Cloud Transcoding 2026 — Vendor Comparison

AWS Elemental · Bitmovin · Coconut · NETINT · Mux · GCP. Published 2026-05-17

Service	Codecs	Pricing knob	Live	Best fit
AWS MediaConvert	AVC HEVC AV1 ProRes	Basic / Pro tiers, 7x for 2-pass	via MediaLive	OTT on AWS
AWS MediaLive	AVC HEVC	Channel-hour, 12-mo res = -75%	Yes	24/7 live channels
Bitmovin	AVC HEVC AV1 VP9 VVC LCEVC	Per-minute, 1.25x for 2-pass	Yes	Premium VOD, AMS migrators
Coconut	AVC HEVC AV1 VP9	Flat $0.015 per output minute	No	App-embedded video
Mux Video	AVC HEVC AV1 (limited)	Per-min encode + delivery	Yes	SaaS bundling encode+CDN
Google Transcoder	AVC HEVC VP9 (no AV1)	Per-min by resolution	No	GCP-anchored shops
NETINT on Akamai	AVC HEVC AV1 (VP9 dec)	Instance-hour, 20 W per stream	Yes	High-volume producers
Telestream Vantage	Broadcast formats	Workflow-priced enterprise	Yes	Enterprise post-production

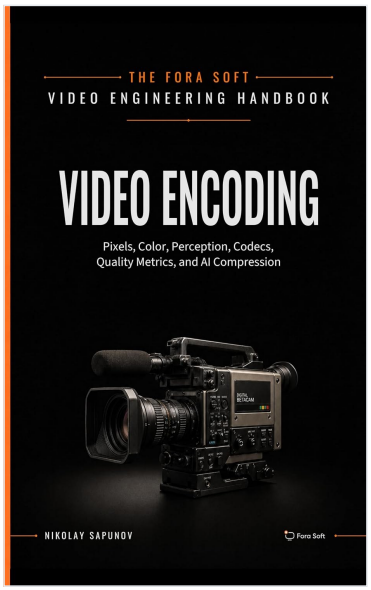
2024-2026 disruptors

Jun 2024	Azure Media Services retired. No first-party replacement.
Mar 2025	Akamai launches NETINT VPU instances. First public-cloud VPU.
Nov 2025	AWS Elastic Transcoder reaches end of life.
Feb 2026	AWS removes patent indemnification for video services.
Q1 2026	AV1 powers 30% of Netflix streaming and 85% of its HDR catalog.

Pick your service in five questions

Shipping video inside an app in a sprint?	-> Coconut.
OTT-style premium on AWS?	-> MediaConvert + MediaLive.
Migrating off AMS or need AV1 quality?	-> Bitmovin.
More than 5,000 hours/month, lowest per-stream?	-> NETINT on Akamai.
One bill for encode plus delivery?	-> Mux Video.

Companion to: 'Cloud Transcoding: AWS, Bitmovin, Coconut, NETINT'
www.forasoft.com/learn/video-encoding/articles/cloud-transcoding-aws-bitmovin-coconut-netint



GO DEEPER · VOLUME 1 OF 7

Video Encoding: A Complete Guide to Video Compression

From Pixels and Color to H.264, HEVC, AV1, Quality Metrics, and AI

By Nikolay Sapunov, CEO at Fora Soft · 1,522 pages · Kindle & paperback on Amazon

Read it on Amazon → amazon.com/dp/B0HF52B65R

This sheet compares eight cloud transcoding services on codecs, pricing and live support. Volume 1 helps you judge what you are buying: how H.264, HEVC, AV1 and VVC encoders differ, presets and rate control, and how to compare vendor output at matched quality instead of by price per minute.

WHAT YOU WILL FIND INSIDE

- What separates H.264, HEVC, AV1 and VVC encoders
- Comparing vendor output at matched VMAF
- Presets and two-pass rate control
- Encode cost against bandwidth saved

THE FULL HANDBOOK · 7 VOLUMES · 9,000+ PAGES · ALL ON AMAZON

Vol. 1 · Video Encoding — pixels and color to H.264, HEVC, AV1, quality metrics and AI
Vol. 2 · Video Streaming I — network transport, contribution and ingest, HLS, MPEG-DASH, CMAF
Vol. 3 · Video Streaming II — ABR, CDNs, players, WebRTC, DRM and the economics of delivery
Vol. 4 · Audio for Video I — PCM, codecs, loudness, accessibility, real-time voice processing
Vol. 5 · Audio for Video II — jitter buffers, lip sync, Atmos, quality metrics, neural codecs
Vol. 6 · AI for Video I — models and inference, computer vision, speech, search, generative video
Vol. 7 · AI for Video II — real-time pipelines, agents, serving, cost, compliance, verticals

Choosing a cloud transcoding vendor or planning to leave one?

We will run your titles through the shortlisted services, compare quality and cost per hour, and plan the migration. 250+ video products shipped since 2005.

Book a 30-min call → **WhatsApp →** **Email us →**