

AWS Elemental Delta



Multiscreen Video Delivery Platform

AWS Elemental Delta is a video delivery platform designed to optimize the monetization, management and distribution of multiscreen video across internal and external IP networks. Through just-in-time (JIT) video packaging and intelligent caching, the platform enables a complete solution for time-shifted TV and real-time content delivery with advanced levels of customization and control, including network bandwidth optimization, profile manipulation and highly targeted ad insertion. AWS Elemental Delta origin functionality integrates seamlessly with the AWS Elemental video processing product suite and allows pay TV operators and content providers to monetize assets by deploying video delivery infrastructure that expands content delivery, enhances OTT services and capabilities, and reduces video distribution costs.

Experience the Benefits

Create and Deliver Non-linear TV Services

Delight consumers with a wide variety of time-shifted TV services and the highest quality user experience. Seamlessly transition between start-over and catch-up TV, nPVR, delayed TV, pause TV, and VOD asset creation from linear feeds through on-the-fly re-segmentation, manifest manipulation and manifest modification.

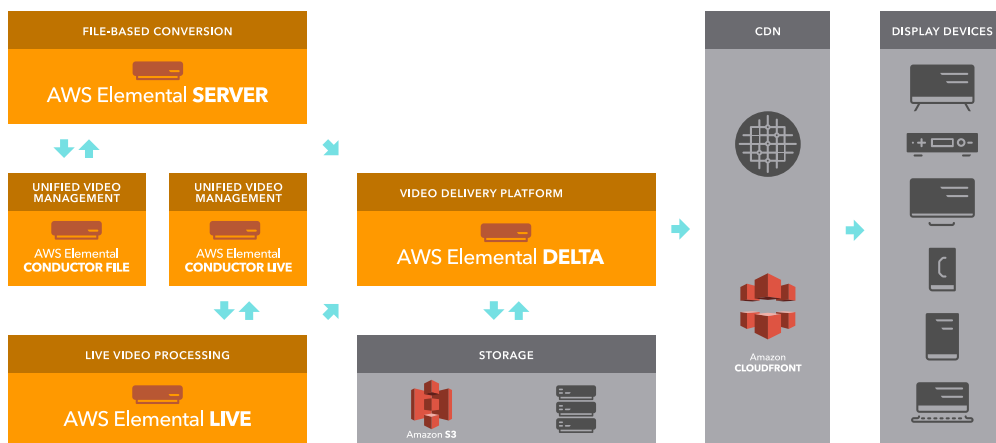
Optimize Content Delivery

Reduce storage and bandwidth costs by delivering content best suited to current network conditions. Device and content-specific rules allow video to be optimized for bitrate, resolution, audio format, captions and number of channels, resulting in the best user experience and the lowest distribution costs.

Monetize Premium Content

Ad insertion, ad removal and ad replacement capabilities enable targeted advertising for both live and VOD content. Combine embedded encryption and decryption capabilities with just-in-time DRM wrapping. Protected content can be stored and moved efficiently through the network and DRM applied in real time upon delivery.

AWS ELEMENTAL DELTA WORKFLOW





Why AWS Elemental Delta

Universal Input Support

Ingest MPEG-TS and standard streaming protocols including Microsoft Smooth Streaming, HLS and RTMP. MP4 formats are also supported for VOD.

Multiple Output Formats

Create multiple resolution and bitrate outputs targeting a variety of players and platforms on request, including outputs for adaptive streaming targets such as MPEG-DASH, Microsoft Silverlight, Adobe HDS, and Apple devices and set-top boxes using HLS. Transform content between delivery formats including metadata and captions for maximum workflow efficiency.

Real-time Content Decisions

Make content blackout, content replacement and quality of service decisions on a case-by-case basis, depending on content-specific rules. Decisions about content quality can be made on-the-fly, allowing for full control of network bandwidth usage.

Targeted Ad Replacement

Customize the same live, near-live or VOD content on request for individual and targeted advertising based on specific rules such as the geographical location of viewers or the type of device used for playback.

Simplify Monetization Workflow

Deliver a seamless TV experience equivalent to traditional television viewing. Use multiple ad insertion methodologies such as comment-based HLS, ESAM and Adobe Primetime with support for multiple ingest and delivery formats such as HDS, HLS, Microsoft Smooth Streaming and transport streams.

Digital Rights Management

Employ support for just-in-time DRM including MPEG-DASH with Common Encryption for Widevine and PlayReady, HLS (traditional AES, SAMPLE-AES and Fairplay), PlayReady (HLS and Smooth Streaming), Adobe Access (HDS and HLS) or Adobe pHLS and pHDS.

Reduce Management Overhead

Use REST / XML APIs, SNMP or the intuitive web-based interface for tasks such as system setup, workflow integration, job processing, scheduling and prioritization. AWS Elemental Conductor provides unified management for all AWS Elemental products.

Detailed Monitoring and Reporting

Monitor system resources, bandwidth usage, program viewing, time-shifted TV usage, file delivery and more. Real-time reporting gives up-to-the minute actionable details allowing fine tuning of the entire network and content delivery system.

Efficient Asset Management

Filtering templates can be applied to multiple channels, VOD assets and channel groups. Use templates to apply delivery priority, delivery bandwidth, storage and time-shifted TV rules across similar channels and assets. With a centralized system to manage the delivery for live, near-live and VOD content, network topologies and system design are simplified.

MULTISCREEN VIDEO DELIVERY PLATFORM

Time-Shift

Ad Refresh

Targeted Ads

JIT Packaging