

AWS
re:Invent

MDS312-R

Launch media workflows quickly with AWS Media & Entertainment solutions

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AWS Solutions



One-click launch



Accelerate experimentation



Well-architected



Agility



Expand and add

Launch a fully-tested solution starter kit in your AWS account

Get started with your project quickly and start monetizing your content

Deployments reflect AWS best practices

Reduce development time

Use the templates as a framework to expand the solution based on your needs

AWS media solutions

Automatically provision the services necessary for building common audiovisual use cases on AWS

Content production

Edit in the cloud - Deploy a highly available architecture for cloud video editing

VFX station in the cloud - Deploy a Microsoft Windows-based visual effects environment

VFX burst rendering in the cloud - Deploy a Linux architecture for VFX burst rendering

Media supply chain

Media insights engine - gain deep insights into your content / build out rich media use cases

Media to Cloud Migration - Ingest video assets to the cloud / add right layer of metadata

Media Services application mapper - Deploy a AWS Media Services visualization/status workflow

Distribution

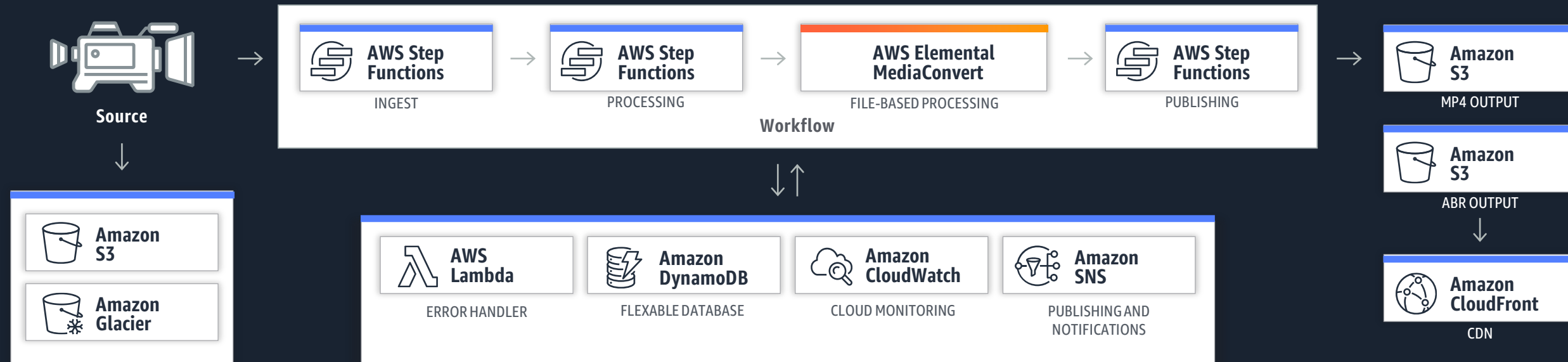
Live streaming - Utilize a solution to deliver broadcast-grade live content worldwide

Live subtitling and translation - Generate multi-language subtitles for live OTT streaming

Video-on-demand streaming - Create a workflow for broadcast and multiscreen VOD delivery

Go to aws.amazon.com/media/solutions

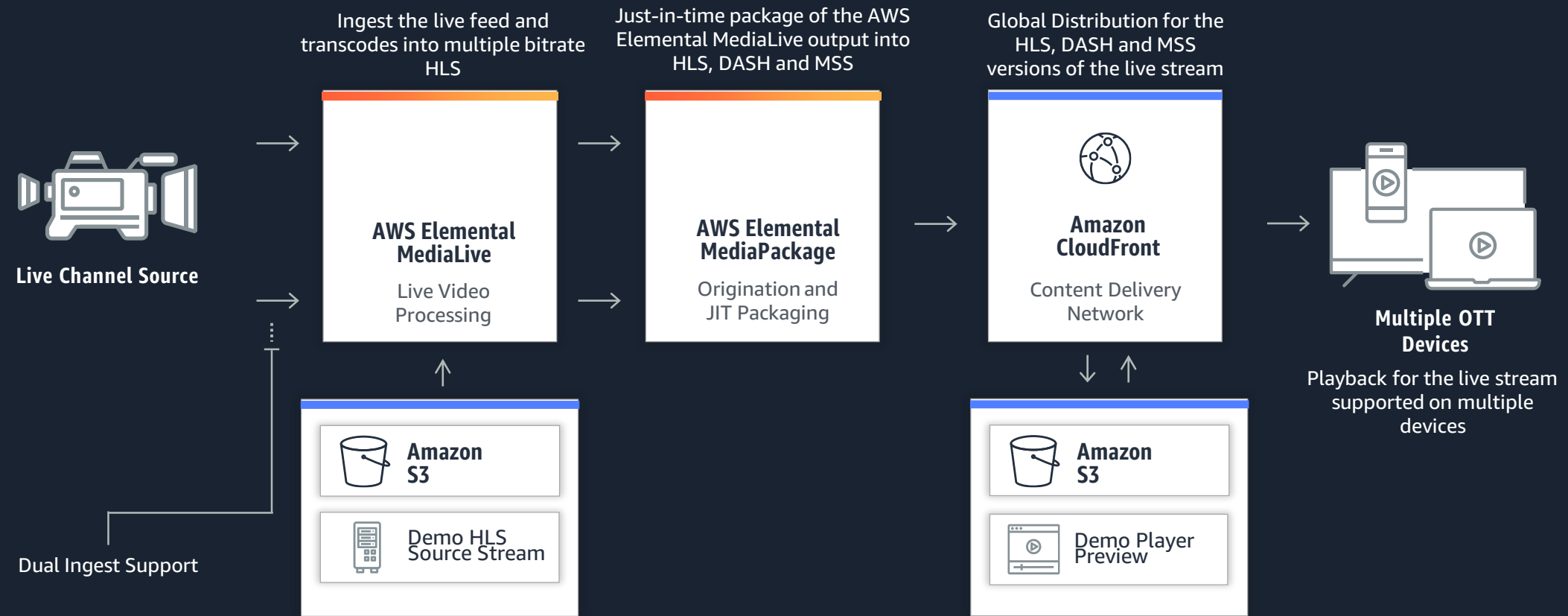
Video on demand on AWS



Features

- Encodes in multiple formats
 - Up to 1080p HLS and DASH outputs
 - Up to 4K MP4 (AVC or HEVC) outputs
- Notifications and error handling
- Option to use QVBR rate control
- Workflow details and asset metadata stored in Amazon DynamoDB
- Options for source archiving to Amazon S3 Glacier
- AWS CloudFormation template deploys everything in a single click

Live streaming on AWS



Features

- Support for RTP, RTMP, and HLS inputs
- Dual input and built-in redundancy
- Adaptive bitrate outputs up to 1080p
- HLS, DASH, and MSS endpoints
- Benefits from the highly available and scalable features of AWS Elemental MediaLive and AWS Elemental MediaPackage
- Leverages Amazon CloudFront for global distribution
- Automated deployment through AWS CloudFormation

Media insights engine

The **Media Insights Engine** is a framework enabling customers to quickly build ML-enabled media use cases

Initial applications

Initially the media insights engine comes with the following applications pre-built

- **Media insights application** – Identify objects in video, transcribe speech-to-text
- **Video transcriber** – Generate VOD captions using speech-to-text
- **Content moderation** – Identify scenes with suggestive content, violence, etc.
- **Instant translation** – Convert English audio to other audio languages

Why should I use Media Insights Engine?

Extensibility – customize the solution to fit different use cases

Modularity – simple parts connected by clean interfaces

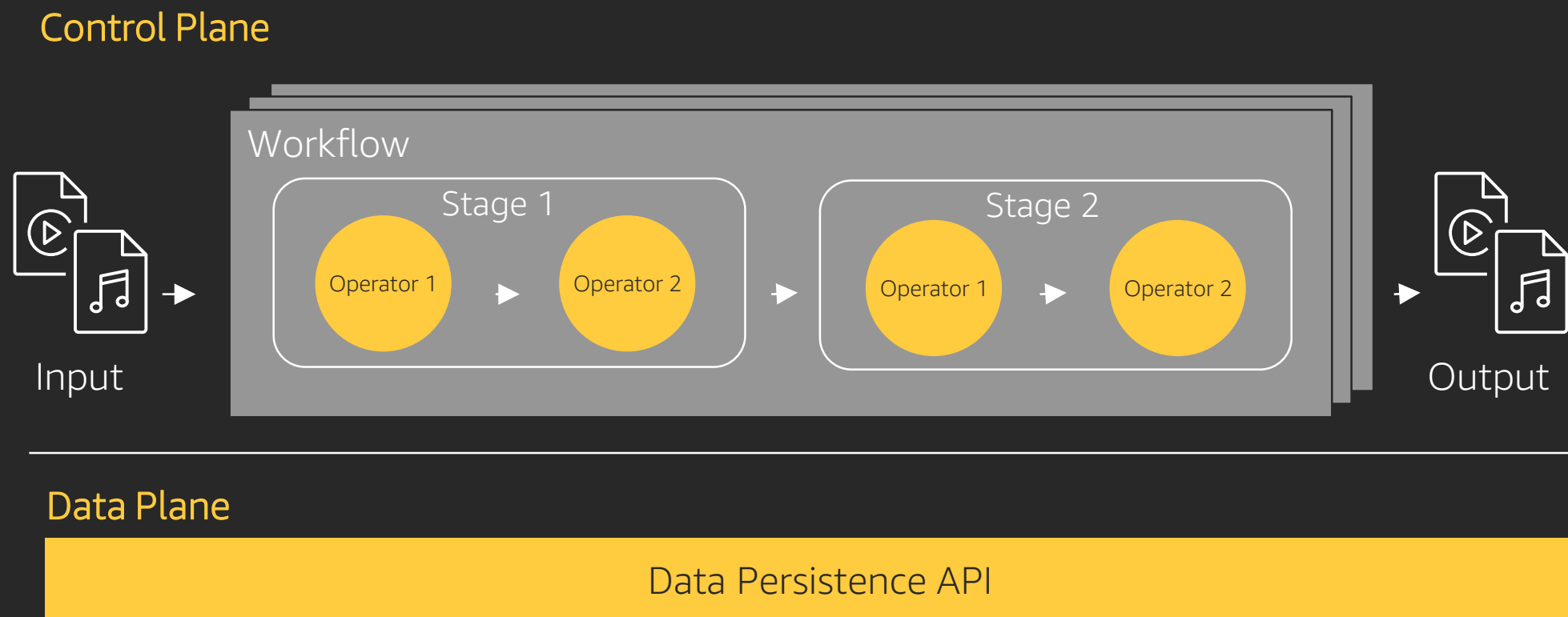
Faster iteration – quickly add support to new ML features and services

Media Insights Engine (MIE) architecture

Control Plane - Manages the workflow

Data Plane - Persistent storage for extracted metadata

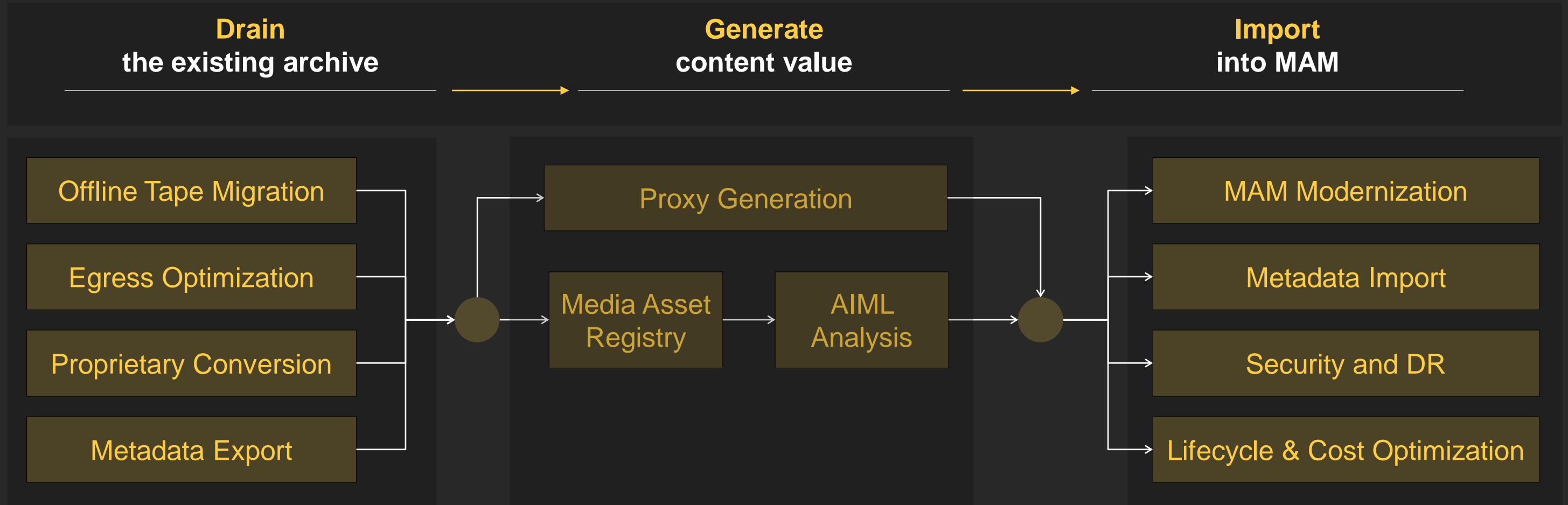
User Interface - Web-based interface to upload media, run content analysis workflows, and view or search extracted metadata from their media files



Demo

Media2Cloud

Media2Cloud Solution



Resources

- **AWS Solutions**

Go to aws.amazon.com/media/solutions to find the right solution for your use case.

- **AWS Media Services training**

To learn more about AWS Media Services go to <https://aws.amazon.com/training/path-mediaservices/>

- **Media2Cloud solution**

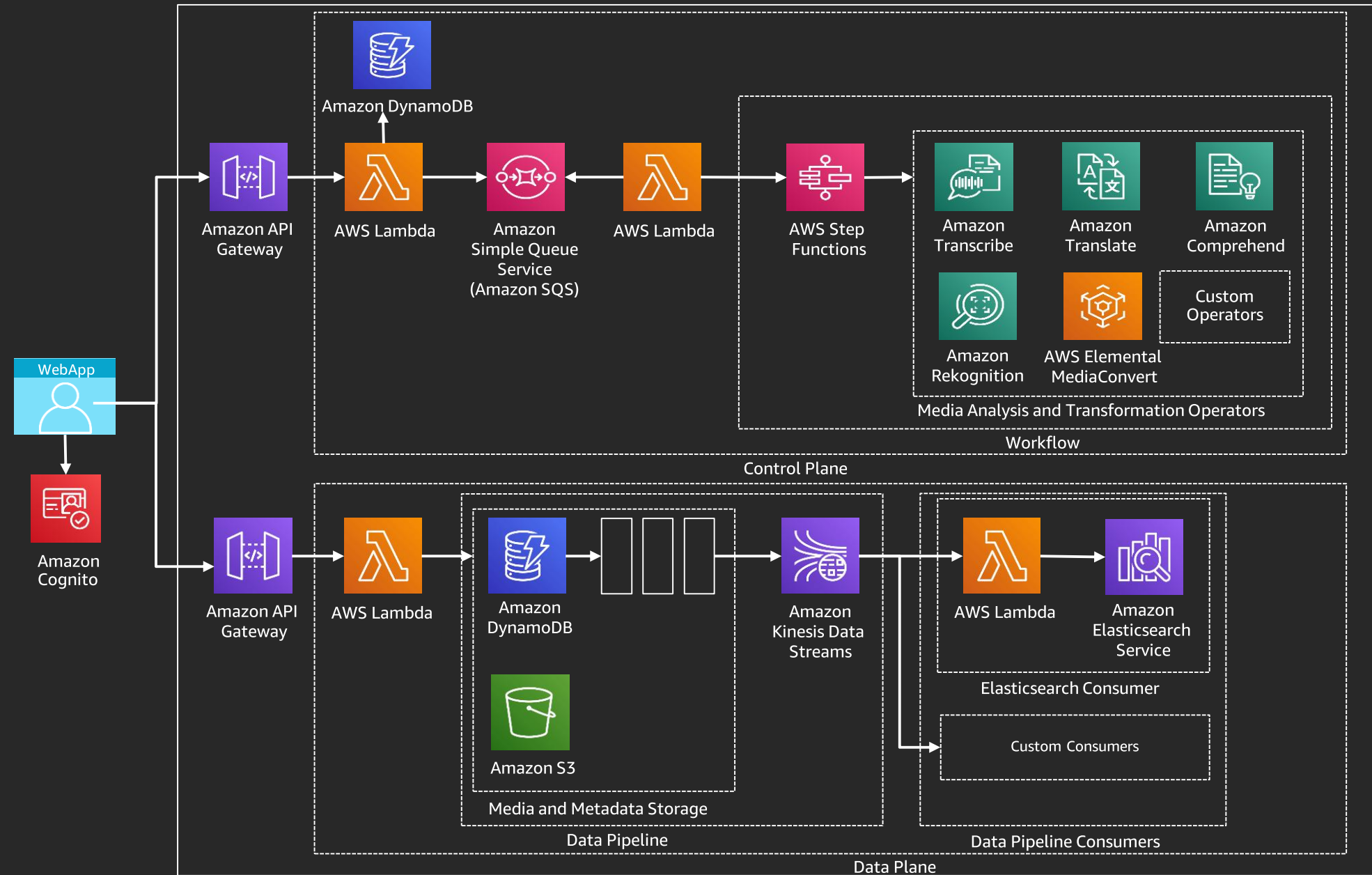
For the Media2Cloud solution you can go directly to <https://aws.amazon.com/solutions/media2cloud/>

- **Media insights engine - preview**

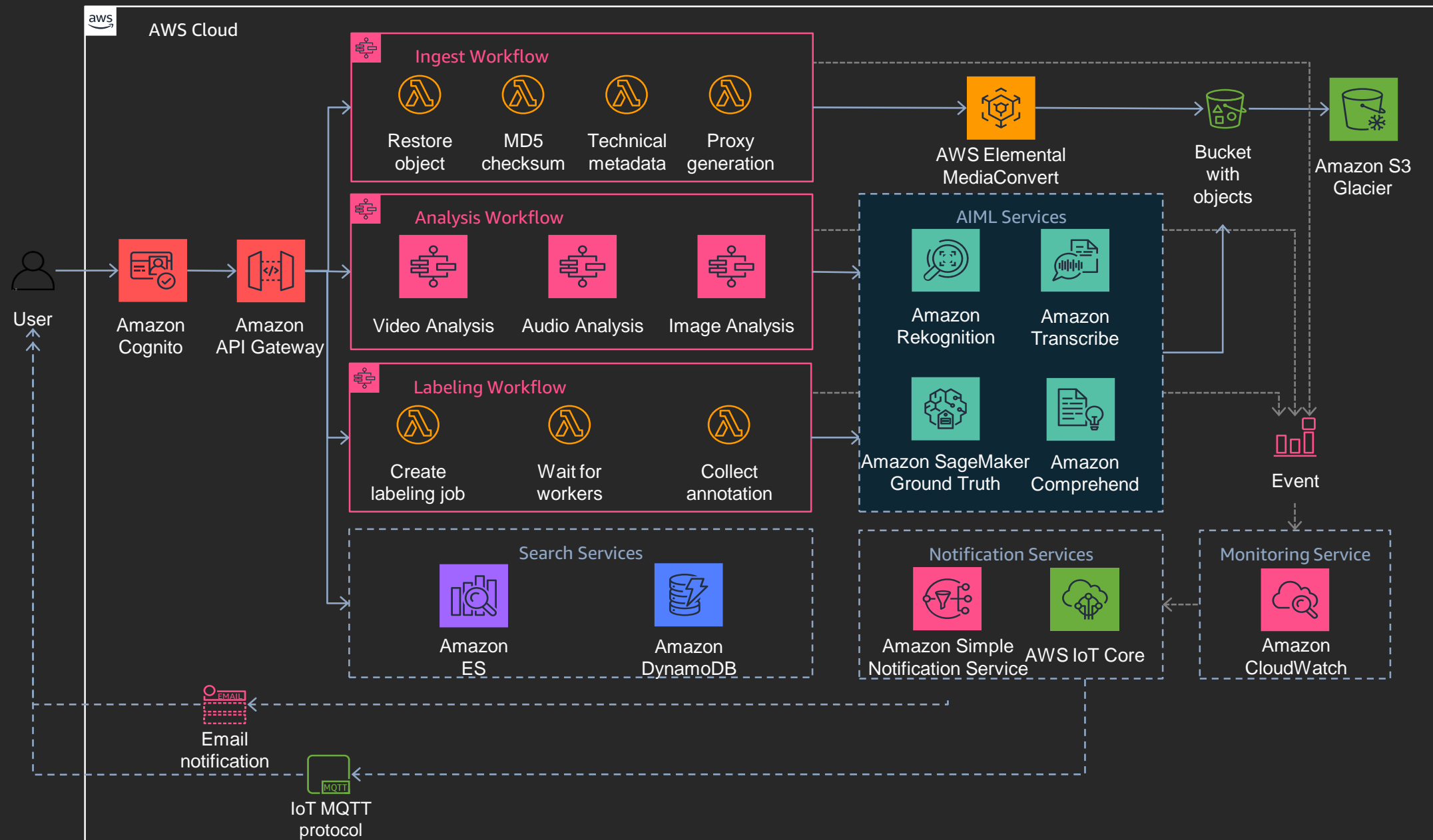
Launched in preview and available on GitHub. Go to <https://github.com/aws-labs/aws-media-insights-engine>

Let's talk

Media insights engine architecture

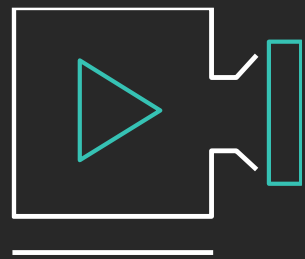


Media2Cloud Solution architecture

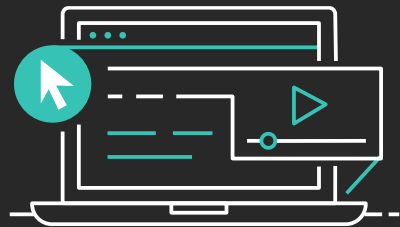


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Thank you!



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