

The background of the image features a dark blue gradient on the left, transitioning into a large, vibrant, abstract shape on the right. This shape is composed of overlapping curved segments in shades of orange, pink, and purple, creating a dynamic, modern aesthetic.

AWS re:Invent

NOV. 27 – DEC. 1, 2023 | LAS VEGAS, NV

AMZ203

Amazon MGM Studios: Building a next-generation studio

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Agenda

- 01 Content creation trends
- 02 AWS for media workloads
- 03 Simplified content workflows
- 04 Case study: Amazon MGM Studios –
The art of building a next-generation studio
- 05 Q&A

Content creation: Trends

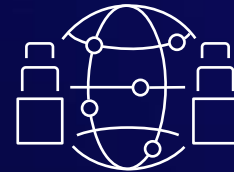
Companies are looking to **reinvent** how they create, optimize content workflows, and compete for audience attention



**Need for
fresh content**



**Speed and
reduced cost**



**Distributed
production**



**Simplified content
workflows**

Amazon MGM Studios: The home for talent



More than 500 AWS Partners for M&E



Simplify to empower visual storytellers



AWS for media workloads



Solution areas

THE MOST PURPOSE-BUILT CAPABILITIES AND PARTNER SOLUTIONS FOR REINVENTING CONTENT PRODUCTION, MEDIA SUPPLY CHAIN, BROADCAST, DIRECT-TO-CONSUMER AND STREAMING, ANALYTICS AND MONETIZATION



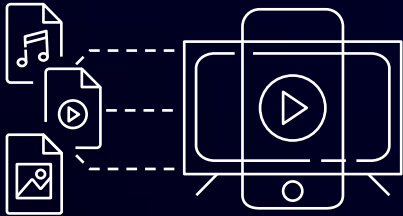
Content production



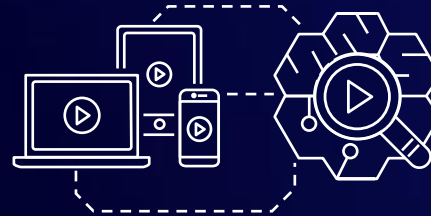
**Media supply chain
and archive**



Broadcast



**Direct-to-consumer
and streaming**



**Data science and
analytics for media**



Monetization

AWS Solutions Library

A COLLECTION OF CLOUD-BASED SOLUTIONS FOR DOZENS OF TECHNICAL AND BUSINESS PROBLEMS,
VETTED FOR YOU BY AWS



One-click launch

Launch a **fully tested solution starter kit** in your AWS account with **one click**



Accelerate revenue

Get started with your project quickly and start **monetizing your content**



Well-architected

Rely on the architecture as it reflects **AWS best practices**



Agility

Save the resources developing a solution from the beginning



Expand and add

Use the framework and available guides to **expand the solution starter kit** based on your needs

Access to the global talent pool

AWS global infrastructure

- 32 Regions with 102 Availability Zones
- 35+ Local Zones (ultra low latency)
- 4 more announced Regions

550+ PoPs

- 400+ Edge Locations
- 13 Regional Edge Caches
- 245 countries and territories

AWS global network

- Redundant 100 GbE network
- 108 Direct Connect Locations
- Private network capacity between all AWS Regions, except China

AWS for M&E | Content production

SPEND LESS TIME RENDERING AND MORE TIME CREATING WITH THE MOST COMPREHENSIVE SET OF CLOUD CAPABILITIES FOR CONTENT PRODUCTION



Examples of
AWS solution-
specific services



AWS Elemental
MediaConnect



NICE DCV



AWS Thinkbox
Deadline



Render Farm
Deployment Kit



Examples of
AWS Solutions

VFX burst rendering framework on AWS

VFX workstations on AWS



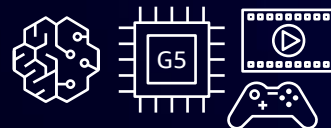
Partner
network



40+ more



Core Services



Amazon G4/G5
Instances



Amazon EBS



Amazon FSx for
Windows File Server



Amazon S3



AWS M&E partner community

MORE THAN 500 AWS PARTNERS FOR M&E

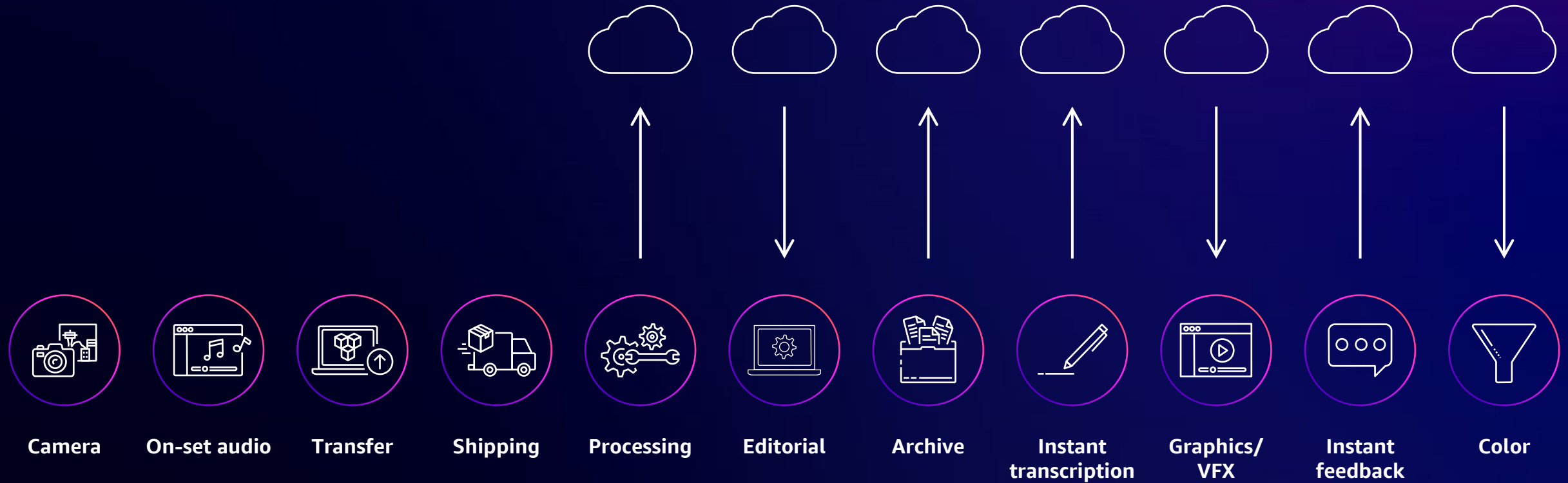


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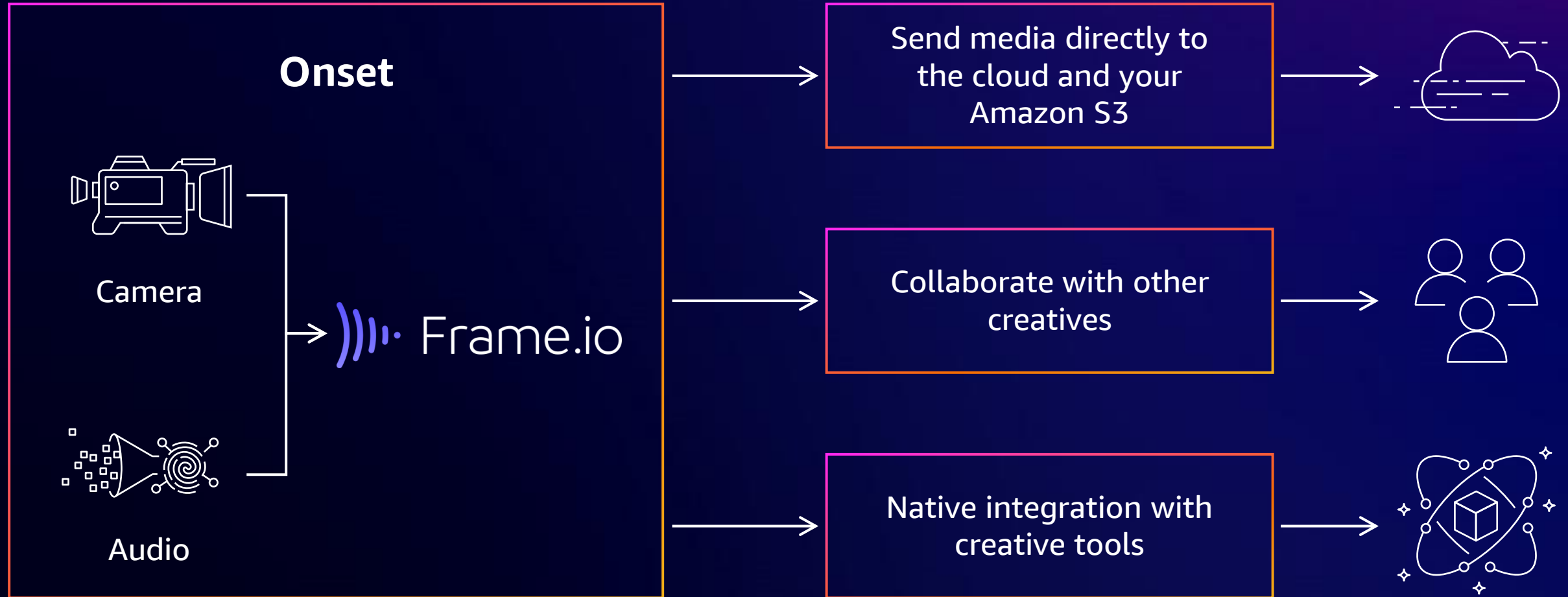
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Simplified content workflows

Media workflows need optimization

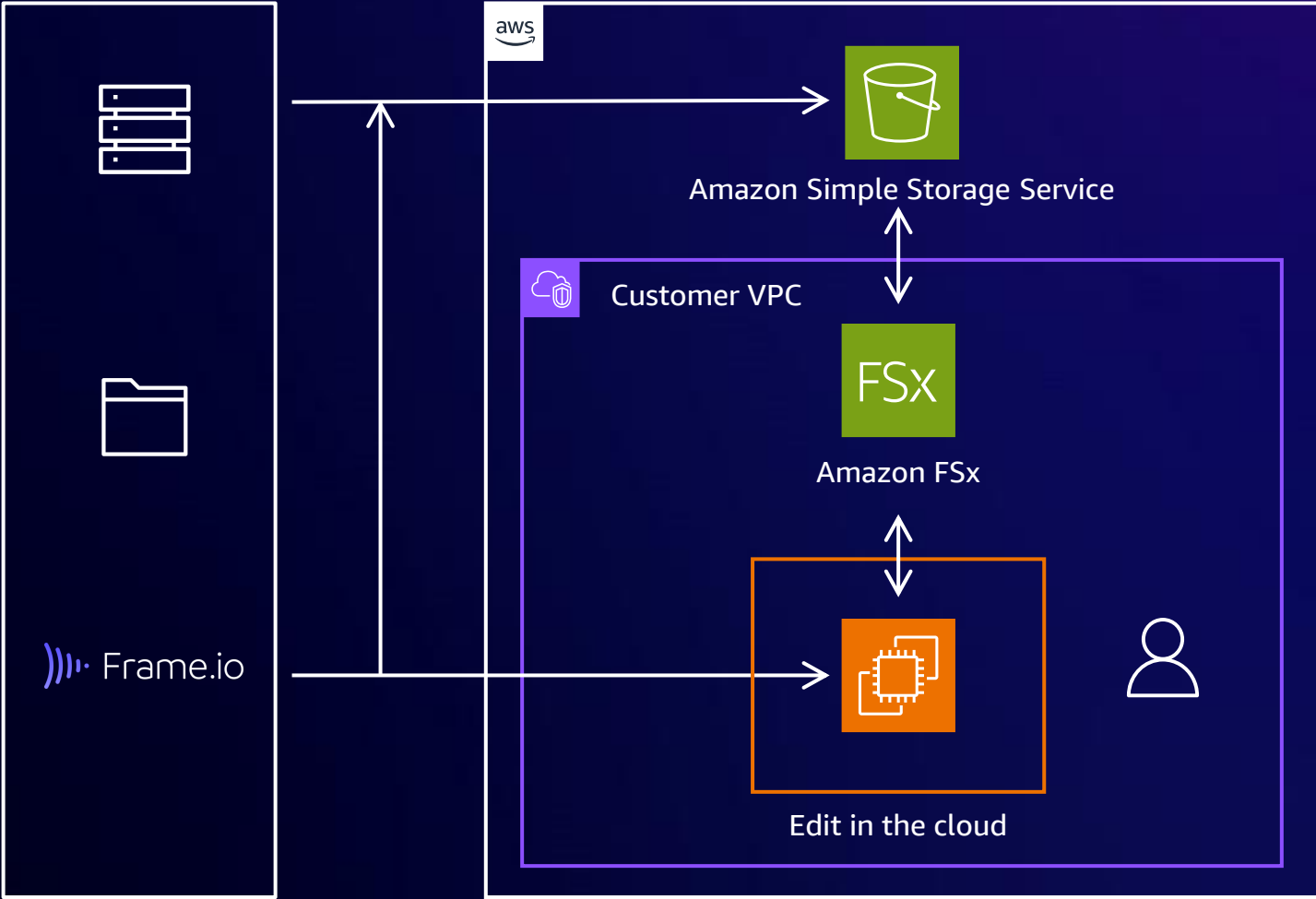


Camera-to-cloud workflow



Storage solutions and content sharing

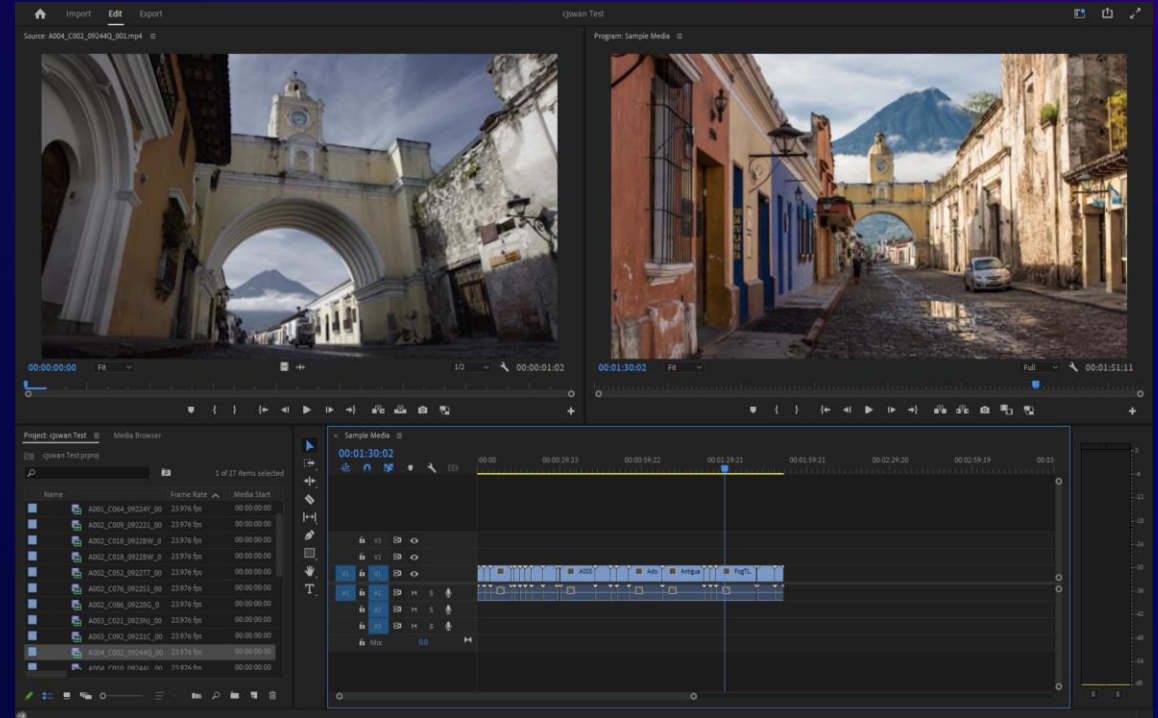
Connect your fully owned Amazon S3 bucket to Frame.io's stack



Learn about cloud storage on AWS

Simplified content workflow

- High-Speed integration with Frame.io
- Frame.io integrated with Adobe Premiere Pro, Davinci Resolve and more
- 4K Video editing workstation running in AWS
- Content stays securely in the cloud
- Aligns to the MovieLabs 2030 Vision



Cloud-to-ground video

WITH STREAMBOX



- Confidence monitoring provided by Streambox
- High-quality HD or 4k video signal
- HDMI & SDI out via hardware decoder for professional edit bay experience
- Stream to digital device (phone/pad/computer)
- Adobe plugins supporting creative cloud applications



Building a studio with **cloud**



Media engineering and innovation (MEI)

WHO ARE OUR CUSTOMERS & WHAT VALUE DO WE DELIVER?



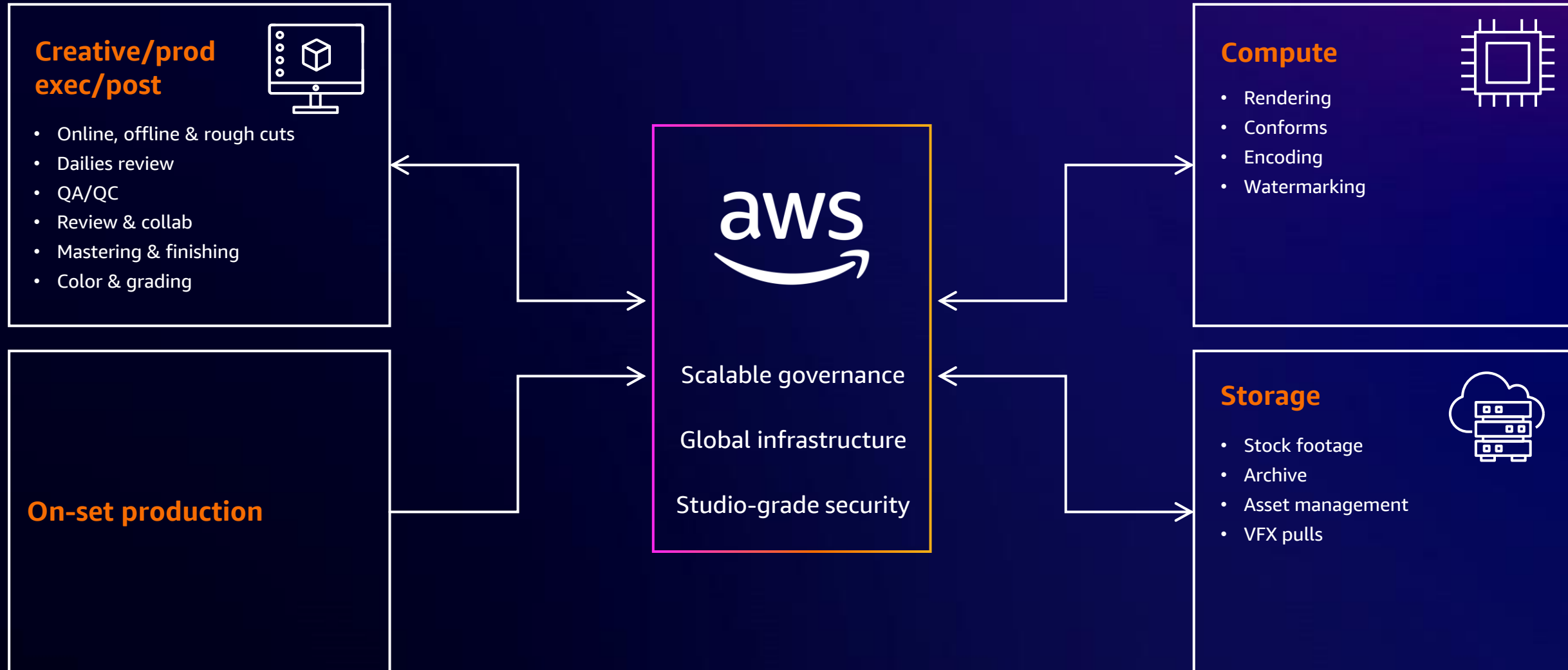
Empowering Amazon's visual storytellers and studio teams



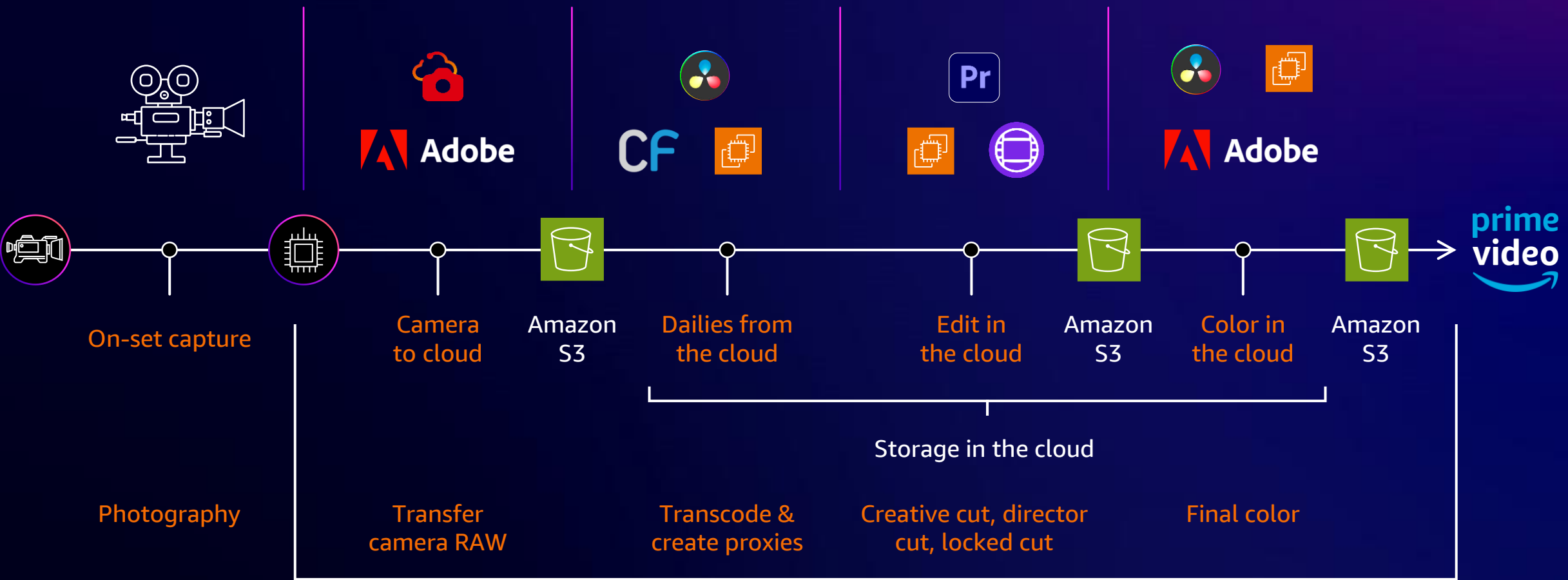
The Studio126 Innovation Lab is a center for interdependent collaboration, where technology and stories converge



Why build in the cloud?



Pure cloud production



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Amazon FSx



Camera raw to cloud

Who does this impact?

Production and post: Production, post operations, and media management teams

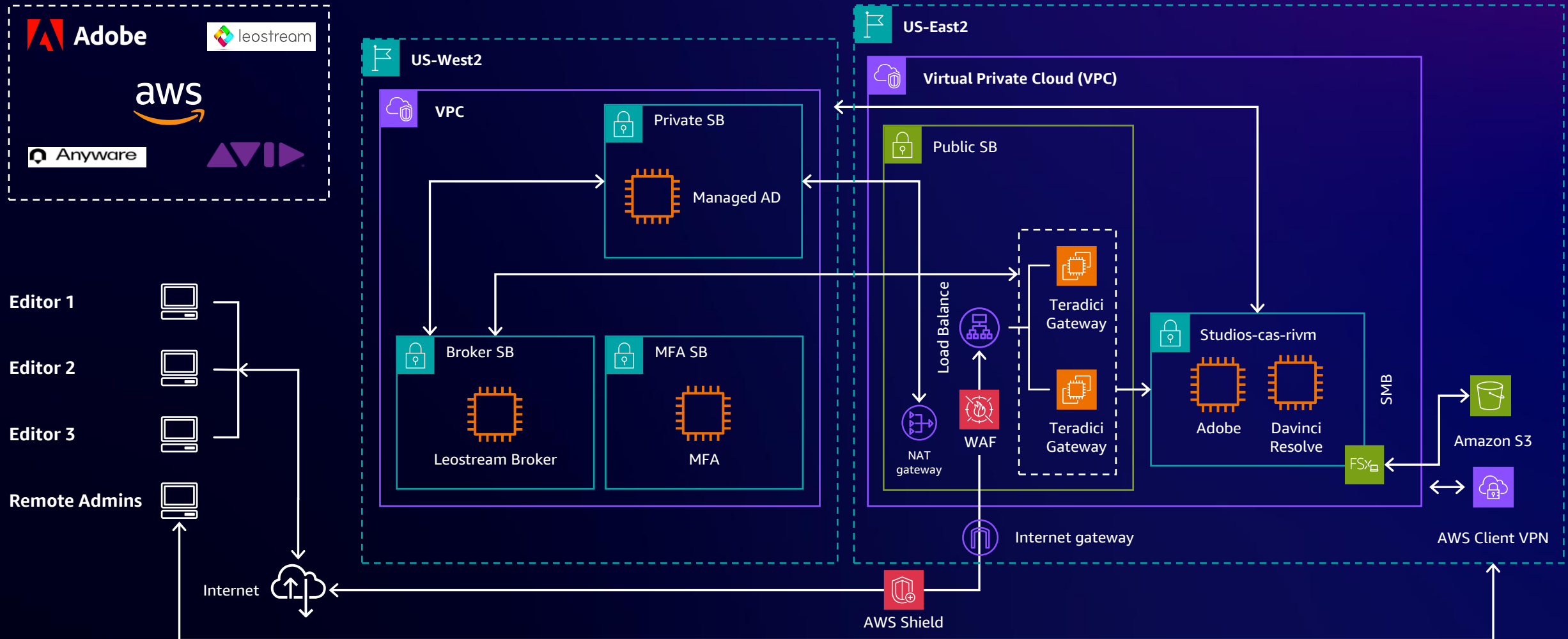
Why does this matter?

- Camera-to-cloud (or OCN/OCN/RAW-to-cloud) is the on-ramp for enabling cloud-based workflows that support production and post workflows
- By expediting camera raw to cloud first, we are able to archive and centralize production content while on set
- With Frame.io C2C footage is available instantly, globally – there's no going back



Amazon MGM Studios Editorial on AWS

CLOUD-BASED CREATIVE EDITORIAL PROGRAM!



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Color in the cloud

IN PRODUCTION WORKLOADS

Who does this impact?

Studios production and post operations

Why our creatives care?

Virtualizing DI/color grading workstations improves collaboration and flexibility for our talent

What are we doing?

- Working with partners to develop a virtualized rendition of their color grading applications for AWS
- Securing network transport for high-quality color signals from AWS
- Orchestrating top-grade signals egress with StudioFabric (next topic)



Cloud production integrated with StudioFabric

- Deployed on AWS Regions and AWS Local Zones
- We use AWS compute, Amazon S3, Amazon RDS, and direct connect network architecture
- AWS Shield protects from DDOS attacks
- AWS Partner solutions hosted on local and AWS cloud



Access to the global talent pool

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StudioFabric

OPERATIONAL GLOBALLY



Virtualized signal routing connecting people and systems production globally



Sending **visually lossless video**, uncompressed audio signals worldwide



Point-to-point or **one-to-many** work sessions across various locations



Eliminating Covid-related constraints with **interactive collaborative workstreams**



AWS **global network**, COTS (common-off-the-shelf) networks, and IP-video gateways for high performance network



High-quality video and **audio signals** traversing the globe through the cloud



Partners on premises and virtualized content creation applications supported



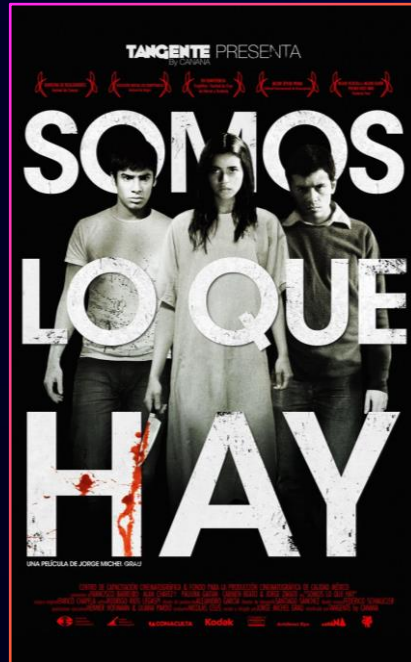
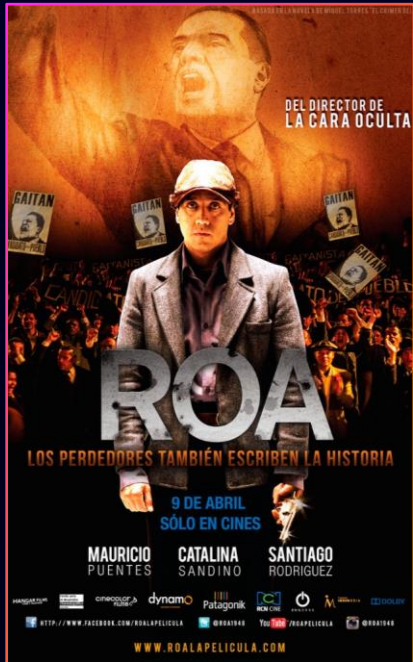
Dream to action by running DI, sound mixing, editorial, and VFX review sessions **remotely**



Functional parity with on-premises, post productions, and virtual instantiations on AWS

Production pilots

AMAZON ORIGINAL



Los Iniciados 2
Mala Fortuna
My Next Ex

Project Pacific: **Amazon MGM Studios** **post-production facility** **and public exhibition theater**

WE HAD A VISION!



Project Pacific: Before



Project Pacific: The Culver Theater

WORLD'S FIRST 8K THEATER



THE CULVER THEATER



Post-production facility

DELIVERING OUR VISION!



Virtual production: Stage 15

LAUNCHED Q4 2022

Who does this impact?

- Studios virtual production team
- Amazon Studios filmmakers

Why our creatives care

Gives filmmakers the ability to imagine, plan, and film any or all aspects of their production in a digital arena

What are we doing?

We partner with ASVP to build and support the physical infrastructure of Stage 15



Q&A



Takeaways

Let your imagination
define your solutions.
Understand AWS
tools available to
build your solution!



Scan to learn more
about AWS for
media and
entertainment

Thank you!

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Please complete the session
survey in the mobile app

