
AWS
re:Invent
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Sports on AWS: Virtualized and remote production

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Agenda

Sports innovation opportunities

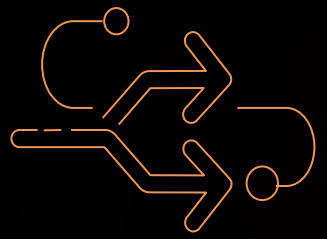
Live production in AWS and the state of the market

- Key customer requests
- Recent firsts

Open discussion

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Opportunity & innovation in sports: 5 pillars



Content data & analytics

Computer vision & tracking data uncover insights that drive engagement & monetization, inform player safety & game strategy & maximize content value



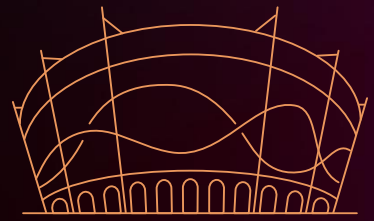
Fan data & analytics

The myriad sources of data present an opportunity to process & analyze for audience segmentation & persona modeling, marketing & advertising optimization & personalization



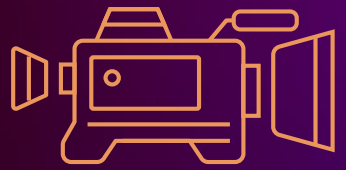
Direct-to-consumer (D2C)

Delivery of high-quality, low-latency & interactive live sports content directly to fans, enhances engagement & incremental monetization opportunities



Smart venue

Seamless entry, frictionless merchandising & concessions, ticketing, connectivity, Internet of Things (IoT), ticketing, sustainable solutions & more empower venues of the future



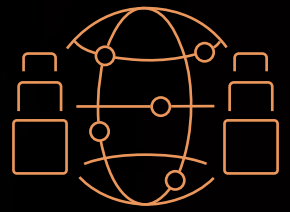
Virtual production & distribution

Cloud-based production enables flexible, scalable, and sustainable creation & distribution of content anywhere, anytime

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Live Remote Production Industry Indicators



More platforms require more produced content

- ✓ Efficient manual and AI driven content workflows
- ✓ Cloud-native regionalization and customization



Live production must become more efficient and sustainable

- ✓ Pay-per-use, lowest capex
- ✓ Less travel for crew and kit
- ✓ Lowest carbon footprint



Technology is now a commercial and operational enabler

- ✓ Optimal technology path
- ✓ Flexible and scalable
- ✓ Drives innovation



Enhanced creativity unlocked on cloud

- ✓ Multiple production hubs/work from home
- ✓ Optimal creative environment

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Key customer requests for LRP in 2022

- Complete production workflows
  - **Vision and audio mixing**
  - **Replay (including SSLOMO)**
  - **Data-driven graphics**
  - **Fast turnaround edit**
  - **Signal processing, discovery, and routing**
  - **Intercom and tally**
- Multi-vendor solutions
- Contribution path options
- Flexibility for operational control surfaces and monitoring

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Live production PoC





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Discussion points

- Standards and interoperability
- Perception vs. reality: what can be done (and what can’t)
- Sustainability in production
- Where is continued development needed
- Contribution
  - 5G and bonded cellular
  - JPEG XS
  - H.264/H.265

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