

Video on Demand Purchase Guide Product Documentation



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Purchase Guide

Billing Overview

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Billing Mode

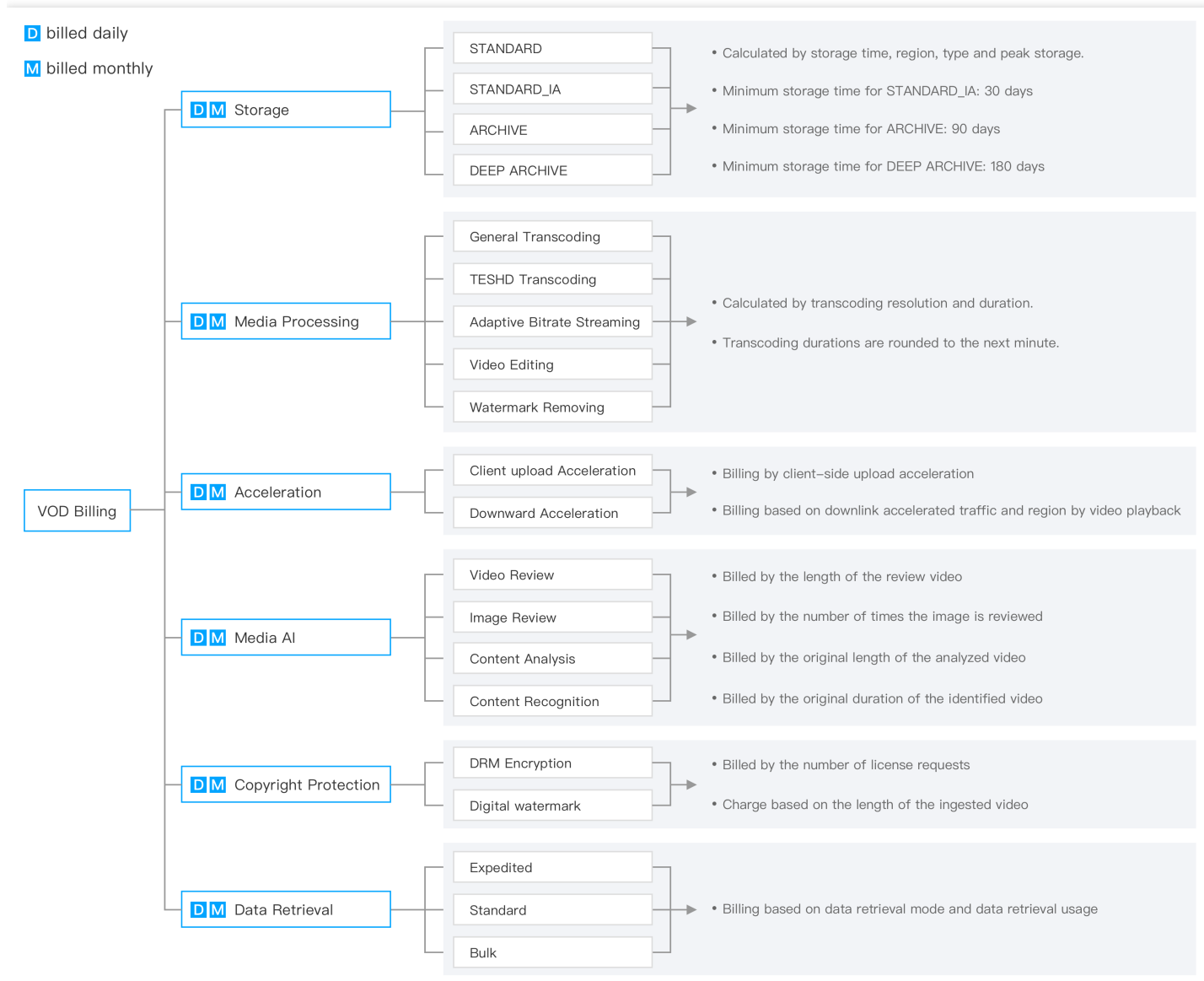
VOD supports daily and monthly pay-as-you-go:

- Daily billing: Pay as you go on a daily basis
- Monthly billing: Pay as you go on a monthly basis

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

The billing modes supported for each billable item are as follows:

Billable Item	Daily Billing	Monthly Billing
Storage	√	√
Media processing	√	√
Video acceleration	√	√

Billable Item	Daily Billing	Monthly Billing
Media AI - content analysis	×	√
Media AI - content recognition	√	√
Copyright protection	√	√
VOD resources used for UGSV SDK	√	√

See Also

- For the pricing of VOD services in the daily billing mode, see [Daily Pay-as-You-Go](#).
- For the pricing of VOD value-added services, see [Other Value-Added Services](#).
- For examples of how VOD services are billed, see [Billing Examples](#).

Billing Modes

Daily Pay-As-You-Go

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Notes

- In the pay-as-you-go billing mode, fees are charged based on the actual usage of each billable item, which you can view in the [VOD console](#).
- About daily billing:
 - 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.
 - Billing period: By default, VOD deducts fees on a daily basis. If you want to change to monthly billing, please [contact us](#).

Billable items:

- **Storage:** Saving the files you upload to Tencent Cloud VOD as well as the files generated after transcoding. Storage fees are charged based on the storage space used and storage period.
- **Video transcoding:** General transcoding of video files stored in Tencent Cloud VOD. This service is charged according to the specification and duration (rounded up to the nearest minute) of output files. Each transcoding task is billed only once according to the specification. No fees will be charged if transcoding fails.
- **Top Speed Codec (TSC):** Transcoding video files stored in VOD according to TSC standards. This service is charged according to the specification and duration (rounded up to the nearest minute) of output files. Each transcoding task is billed only once according to the specification. No fees will be charged for if transcoding fails.
- **Video editing:** Using the [ComposeMedia](#) and [EditMedia](#) APIs to process video files stored in VOD. This service is charged according to the specification and duration (rounded up to the nearest minute) of output files. Each transcoding task is charged only once according to the specification. No fees will be charged if transcoding fails.
- **Watermark removal:** Removing watermarks from videos stored in VOD. This service is charged according to the specification and duration (rounded up to the nearest minute) of output files. Each watermark removal task is billed only once according to the specification. No fees will be charged if a task fails.
- **Video acceleration:** Using CDNs to accelerate video playback. This service is charged based on the downstream traffic consumed.
- **Data retrieval:** Retrieving media from ARCHIVE or DEEP_ARCHIVE. This service is charged based on the retrieval mode and size of the file retrieved.
- **Media AI:** Using AI capabilities (content analysis and recognition) on media files stored in VOD. This service is charged based on the duration of output files. Each task is billed only once. No fees will be charged if a task fails.

- **Copyright protection:** Using VOD's copyright protection capabilities (digital watermark extraction and DRM encryption) on media stored in VOD. For the billing details, see [Media Encryption and Protection](#).

Storage

Pricing

Storage Class	Region	Price (USD/GB/Day)
STANDARD	Chinese mainland	0.0006
	Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.0009
STANDARD_IA (at least 30 days)	Chinese mainland	0.0004
	Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.0006
ARCHIVE (at least 90 days)	Chinese mainland	0.0002
	Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.0003
DEEP_ARCHIVE (at least 180 days)	Chinese mainland	0.00006
	Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.0001

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.
- Rules: Storage fees are charged based on the storage class and peak storage space used per day. **Storage fees for regions inside and outside the Chinese mainland are charged separately.**
- Billing formula: Daily storage fee = Peak storage space used in the Chinese mainland (GB) x Unit price (USD/GB/day) + Peak storage space used outside the Chinese mainland (GB) x Unit price (USD/GB/day).

Billing example

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: 30 days. Storage fees for 30 days will be charged even if a file is stored for shorter than the period.
- Minimum storage duration for ARCHIVE files: 90 days. Storage fees for 90 days will be charged even if a file is stored for shorter than the period.
- Minimum storage duration for DEEP ARCHIVE files: 180 days. Storage fees for 180 days will be charged even if a file is stored for shorter than the period.

Media Processing

VOD offers media processing capabilities including general transcoding, TSC transcoding, [adaptive bitrate streaming](#), and video editing.

General transcoding

Pricing

General transcoding is charged based on the duration and short side (px) of the video generated after transcoding.

Codec	Resolution	Unit Price (USD/min)
H.264	4K (short side ≤ 2160 px)	0.0521
H.264	2K (short side ≤ 1440 px)	0.0242
H.264	FHD (short side ≤ 1080 px)	0.0121
H.264	HD (short side ≤ 720 px)	0.0061
H.264	SD (short side ≤ 480 px)	0.003
H.265	4K (short side ≤ 2160 px)	0.2521

Codec	Resolution	Unit Price (USD/min)
H.265	2K (short side ≤ 1440 px)	0.126
H.265	FHD (short side ≤ 1080 px)	0.063
H.265	HD (short side ≤ 720 px)	0.0315
H.265	SD (short side ≤ 480 px)	0.0158
Remuxing	-	0.0028
Audio transcoding	-	0.002

Billing details

- Rules: General transcoding fees are charged based on the duration and specification of the video file generated. Video specification is determined by the codec used and short side (px) of the video generated. Remuxing and audio transcoding are charged based on the output video duration.
- Billing formula: Video transcoding fee = Output video duration (min) x Unit price as per codec and resolution (USD/min)

Billing example

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:

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

Note :

The 2560 x 1440 video falls under the category of 2K (short side ≤ 1440 px), so the unit price is 0.0242 USD/min; the 1280 x 640 video falls under the category of HD (480 px ≤ short side ≤ 720 px), so the unit price is 0.0061 USD/min; the unit price for audio transcoding is 0.002 USD/min. The fee charged is the costs of the three tasks combined.

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

TSC transcoding

To learn more about TSC transcoding, see [Video Transcoding Service](#).

Pricing

TSC transcoding is charged based on the duration and short side (px) of the video generated after transcoding.

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

Note :

- TSC transcoding is billed according to the resolution and duration of transcoded video.
- Rules: TSC transcoding fees are based on the duration and specification of the video file generated after TSC transcoding. Video specification is determined by the codec used and short side (px) of the video generated.
- The prices above apply only to daily billing. If you are billed monthly, please contact your sales rep to learn about the billing details.
- The billing rules are the same as those for general transcoding.

Adaptive bitrate streaming

Pricing

Adaptive bitrate streaming is charged based on the duration and specification of the video generated after transcoding. Video specification is determined by the codec used and short side (px) of the video generated.

Billing details

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

Billing example

Assume that on January 1, you used VOD's adaptive bitrate streaming service 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:

$$0.0121 \text{ (USD/min)} \times 100 \text{ (min)} + 0.0061 \text{ (USD/min)} \times 100 \text{ (min)} + 0.003 \text{ (USD/min)} \times 100 \text{ (min)} = 2.21 \text{ (USD)}$$

Note :

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

Video editing

Pricing

- Video editing is billed according to the codec, duration, and resolution of the output file.
- The resolution-specific unit prices for video editing are the same as those for [general transcoding](#).

Billing details

- 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) x Unit price (USD/min) as per resolution and codec

Billing example

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). On January 2, the fee billed for January 1 would be as follows:
 $0.0061 \text{ (USD/min)} \times 25 \text{ (min)} = 0.1525 \text{ (USD)}$

Note :

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

Watermark removing

Pricing

Resolution	Unit 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 of the video file generated. Video specification is determined by the short side (px) of the video generated.

Billing example

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 x 1440 and 1280 x 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 ≤ 1440 px) applies, which is 0.1 USD/min.
- For the 1280 x 640 video, the unit price for HD (480 px ≤ short side ≤ 720 px) applies, which is 0.03 USD/min.

Watermark removal fee on January 1 = 0.1 (USD/min) x 100 (min) + 0.03 (USD/min) x 100 (min) = 13 USD

Video Acceleration

Charges of video acceleration differ in and outside the Chinese mainland.

- In the Chinese mainland, fees are the same for all regions.
- Regions outside the Chinese mainland are divided into eight billing regions according to the location of Tencent Cloud CDN node servers, namely Asia Pacific Region 1, Asia Pacific Region 2, Asia Pacific Region 3, Middle East, Europe, North America, South America, and Africa, as shown below:

Region	Countries and Places
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Region	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, Türkiye
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 the Chinese mainland and regions outside the Chinese mainland are charged separately based on corresponding unit prices and usages.

Pricing

Note :

The daily pay-as-you-go mode supports only bill-by-traffic. If you want to pay monthly by bandwidth, please contact sales.

Video acceleration is billed daily based on a volume pricing model. The more traffic you use a day, the lower the unit price will be. The pricing tiers 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	Africa
0 GB - 500 GB (inclusive)	0.039	0.0748	0.1236	0.1138	0.1951	0.0715	0.0715	0.1675	0.1

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	Africa
500 GB - 2 TB (inclusive)	0.038	0.0699	0.1138	0.1041	0.1789	0.0634	0.0634	0.1593	0.1
2 TB - 50 TB (inclusive)	0.036	0.0585	0.1057	0.0911	0.1675	0.0504	0.0504	0.1463	0.1
50 TB - 100 TB (inclusive)	0.033	0.0504	0.0911	0.0813	0.1545	0.0325	0.0325	0.1382	0.1
> 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](#).

Billing details

- Video acceleration is charged based on the accelerated downstream traffic and the acceleration region.
- Rules: Video acceleration fees are charged daily based on the traffic accelerated by CDNs for video playback.
- Billing formula: Daily video acceleration fee = Video playback traffic (GB) x Traffic unit price (USD/GB) of the corresponding tier
- Billing example: Assume that you used the VOD acceleration service on January 1 to accelerate 550 GB of traffic for playback. On January 2, the fee billed for January 1 would be as follows:
 $0.038 \text{ (USD/GB)} \times 550 \text{ (GB)} = 20.9 \text{ (USD)}$

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 storage doesn't support expedited retrieval.

Pricing

Storage Class	Retrieval Mode	Region	Price (USD/GB)
ARCHIVE	Bulk	Chinese mainland	0.0025
		Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.003
	Expedited	Chinese mainland	0.03
		Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.036
	Standard	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	Chinese mainland	0.0026
		Outside the Chinese mainland (Silicon Valley, Hong Kong (China), Frankfurt, Moscow, Seoul, Virginia, Singapore, Mumbai, Toronto, Bangkok)	0.00325
	Standard	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.
- Billing formula: Daily retrieval fee = File size (GB) x Retrieval unit price (USD/GB).

Billing example

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:

$$100 \text{ (GB)} \times 0.0026 \text{ (USD/GB)} = 0.26 \text{ USD}$$

Media AI

VOD offers media AI capabilities including content analysis and content recognition.

Content analysis

The video analysis feature is billed monthly in the pay-as-you-go mode. We calculate the fee by multiplying the minutes analyzed by the unit price.

Pricing

Billable items:

- Intelligent highlights generation and video segmentation: Splitting videos into shots or scenes. This feature can be optimized for your needs. **Highlights generation and video segmentation use different APIs and are billed separately.**
- Intelligent labeling and classification: Intelligent face, speech, and optical character recognition; automatically generating labels, categories, and synopses. **Video labeling and classification use different APIs and are billed separately.**
- Intelligent thumbnail generation: Capturing one or more frames from a video to use as the thumbnail.

The unit price is as follows:

Item	Billed By	Price (USD/Min)
Highlights generation	The duration of the source video.	0.0572
Video segmentation	The duration of the source video.	0.0572
Video labeling	The duration of the source video.	0.0572
Video classification	The duration of the source video.	0.0572
Thumbnail generation	The duration of the source video.	0.0572

Billing example

User A called the video labeling and classification APIs to analyze video B, whose length is 100 minutes.

$$\text{The fee incurred} = 100 \times 0.0572 + 100 \times 0.0572 = 11.4 \text{ USD}$$

Note :

- Currently, the content analysis feature is only offered to customers billed monthly. To change from daily to monthly billing, please contact sales.
- Video duration is rounded up to the nearest minute.

Content recognition

The video content recognition feature of VOD leverages AI technologies to recognize faces and text in video images, opening and closing video segments, and speech, helping you manage your media assets more accurately and efficiently.

Pricing

Billable Item	Billed By	Price
Content recognition	The duration of the video recognized	0.0572 USD/min

Billing example

User A used VOD's content recognition feature on video B, whose length was 60 minutes. The fee incurred would be 60 (minutes) x 0.0572 (USD/min) = 3.432 (USD).

Copyright Protection

VOD offers digital watermark and DRM encryption capabilities to help protect your content.

Digital watermark

VOD offers watermark solutions with high protection and low costs to protect your content against piracy. Using a digital watermark, you can extract a user ID from a video to find the user responsible for distributing it without authorization. This deters piracy and allows you to take action against copyright infringement.

Pricing

Fees are based on the duration of the video to which a digital watermark is added and from which the digital watermark is extracted. Only pay-as-you-go is supported.

Item	Resolution	Price (USD/min)
Digital watermarking	SD (short side ≤ 480 px)	0.055

	HD (short side ≤ 720 px)	0.058
	FHD (short side ≤ 1080 px)	0.062
	2K (short side ≤ 1440 px)	0.067
	4K (short side ≤ 2160 px)	0.072
Digital watermark extraction	-	0.12

Billing details

- Billable item: Digital watermarking and digital watermark extraction
- Rules: If you enable digital watermarking for a video, a digital watermark will be added to the video during transcoding, which will incur digital watermarking fees, transcoding fees, and storage fees. In case of unauthorized distribution, you can extract the user ID of the distributor from the video, which will incur digital watermark extraction fees.

Billing example

Assume that you enabled digital watermarking for a 60-minute 1080p video and transcoded the video using the H.264 codec to HLS. The digital watermarking fee incurred would be $0.062 \times (60 \times 2) = 7.44$ USD. The transcoding fee would be $0.0121 \times (60 \times 2) = 1.452$ USD. The storage fee would be the size of the output file multiplied by the storage unit price.

If you extract the distributor's user ID from the video in case of unauthorized distribution, the digital watermark extraction fee incurred would be $0.12 \times 60 = 7.2$ USD.

Note :

- No fees will be charged if digital watermark extraction fails.
- When you add a digital watermark to a video, the video will be transcoded, which will incur transcoding fees. For details, see [Media Processing](#).
- Saving transcoded files incurs storage fees. For details, see [Storage](#).

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

Billable Item	Billed By	Price
DRM license	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 based on the number of license requests.
- DRM fees = DRM encryption (transcoding) fees + DRM playback fees (based on the number of license requests)

Billing example

Assume that on January 1, you transcoded a video (length: 10 minutes; resolution: 2560 x 1440) using the H.264 codec and used VOD's DRM encryption feature to encrypt it. 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 transcoding is billed in the same way as general transcoding. DRM transcoding fees are incurred each time you encrypt a video.
- Encrypted videos take up storage space, which incurs storage fees. For details, see [Storage](#).

Others

If you have a large-scale business (storage usage over 1 PB or daily traffic consumption over 10 TB), daily billing may not meet your needs. You can [contact us](#) for other billing options.

Value-Added Services

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Live Clipping

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

Below are the pricing details:

Billable Item	Price (USD/Min)	Billed By
Real-time clipping	0.0028	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](#).

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	269
Standard	1 year	1,499

To learn about the features of different editions, see [SDK Download](#).

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 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

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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"> • Daily billing cycle: Fees are deducted daily • Monthly billing cycle: Fees are deducted monthly
Configuration Description	VOD sub-features and their usage in this month. VOD sub-features include: <ul style="list-style-type: none"> • VOD storage • VOD transcoding • VOD traffic • VOD bandwidth • VOD inappropriate content recognition
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"> • Users on the daily billing cycle do not receive discounts. Their discount rate is 0. • Users on the monthly billing cycle should contact sales to inquire about discounts.
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"> • Users on the daily billing cycle do not receive discounts. Their discount rate is 0. • Users on the monthly billing cycle will receive discounts and should contact sales for more information.
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

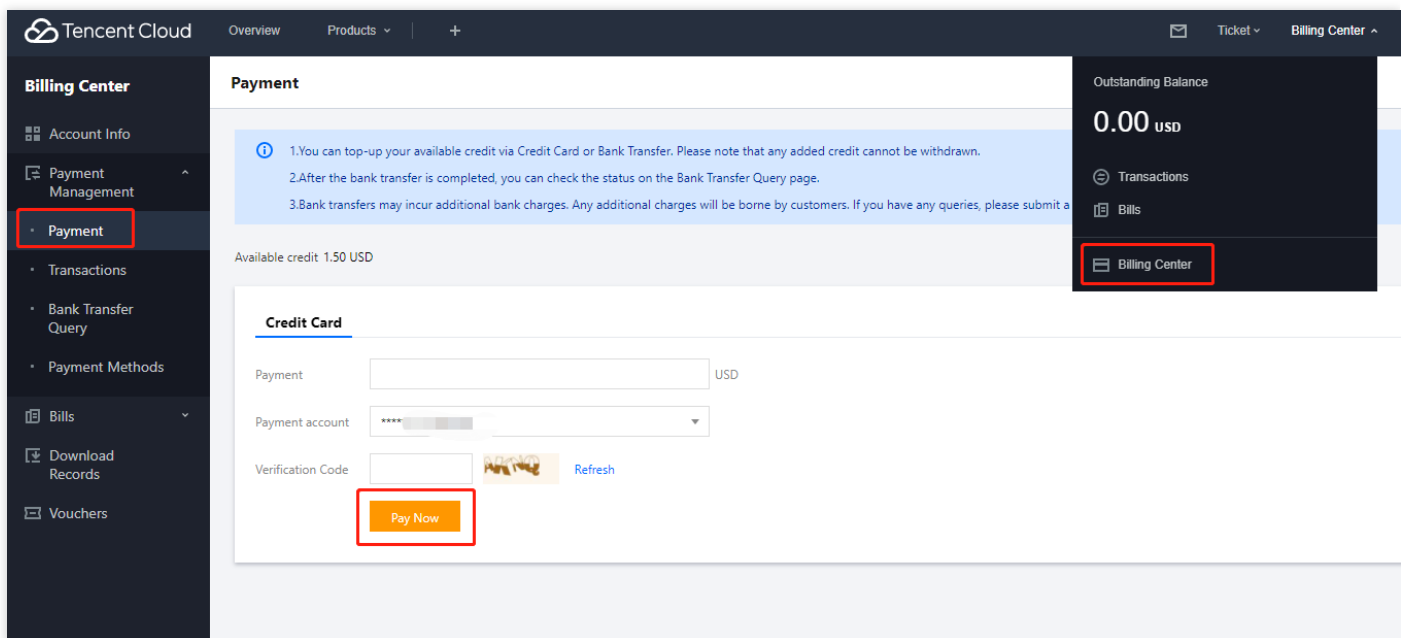
Renewal

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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 payment 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.