

ABSTRACT

Embodiments of the present invention relate to a method of obtaining parameters of a digital video to be provided to users of a network. The method includes modifying one or more of the obtained parameters, such that the modification is based on information relating to segments of the users of the network. In addition, the method includes creating a plurality of versions of the digital video. Each one of the plurality of versions comprises a broadcast quality digital video adapted to appeal to at least one of the segments of the users of the network. Further, the method includes monitoring the computing cloud to obtain an assessment of rendering resources available to the computing cloud in rendering the plurality of digital videos, and coordinating allocations of the rendering resources in rendering the plurality of digital videos based on the real time assessment.