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

MNE301

Streamline access, monitoring & distribution of your content library

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Agenda

- Media and entertainment content lifecycle
- Review traditional processes and complexities
- How to innovate and remove complexities

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Media and entertainment content lifecycle

Content production and management

Fulfillment and distribution

Playout

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Media and entertainment content lifecycle

Content production and management → Fulfillment and distribution → Playout

- Production creation
- Asset ingest, management, and archive
  - QC
  - AI/ML analysis
- Editing
  - VFX (rendering)
  - Audio
  - Compositing
- Finishing and mastering
  - Coloring
  - Service asset creation

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Fulfillment and distribution

- Rights management
- Versioning
  - Localization
    - Compliance
    - Dubbing
    - Subtitles
    - Access services
- Package and deliver
  - Spec. Template
  - Transcode
  - Metadata
    - Technical
    - Descriptor

Playout

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Playout

- Broadcast
- Direct-to-Consumer
  - AVOD
  - SVOD
  - TVOD
  - PVOD
- Streaming
  - CDN
  - Personalization
  - Ad Insertion
  - FAST channels
  - DRM
  - QC

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Metadata ingest, management, and enrichment

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Traditional processes

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Traditional complexities



Manual processes



Errors



No visibility into status



Inability to search and find assets



Time-consuming processes

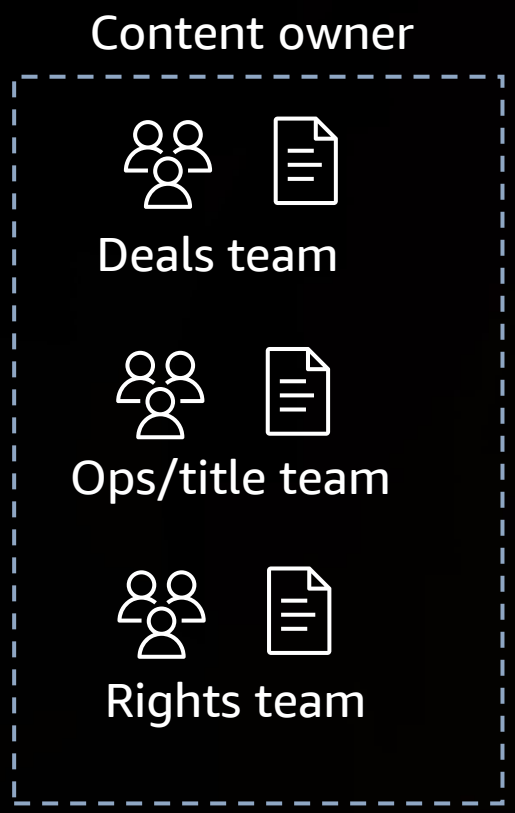


Disparate data silos

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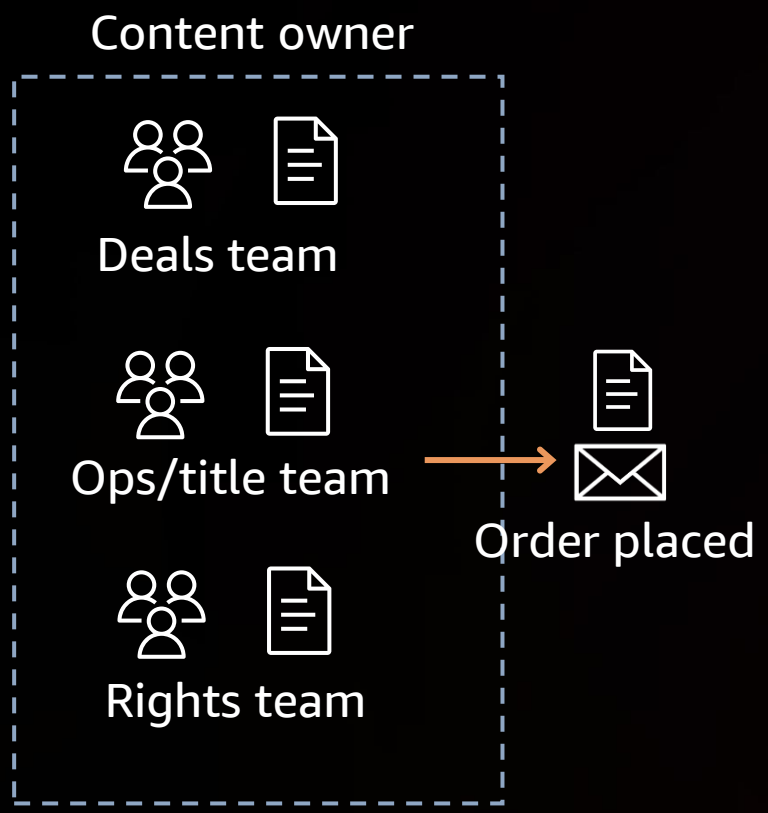
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Traditional localization process



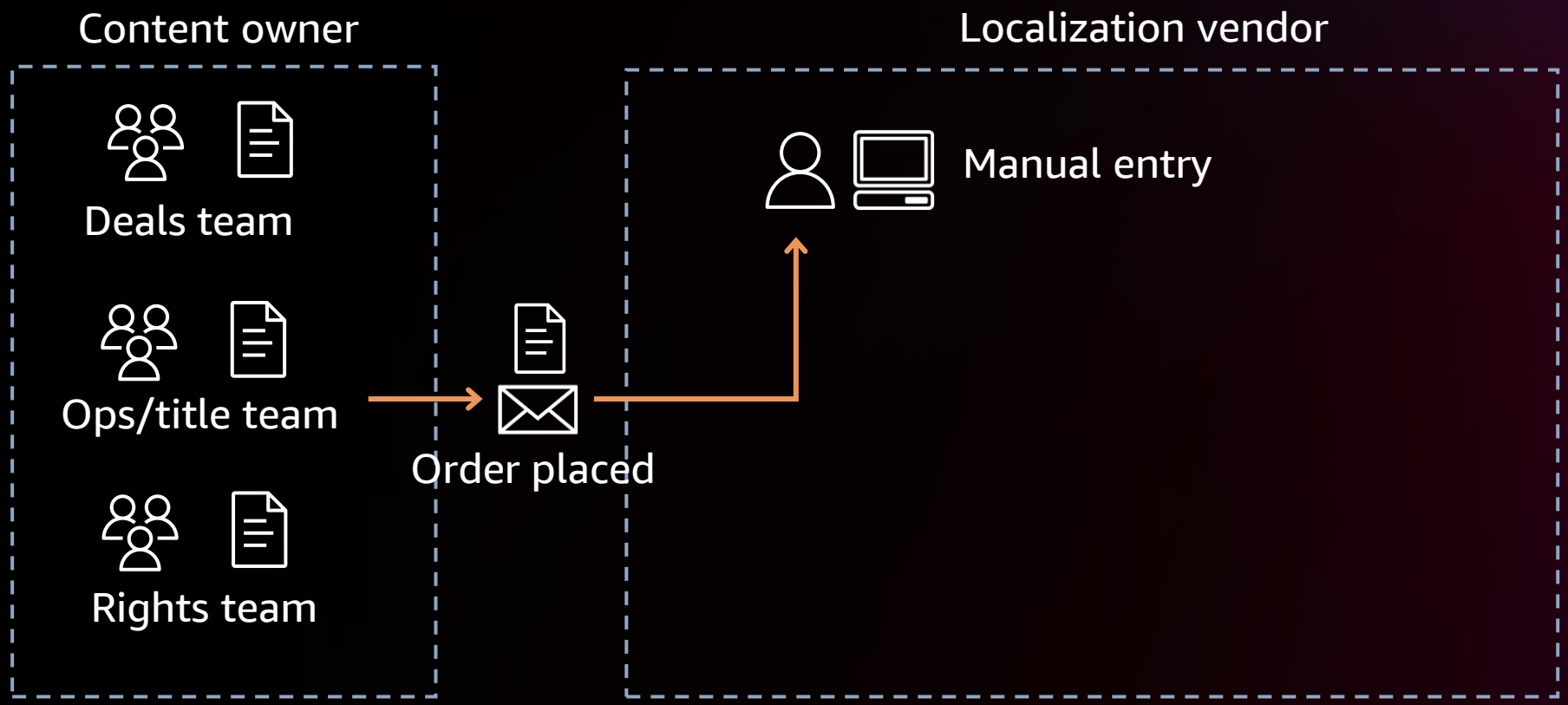
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Traditional localization process



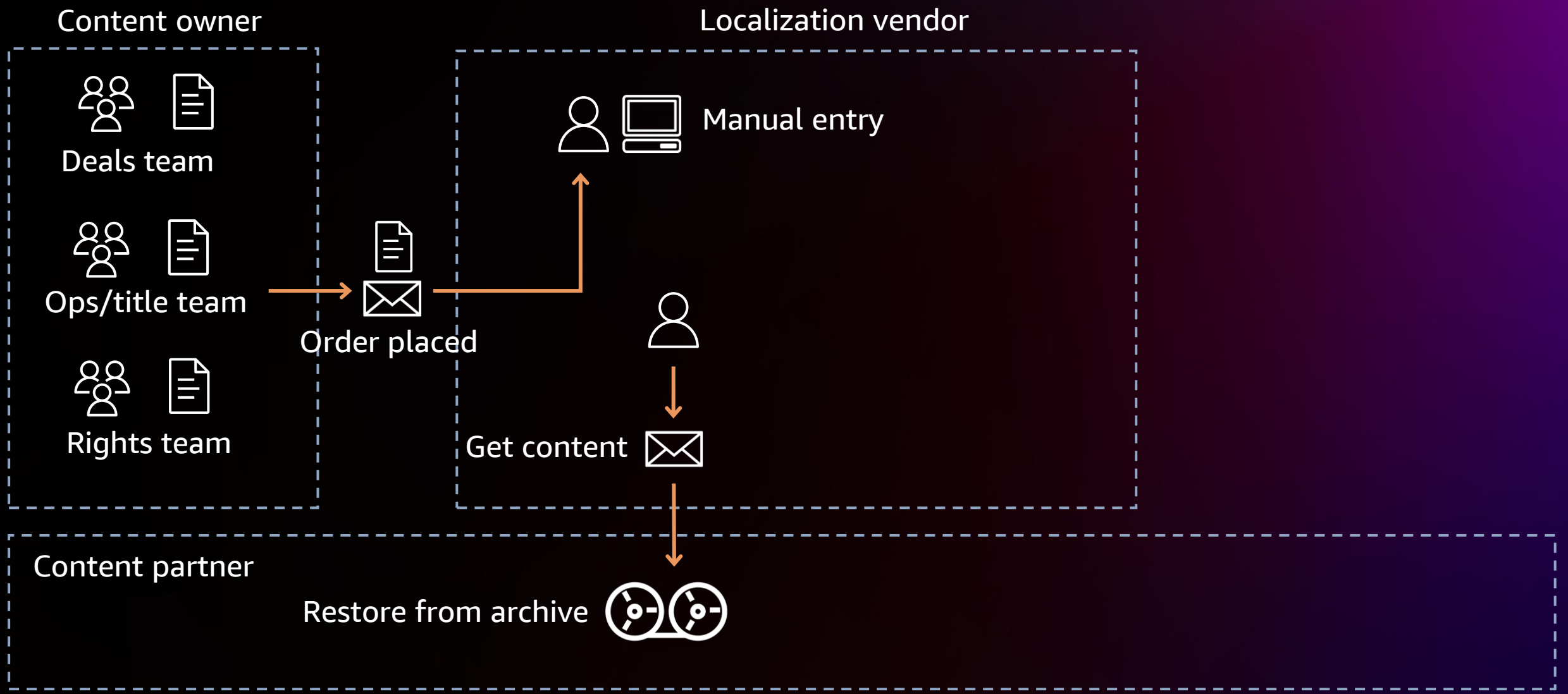
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Traditional localization process



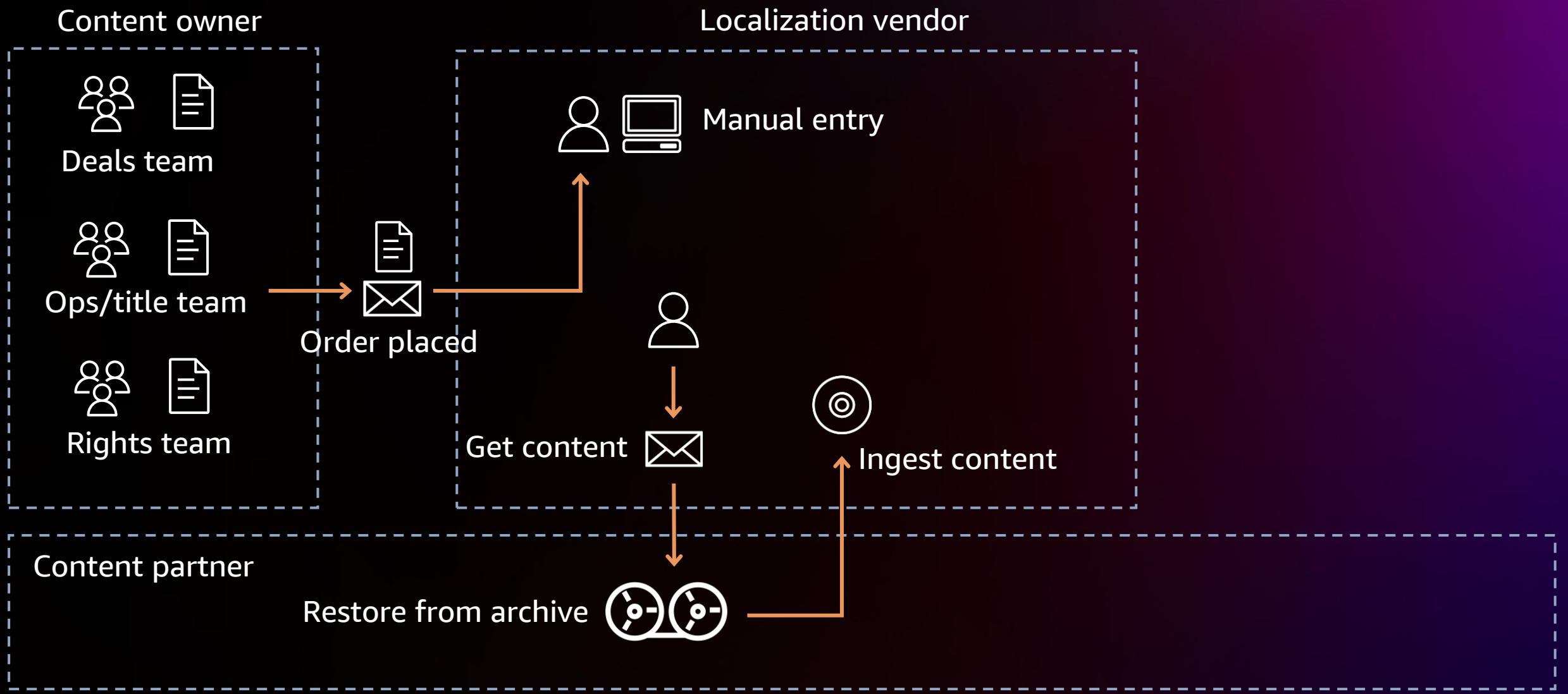
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Traditional localization process



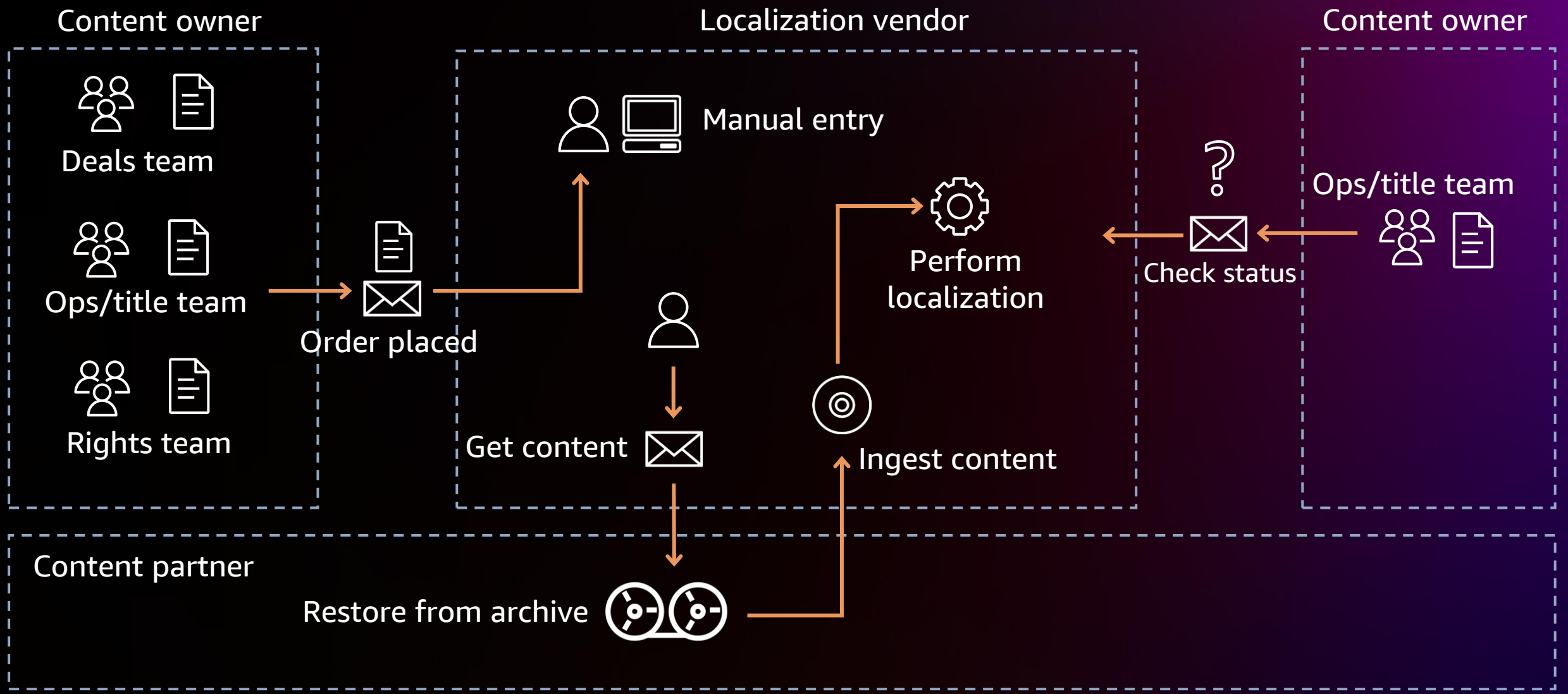
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Traditional localization process



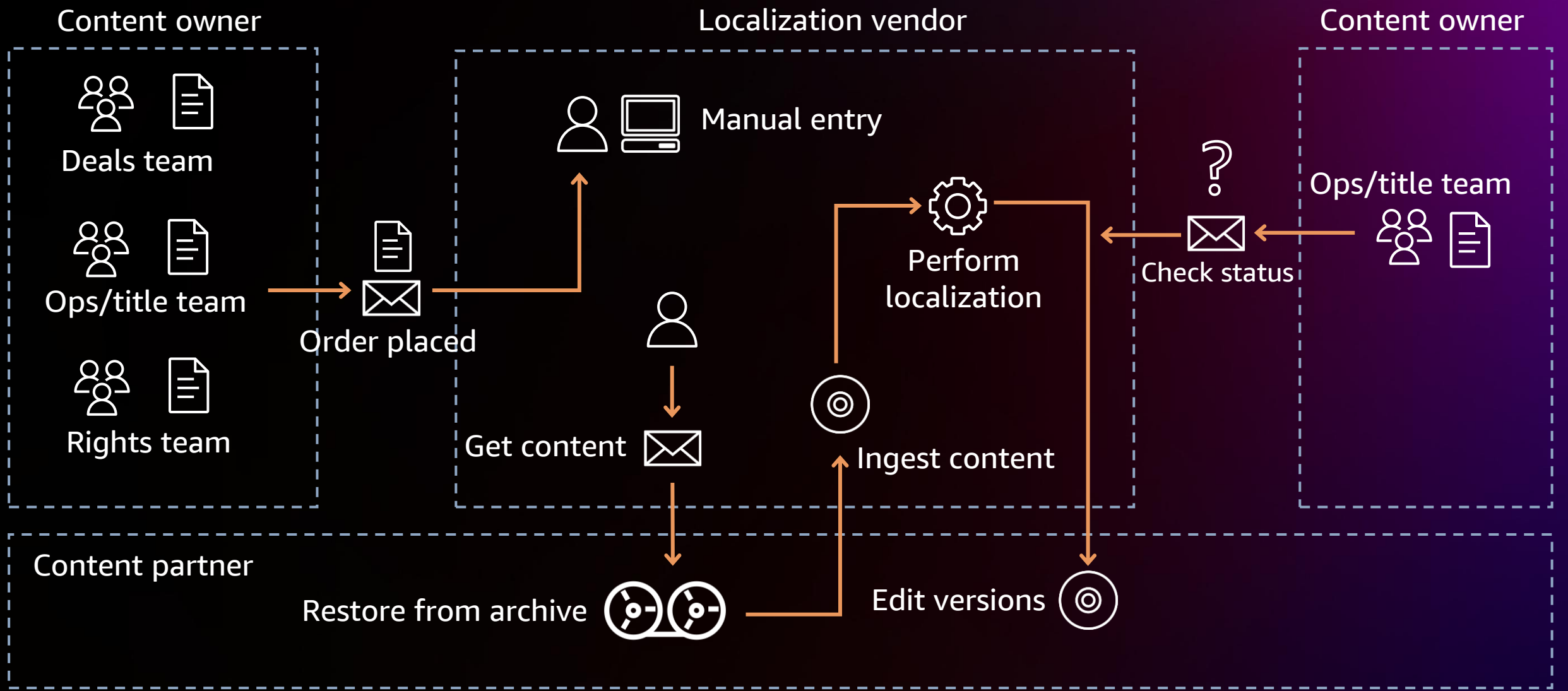
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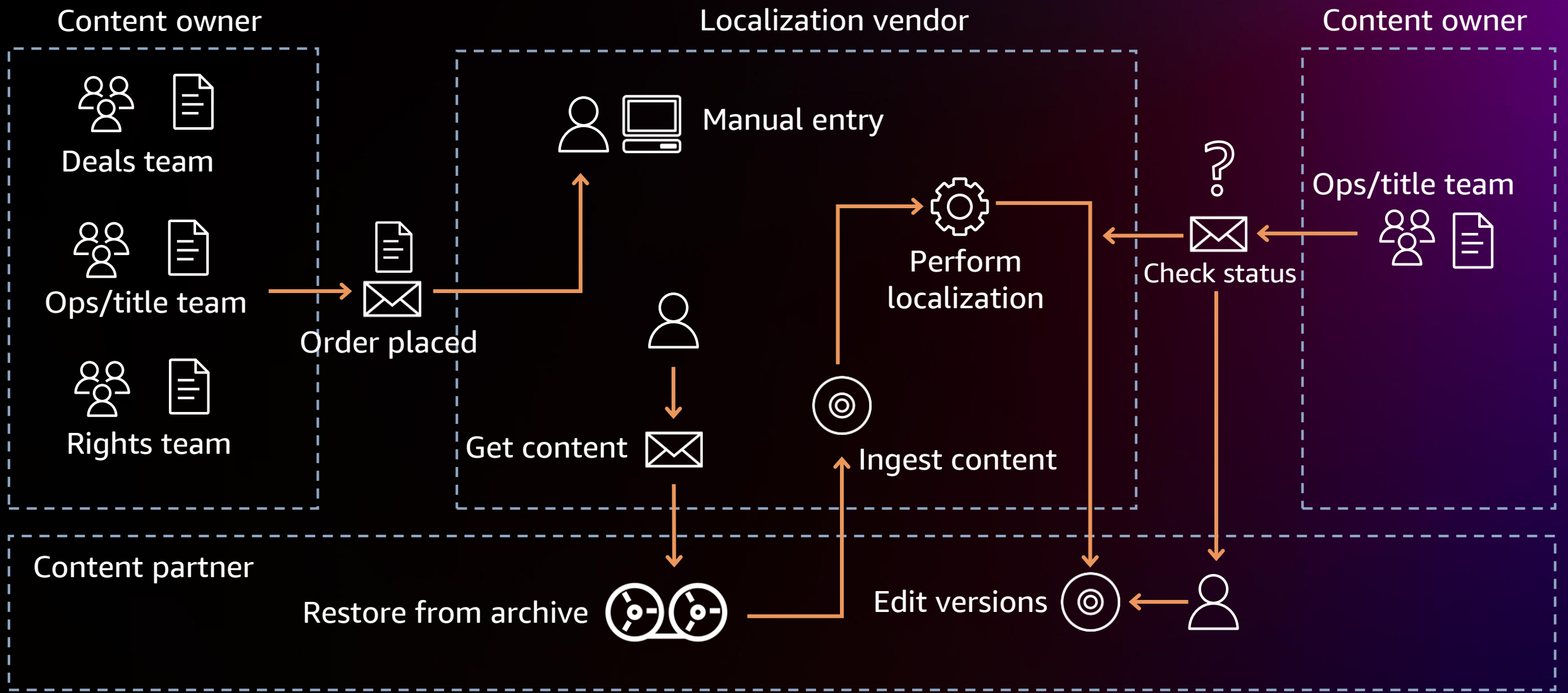
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Traditional localization process



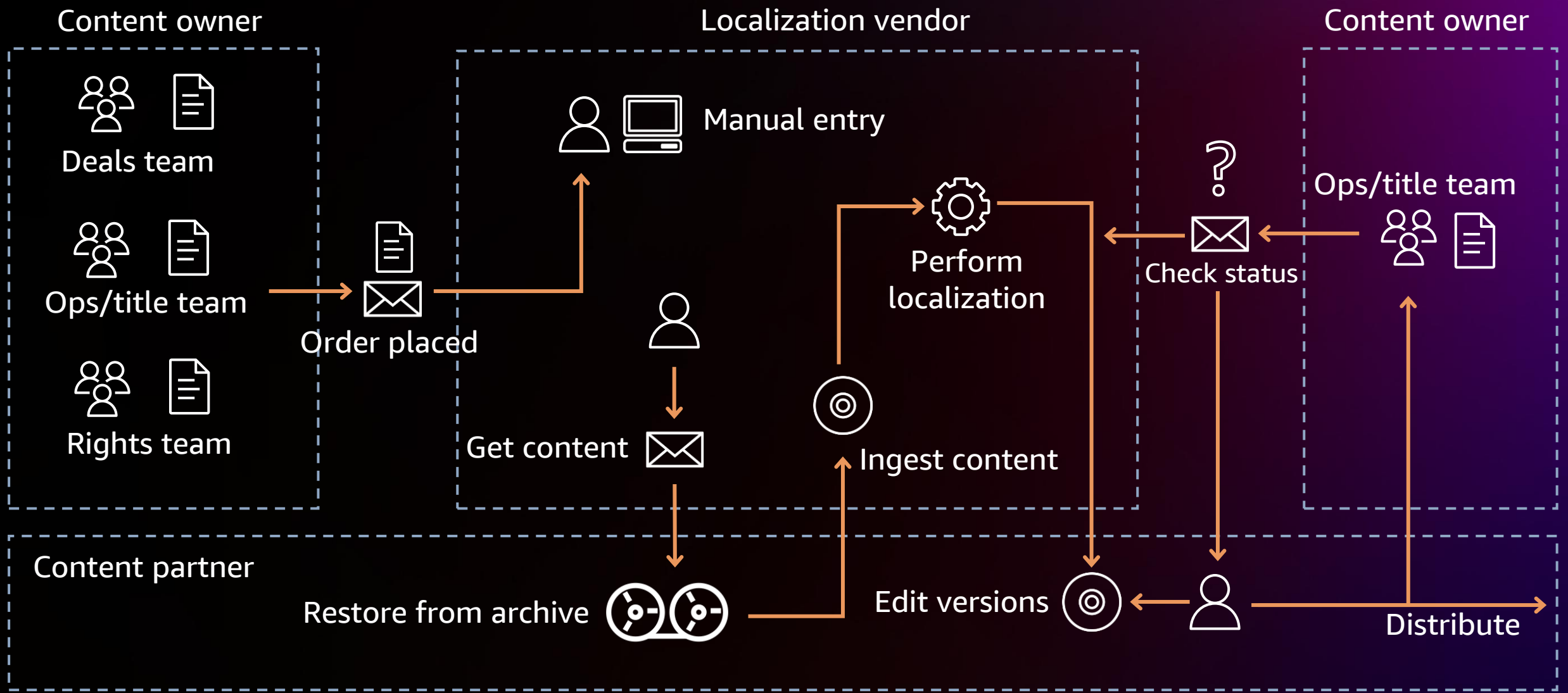
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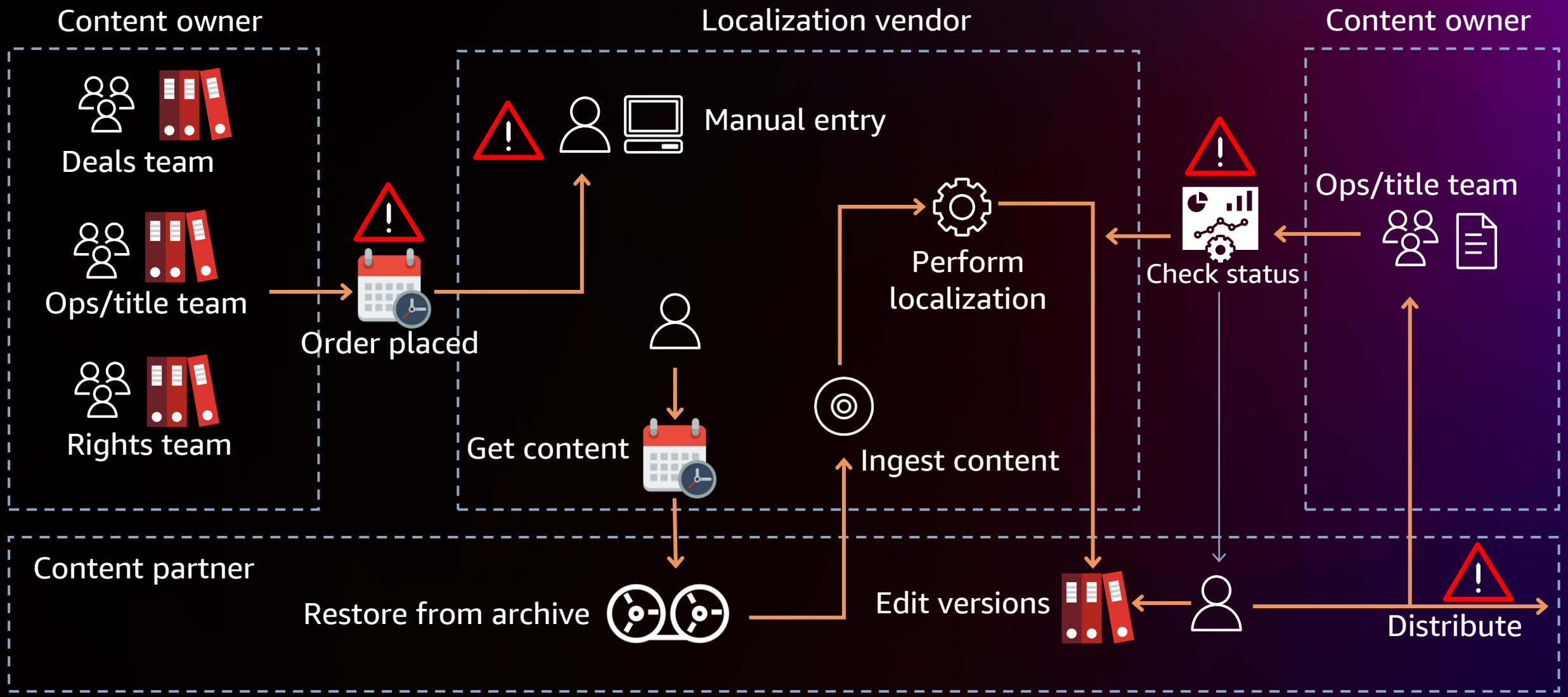
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Traditional localization process



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Innovate and remove complexities

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Best practices



Amazon EventBridge



Amazon API Gateway

API and event driven



Amazon SQS



Amazon SNS

Loosely decoupled



Amazon Simple Storage Service

Unified data silo



Microservices

Microservice-based architecture



AWS Step Functions

Automated process and workflows



Amazon CloudWatch



Amazon QuickSight

Real-time insights and reporting

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Example localization process



Amazon EventBridge



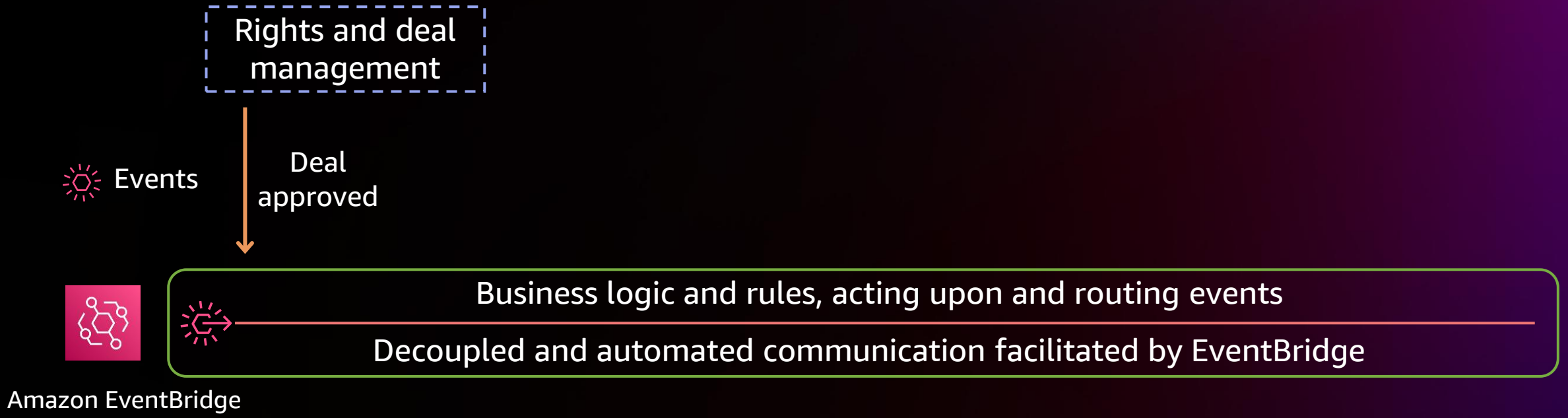
Business logic and rules, acting upon and routing events

Decoupled and automated communication facilitated by EventBridge

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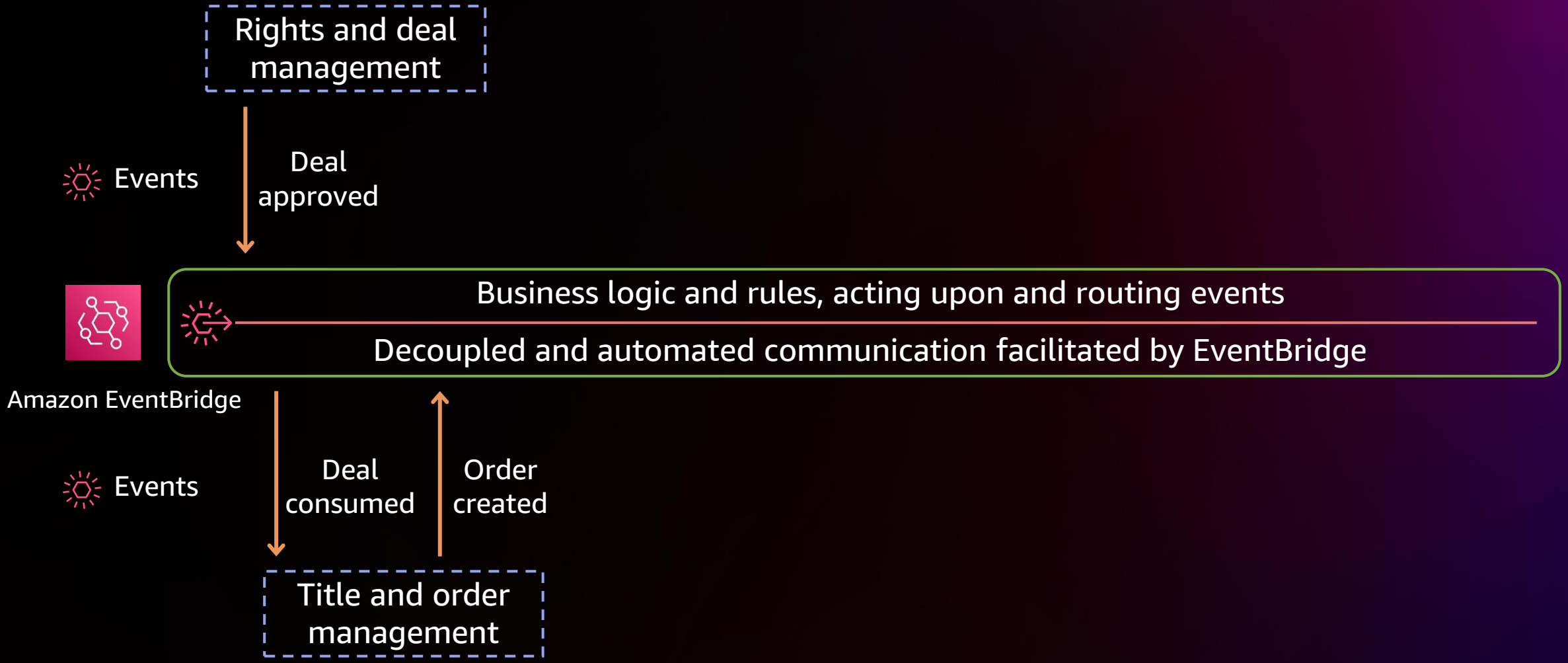
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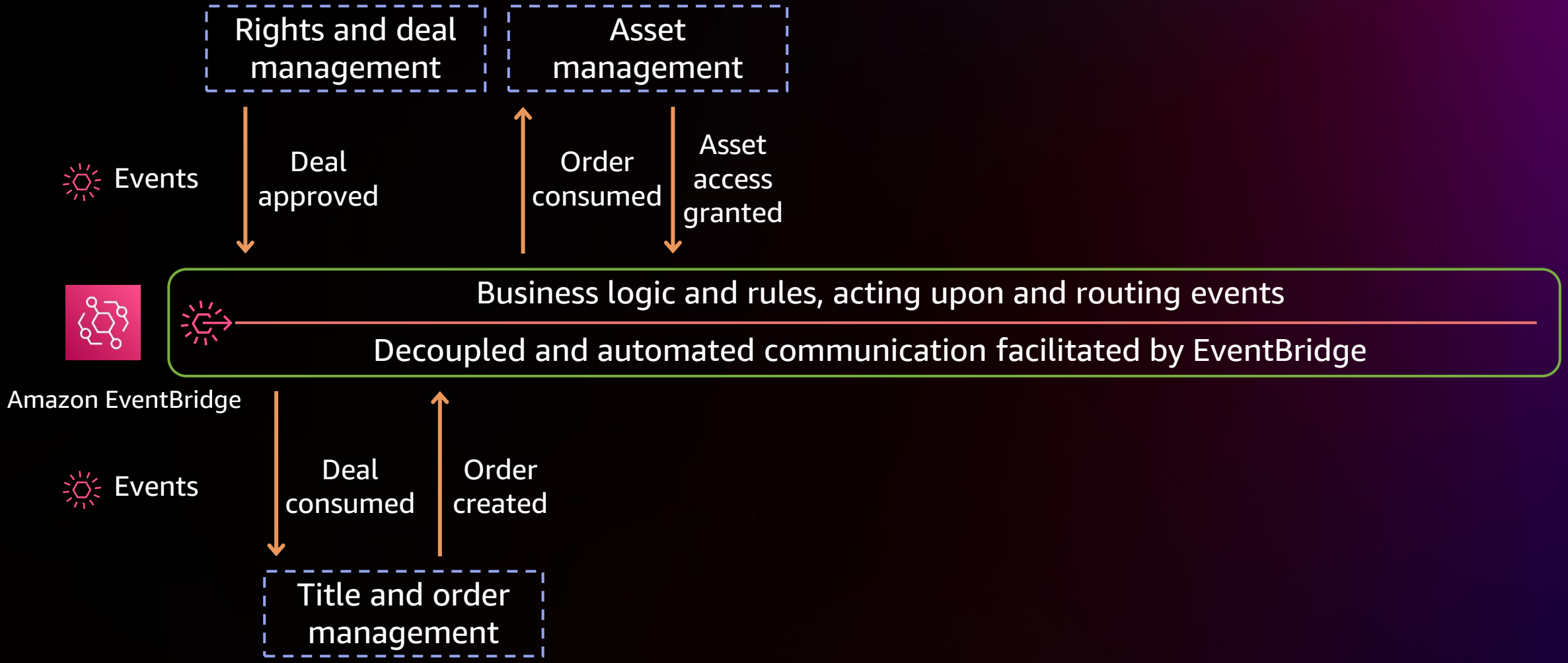
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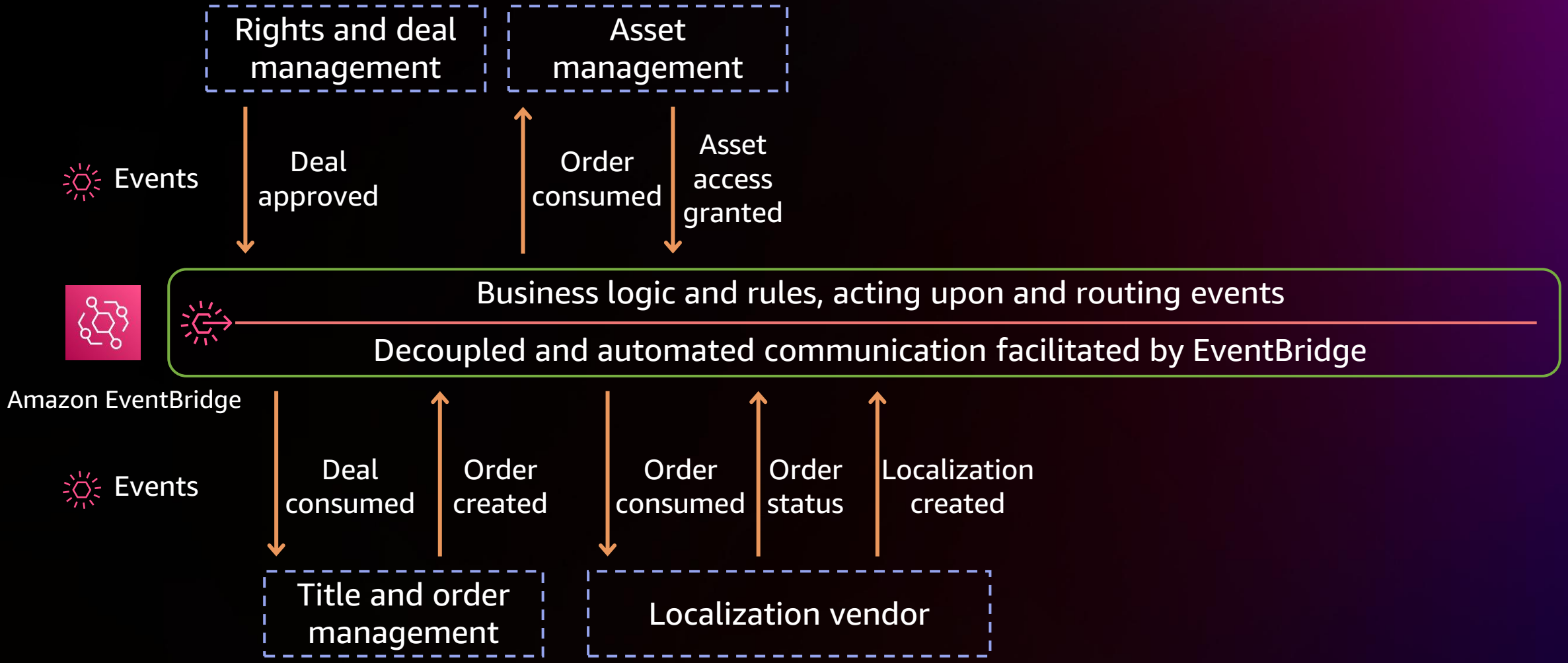
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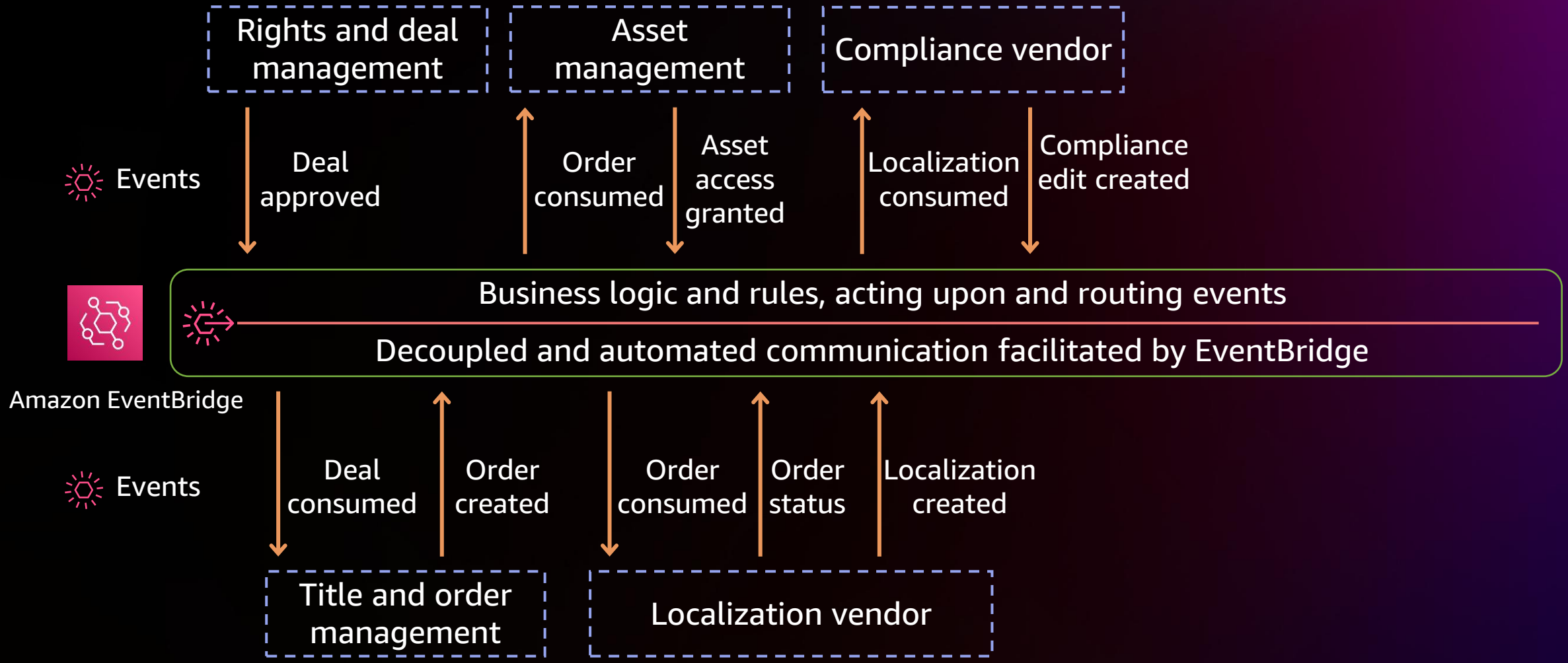
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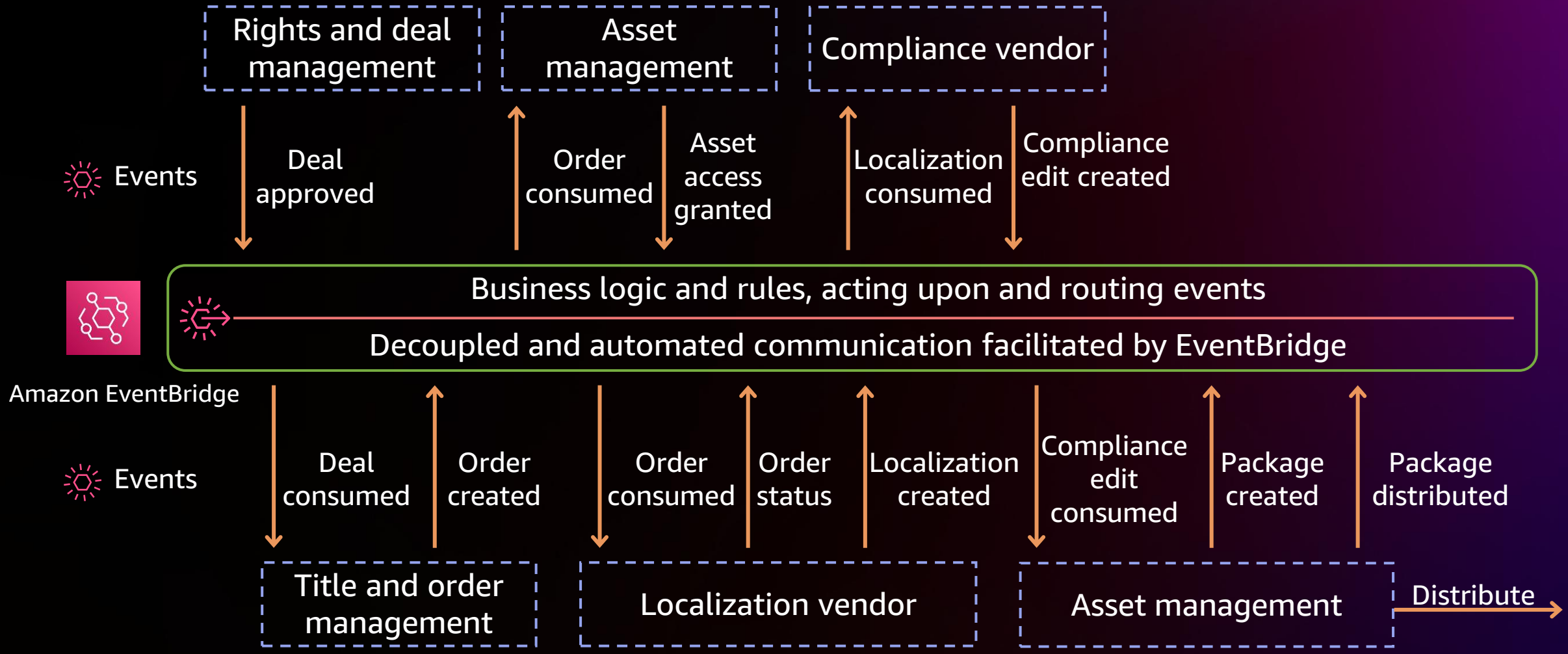
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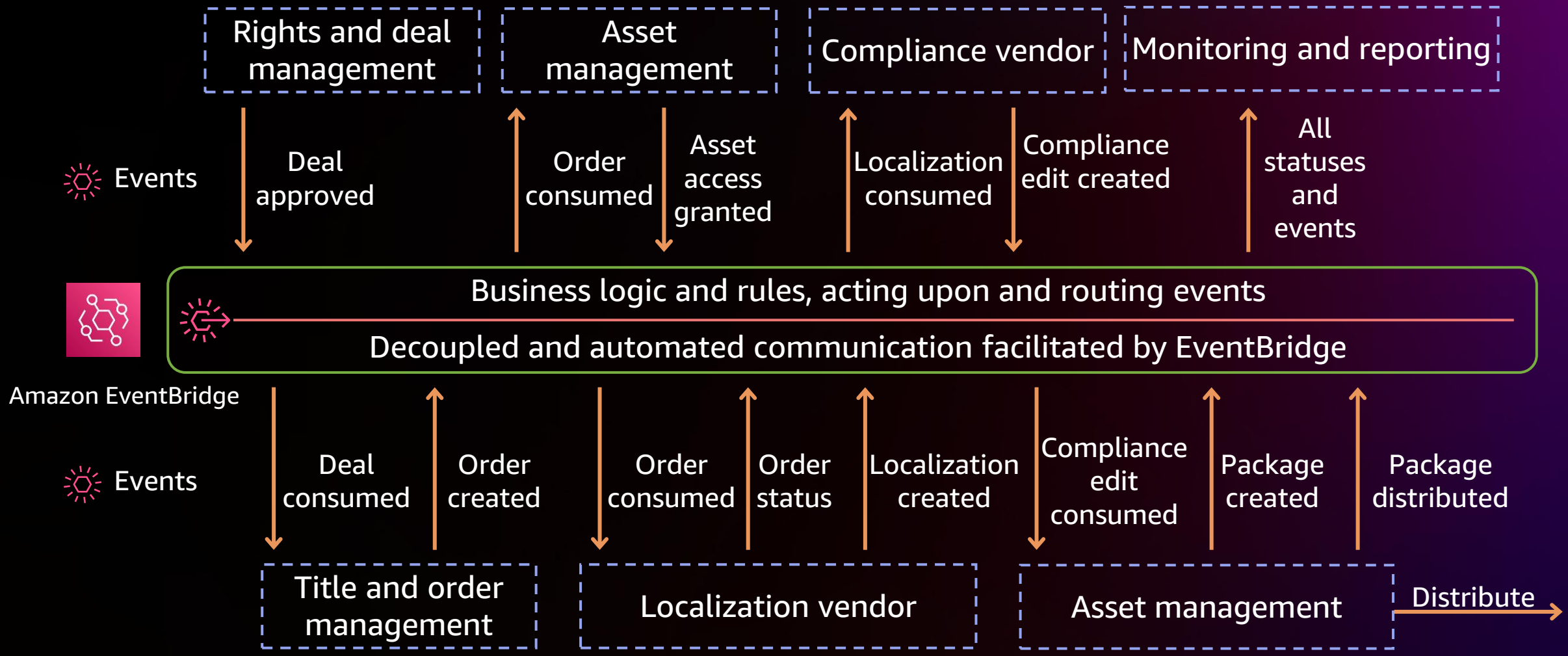
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Thank you!

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