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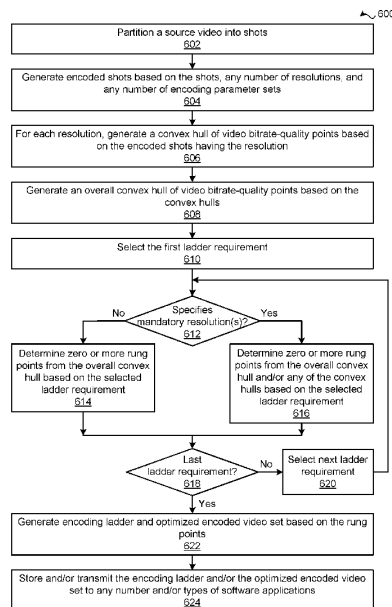
(54) **Title:** TECHNIQUES FOR GENERATING PER-TITLE ENCODING LADDERS

FIGURE 6

(57) **Abstract:** In various embodiments, an encoding ladder application generates encoding ladders for encoding media titles. In operation, the encoding ladder application generates a first convex hull representing encoding tradeoffs between quality and bitrate when encoding a media title at a first resolution. The encoding ladder application generates a second convex hull representing encoding tradeoffs between quality and bitrate when encoding the media title at a second resolution. Based on the first convex hull and the second convex hull, the encoding ladder application generates an overall convex hull. Subsequently, the encoding ladder application generates an encoding ladder for the media title based on at least the overall convex hull and a ladder requirement. Advantageously, the tradeoffs between quality and bitrate represented by the encoding ladder are customized for the media title. Consequently, encoding inefficiencies attributable to conventional fixed-bitrate ladders can be reduced.

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