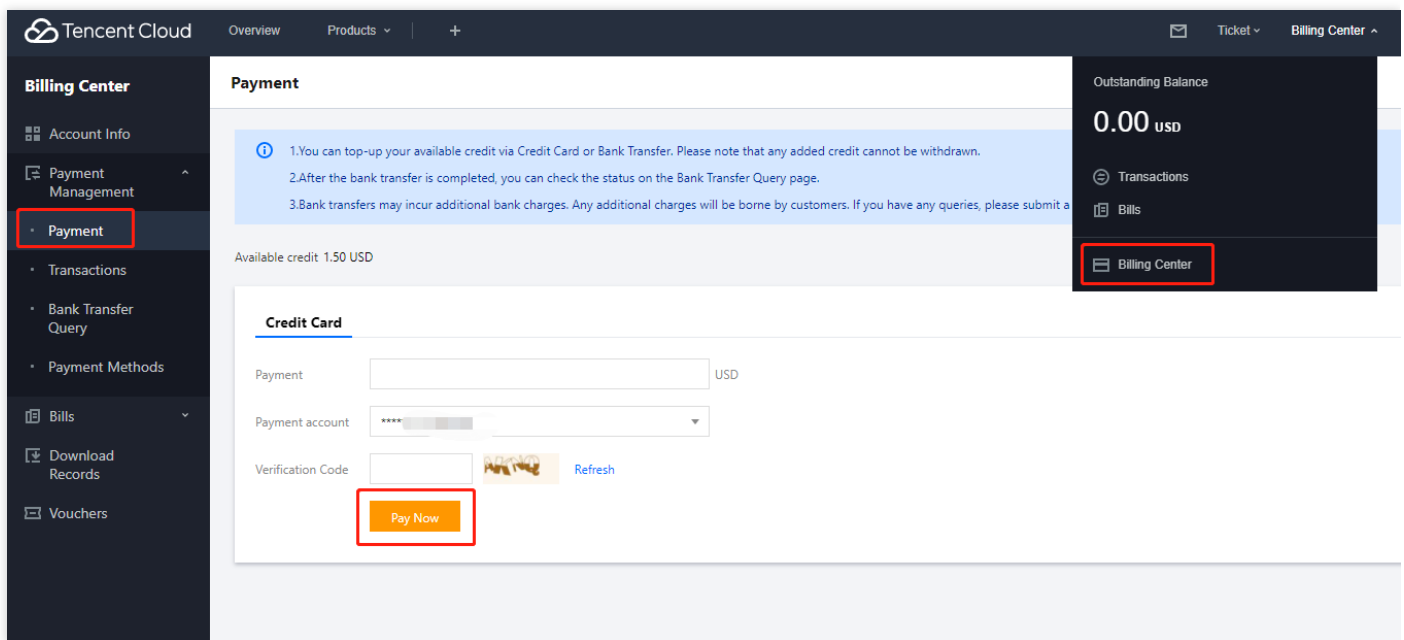
# Renewal

Last updated : 2022-03-24 14:09:41

## 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 payment amount, and click **Pay Now**.

# Overdue Policy

Last updated : 2023-07-21 11:57:58

Note :

If you are a customer of a Tencent Cloud partner, the rules regarding resources when there are overdue payments are subject to the agreement between you and the partner.

## 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

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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.

# Refund Policy

Last updated : 2023-04-21 11:09:08

## Refund Rules

Currently, self-service refund is not supported for VOD packages. If you want to return a package, please [contact us](#). A UGSV license is not refundable after it's activated. A package will be considered used after it is bound to a license and cannot be refunded.

We may reject a refund request if we suspect refund abuse.

If your refund request is approved, the refunded amount will be the total amount paid at the time of purchase, including cash, commission, and free credit amounts.

**Note:**

Discounts and vouchers are not refundable.

The refund amount will be returned to your Tencent Cloud account.