
AWS
re:Invent
NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

MNE205

Making the MovieLabs 2030 vision a reality with AWS

Kim Wendt (she/her)

Sr. Solutions Architect
AWS

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Agenda

Overview of MovieLabs

AWS alignment to the 2030 vision

Use case discussion

Call to action

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Overview of MovieLabs

Technology joint venture run by five major Hollywood studios



Mission:

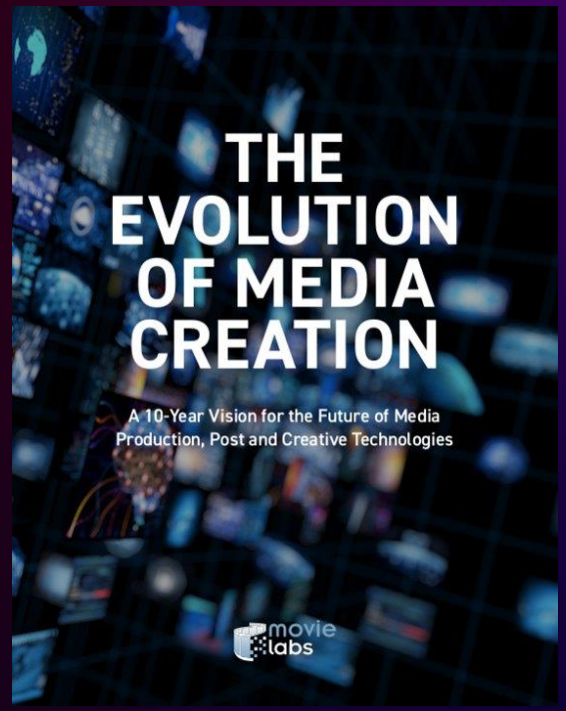
Drive innovation and deliver tangible solutions to the challenges faced by Hollywood in transitioning to next-generation production technologies, distribution platforms, and content experiences.

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Overview of MovieLabs

- All assets are created or ingested straight into the cloud and do not need to be moved
- Applications come to the media
- Propagation and distribution of assets is a “publish” function
- Archives are deep libraries with access policies matching speed, availability, and security to the economics of the cloud
- Preservation of digital assets includes the future means to access and edit them
- Every individual on a project is identified and verified, and their access permissions are efficiently and consistently managed
- All media creation happens in a highly secure environment that adapts rapidly to changing threats
- Individual media assets are referenced, accessed, tracked, and interrelated using a universal linking system
- Media workflows are non-destructive and dynamically created using common interfaces, underlying data formats, and metadata
- Workflows are designed around real-time iteration and feedback



aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS alignment to the 2030 vision

Highlights **AWS alignment** to foundational principles

- Zero-trust architecture
- Intrinsic vs. extrinsic security
- Authentication vs. authorization

AWS Media Blog

Aligning AWS security services to MovieLabs Common Security Architecture for Production (CSAP)

by Kim Wendt and Blake Franzen | on 14 JUN 2022 | in AWS Identity And Access Management (IAM), Content Production, Media & Entertainment | Permalink | Share

In this blog post, we provide a primer on MovieLabs and its publications to date that focus on security, AWS' take on the foundational concepts in the MovieLabs security architecture, and preview the remaining blogs in this series.

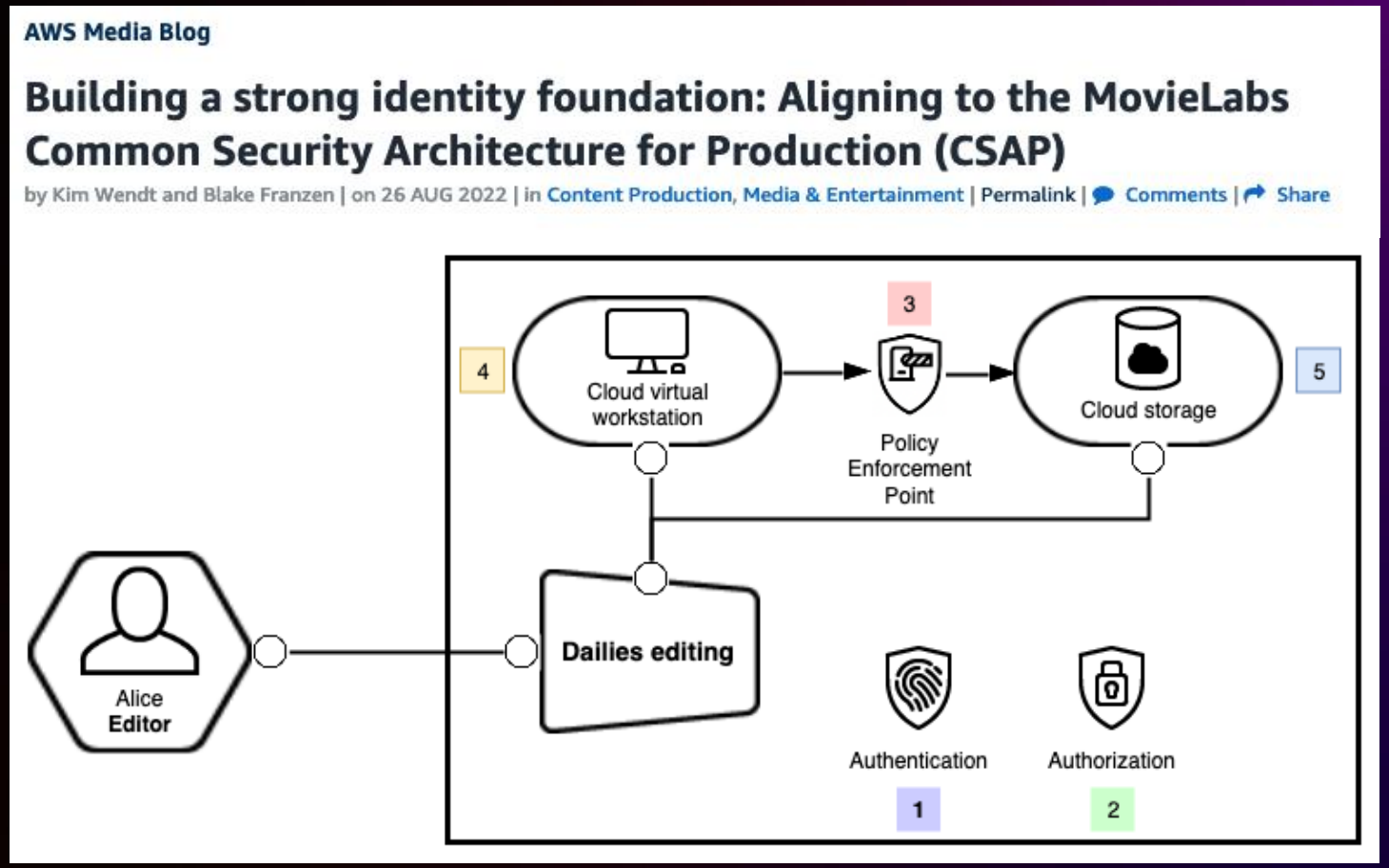


© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS alignment to the 2030 vision

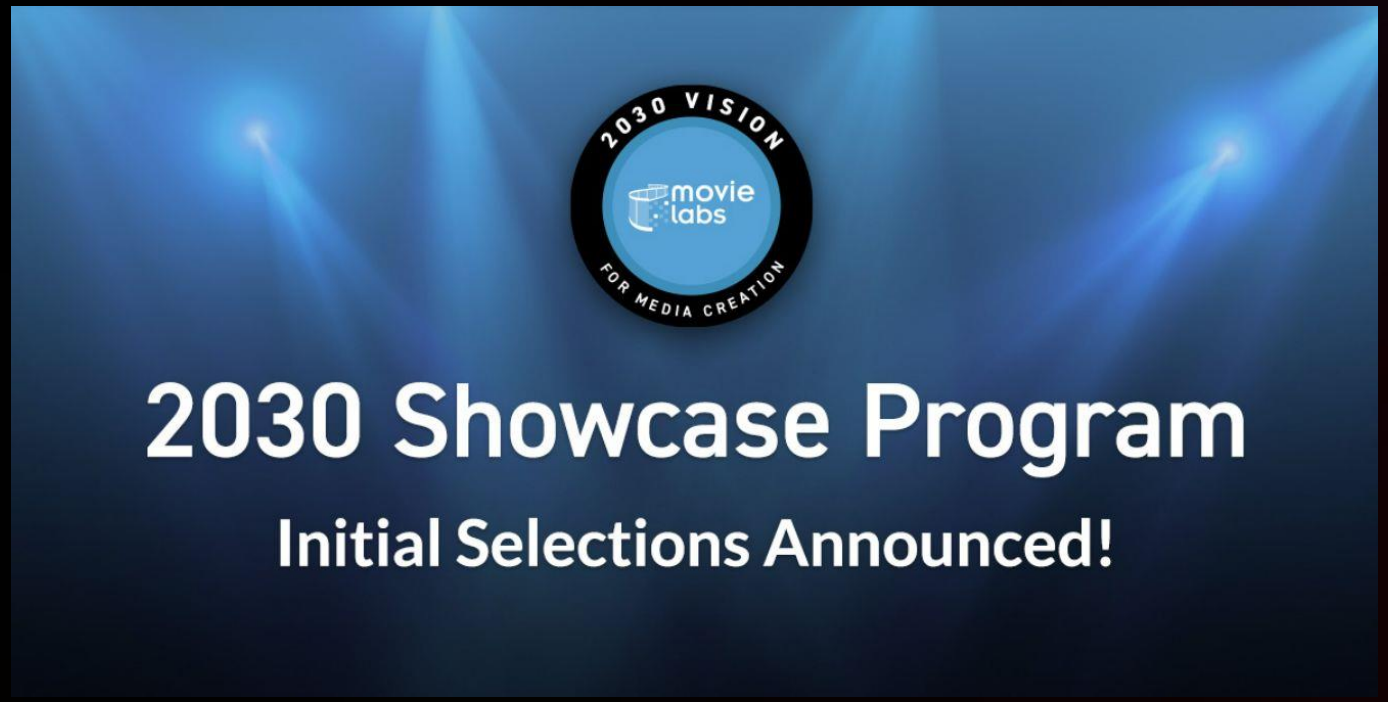
Illustrates mapping of **AWS services** to **CSAP components**:

- Authentication service
- Authorization service
- Authorization rules & distribution service
- Asset protection service

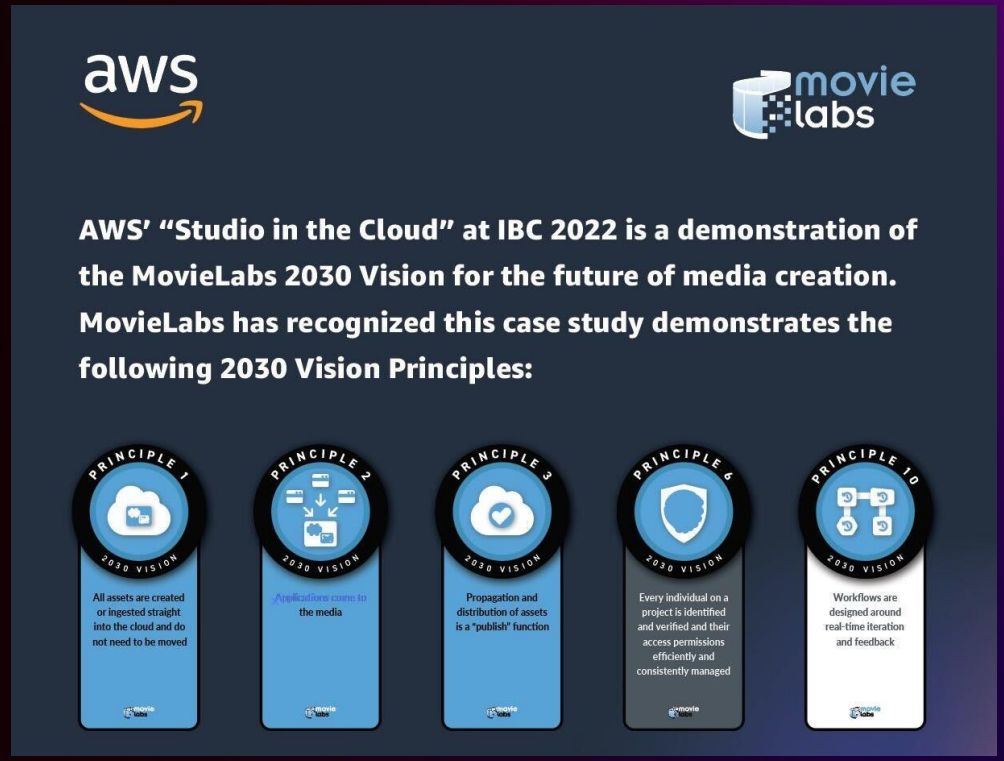


© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

AWS alignment to the 2030 vision



MovieLabs has announced the initial 2030 Vision Showcase selections that illustrate aspects of the 2030 Vision, including AWS Studio in the Cloud

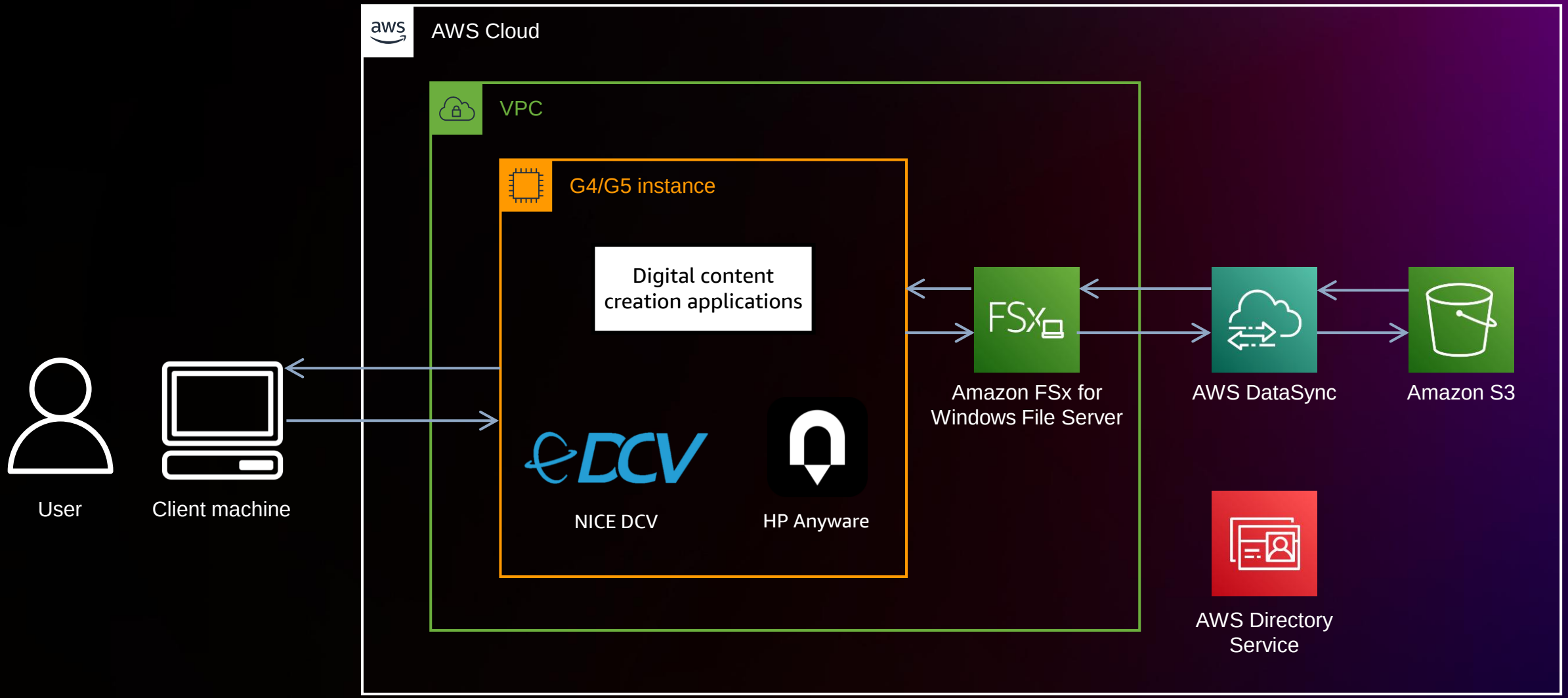


aws
© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

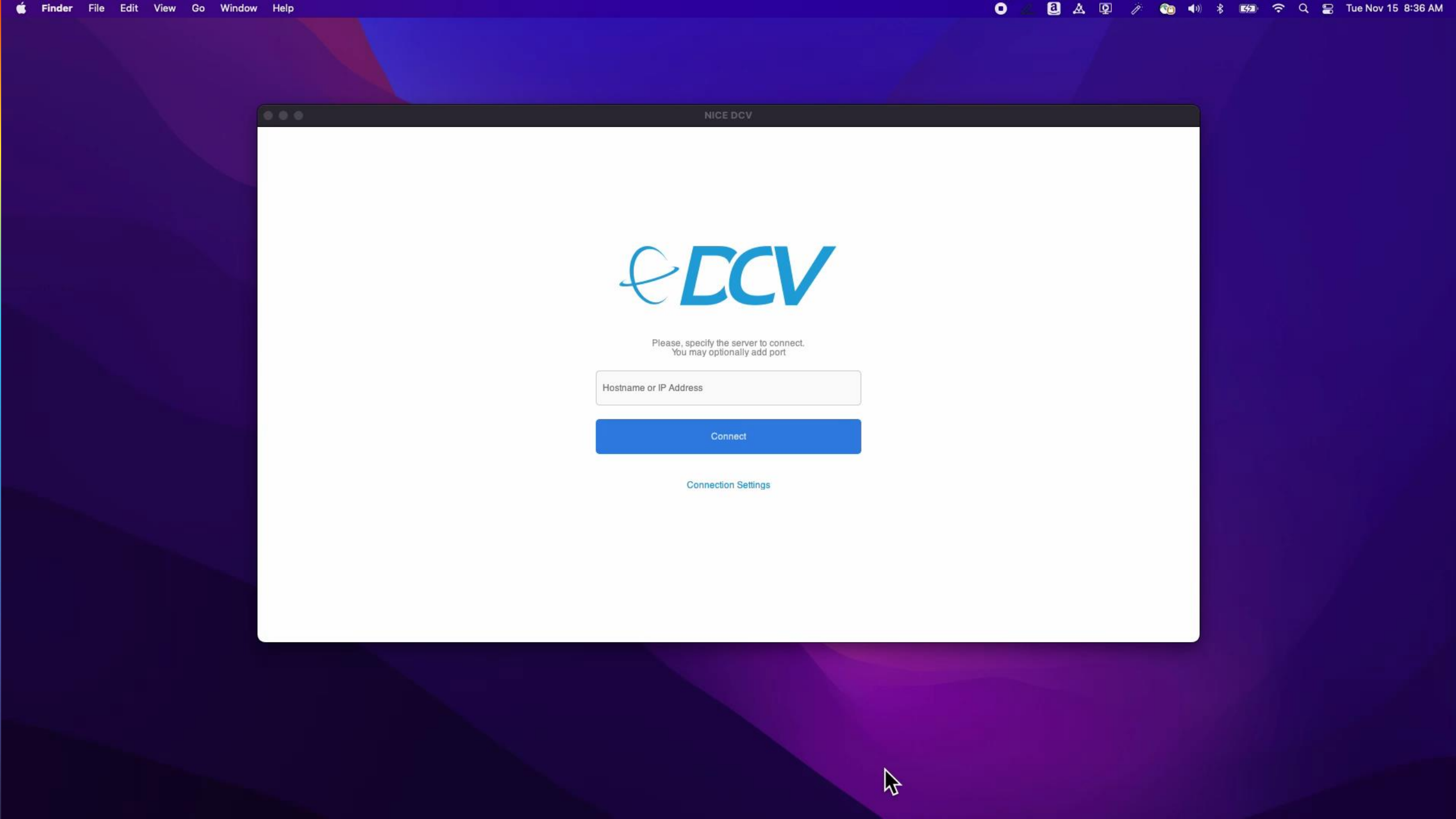
Use case #1: Editorial

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Use case #1: Editorial



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


Finder File Edit View Go Window Help
Tue Nov 15 8:36 AM
NICE DCV
Please, specify the server to connect.
You may optionally add port
Hostname or IP Address
Connect
Connection Settings

Use case #1: Editorial (Resources)

AWS Solution:
Edit in the cloud

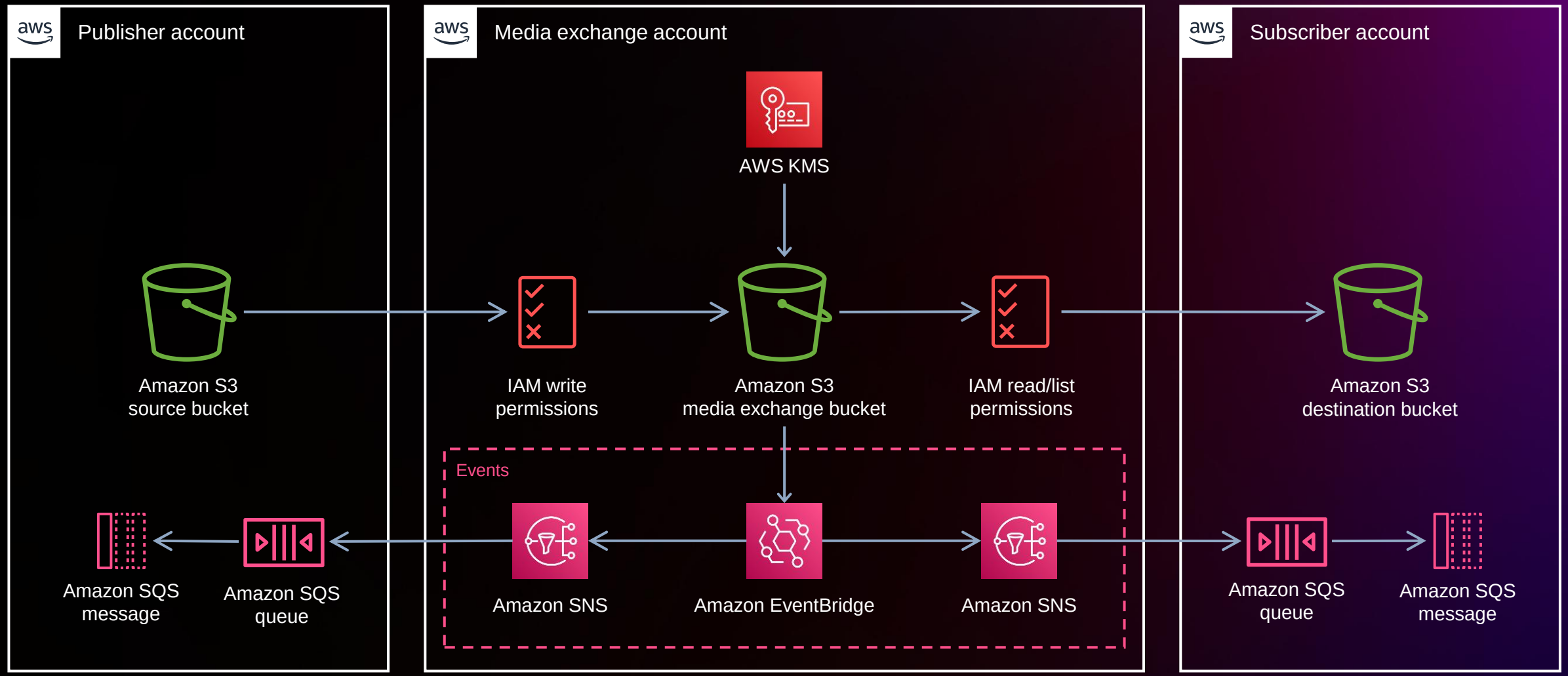
AWS Blog: Enterprise scale, security, and cost savings for creative workstations on AWS

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

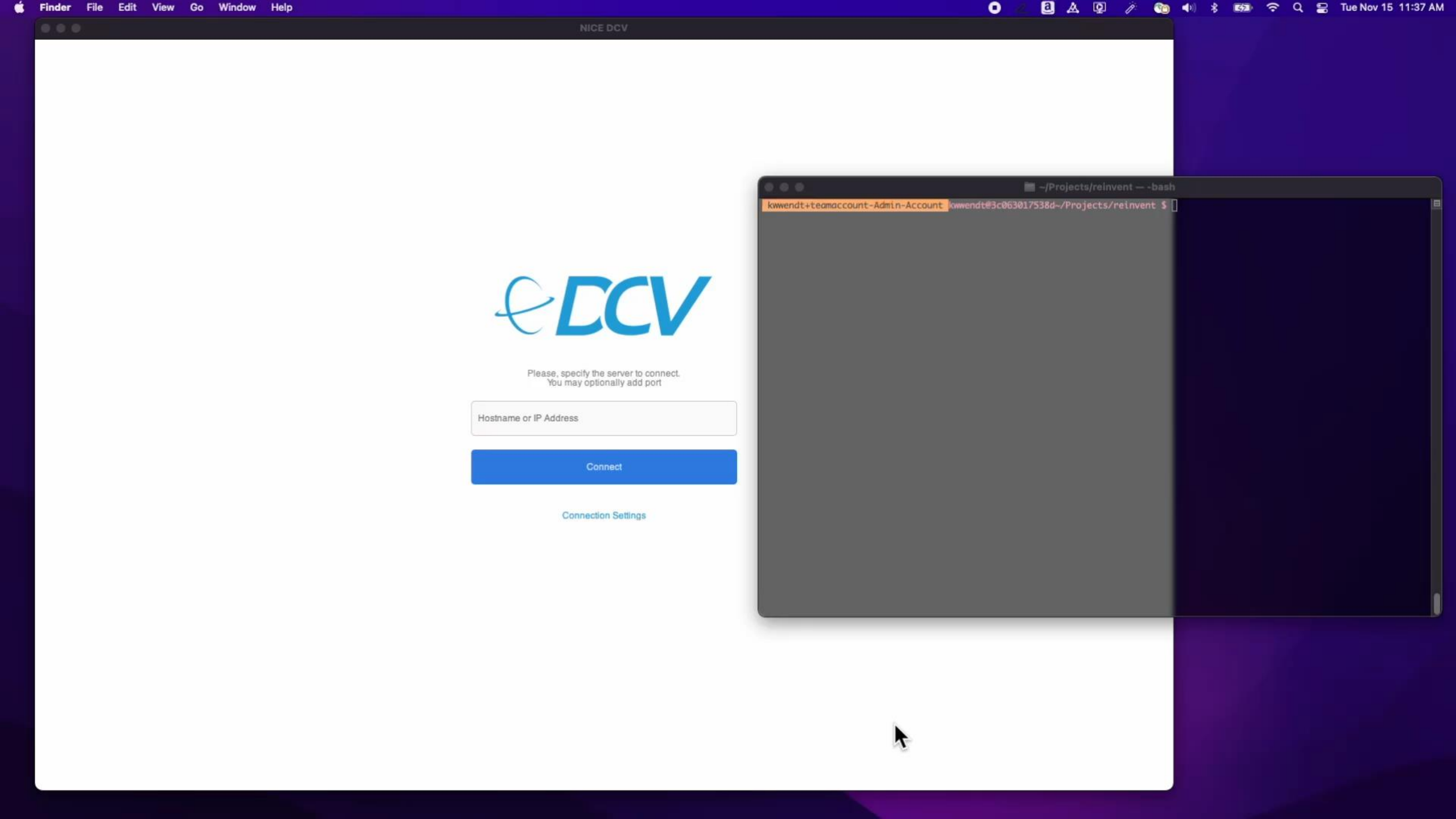
Use case #2: Asset sharing

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Use case #2: Asset sharing



© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.


Finder File Edit View Go Window Help
Tue Nov 15 11:37 AM
NICE DCV
Please, specify the server to connect.
You may optionally add port
Hostname or IP Address
Connect
Connection Settings
~/Projects/reinvent — -bash
kwwendt+teamaccount-Admin-Account kwwendt@3c063017538d ~/Projects/reinvent $

Use case #2: Asset sharing (Resources)



AWS Solution:
Media Exchange on AWS



AWS Video:
Solving with AWS Solutions:
Media Exchange on AWS

aws

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Call to action

- Check out the MovieLabs vision paper and subsequent publications
- Try these solutions out for yourself ☺
- Engage us & let us know how we can help you!

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.

Thank you!

Kim Wendt
kwwendt@amazon.com



Please complete the session survey in the **mobile app**

© 2022, Amazon Web Services, Inc. or its affiliates. All rights reserved.