How to compress like industry does?

Jakub Nawała
We need a reference compressed video material to develop, train and test our algorithm.

We tried to intuitively choose H.264 codec parameters, but the result is a blocky sequence for low bitrates. It is bad, because we expected blurrrines to be the most prominent artifact appearing (as in the case of many industry-compressed materials).

The question is: **how to compress the video to make it as close to industry standards as possible?**
This is what we want
This is what we got