aws small and medium business

Media and Entertainment Digital Roadmap

Critical phases for building a fully digital business

	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
	Content Production Meet the unprecedented demand for fresh, exclusive, and diverse content, accelerate the transition to remote production, and reduce the time and cost of doing high quality productions	**Media Supply Chain and Archive** Manage your growing archive with new and varied content types, drive more localization, and focus on integrated workflows and operations.	**Broadcasting** Meet changing consumer demands, experiment with intent, and enable decentralization with greater reach (any content to any device).	**Direct-to-Consumer and Streaming** Get more out of drive engagement, acquire new customers, streamline operations, and accelerate innovation at scale.	**Data Science and Analytics for Media** Leverage advanced analytics to delight target audiences and to understand and optimise the consumer experience.
Business Objectives	• Rapidly onboard and collaborate with artists globally • Take advantage of virtual workstations, high speed storage, and scalable rendering • Less time rendering, more time collaborating • Create quality content faster	• Avoid costly access and data loss by moving old video archives, tape libraries, and on-premises systems content to the cloud • Centralize content storage, processing, creation, and distribution operations from the group to the cloud • Take advantage of resource reduction, improved collaboration, and cost optimization	• Migrate to cloud for channel, ingest, processing, creation, and distribution • Run low-latency broadcast workloads with greater agility, elasticity, scalability, and reliability • Establish from the ground to the cloud distributed operations	• Reliably deliver, monetize, and support live and on-demand media over the internet • Bring unparalleled experiences to screens everywhere • Take advantage of broadcast-grade live video processing and file-based video transcoding services • Meet the demand for high-quality live sports, news, on-demand, and personalized content	• Segment audiences, forecast inventory, perform contextual analysis, and create personalized experiences through unmatched machine learning services • Ingest and analyze billions of audience events per day with the best cost-performance • Build dynamic audience experiences and create new ways to measure and visualize content • Help consumers easily and quickly discover content
Components	• Project management • Trusted shared creative services • AI/ML enabled content creation • Real-time production • Global workforce: remote and virtual production • DAO: distributed authority organizations • Freelance workforce and vendor contract/billing management	• Integrated workloads and operations • Digital media assets management and optimization • NFT (Non-Fungible Tokens) • Media archiving • International distribution including localization	• Content syndication services • Mediacloud optimization • Low latency broadcast workloads • Omni-channel content, platforms, and delivery	• Live production in the cloud • Remote productions • Content innovations • Cloud-based playout • Distribution to affiliates • Origination of linear channels	• Community management • Consumer experiences • Business-lead generation • Predictive analytics • Targeted, personalized, and immersive experiences
AWS Services	• Render Farm Deployment Kit • AWS Thinkbox Deadline • AWS Elemental MediaLive • Amazon Nimble Studio • AWS Elemental Live • AWS Managed Blockchain • Visual Effects Workstations on AWS • VFX Burst Rendering Framework	• Media2Cloud • Serverless Fixity for Digital Preservation Compliance • Amazon S3 • Amazon S3 Glacier • AWS Managed Blockchain • AWS Content Analysis • Amazon Rekognition • AWS Elemental MediaConvert	• AWS Elemental MediaConnect • AWS Elemental Live • AWS Elemental Statmux • AWS Elemental MediaLive • AWS Cloud Digital Interface • Statmux for AWS Elemental MediaLive	• Amazon Interactive Video Service • Live Streaming on AWS • Media Services Application Mapper • Amazon CloudFront • Video on Demand on AWS • Media Services on AWS	• Analytics Services • Machine Learning Services • Media Insights • Database Services • Media Intelligence • Predictive User Engagement
AWS Partners	• EditShare • Arch Platform Technologies • Teradici • Weka • Adobe • Bluescape • Epic Games	• Overcast HQ • Nomad Technologies • eMAM • Telestream • SDVI • Sony Media Cloud Services • Integrated Media Technologies • Dalet • Qvest Media • Levels Beyond	• Vizrt • Ross Video Limited • EVS • TrackIt • Veset International Limited • Lumen • Grabyo • Slalom • IOIO • Grass Valley • Amagi Media Labs • Imagine Communications	• Insys Video Technologies • Kaltura • Brightcove • VisualOn • Accedo • Nomad Technologies • Evergent Technologies • Irdeto	• Databricks • Quantiphi • Veritone • Sumo Logic • Mux • ThinkAnalytics • Segment • Metal Toad • Codemill AB • New Relic • EPAM Systems

The AWS Services and Partners included in this document represent select offerings available to address this industry. For more information, contact us.

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