
AWS
re:Invent

MDS207

Accelerating next-generation direct-to-consumer experiences

Gil Yanku
Sr. Solutions Architect,
AWS

Keith Davidson
Director of Global
OTT Platforms,
peacock

Colin Innes
Head of Group
Reliability Engineering,
peacock

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Agenda

Direct-to-consumer industry landscape

Customer insights

Accelerate innovation on AWS

peacock launch



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Direct-to-consumer industry landscape



Increased demand for content; consumers are able to shift platforms **faster than ever**

Broadcasters need to constantly adapt to consumer behavior

Direct-to-consumer industry landscape



Increased demand for content; consumers are able to shift platforms **faster than ever**

Broadcasters need to constantly adapt to consumer behavior



Experimenting with intent

It’s estimated the cost to launch a new channel has been reduced by **97% over 20 years**

Direct-to-consumer industry landscape



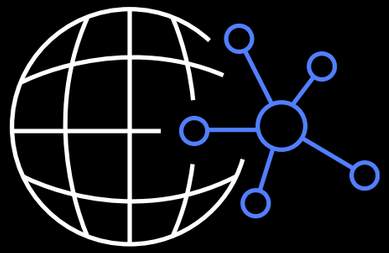
Increased demand for content; consumers are able to shift platforms **faster than ever**

Broadcasters need to constantly adapt to consumer behavior



Experimenting with intent

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A globally disbursed, remote workforce

Conditions have forever changed, and working environments are accelerating remote workflows and cloud migrations

Customer insights



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Using in-app video to adapt during COVID-19

"From the time AWS pointed me to the Video plugin code repository and the Amplify CLI, the initial setup was under an hour. We didn't require any changes to our native iOS/Android code, we simply replaced the backend and the Amplify video plugin did the work."

Pedro González

Enterprise Solutions Architect,
Orangetheory Fitness



About Orangetheory Fitness

Orangetheory is a boutique fitness franchise offering a 1-hour, full-body workouts focused on training endurance, strength and/or power. They use heart rate based-interval training, which burns more calories post workout than a traditional exercise. When wearing our heart rate monitors, participants' real-time results are displayed on large screens throughout the studio. Intensity is based on personal heart rate zones, making the workout effective for all fitness levels.

Real-time music recommendations with Amazon SageMaker

"Using Amazon SageMaker we could easily scale our model scoring based on traffic, making it easy to roll-out the use of our endpoint to any variety of use cases throughout iHeartRadio."

Matt Fielder

EVP Engineering
iHeartRadio



About iHeartRadio

iHeartRadio is a streaming audio service that reaches tens of millions of users every month and registers many tens of thousands more every day

Accelerate innovation on AWS



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How can AWS help build your direct-to-consumer offering?

Accelerate innovation	Delight audiences	Drive engagement	Increase lifetime value
			
Promote a culture of innovation	Deliver the right viewing experience	Create personalized customer experiences	Create new monetization opportunities

Accelerate innovation



Promote a culture of innovation

Accelerate time to market with AWS programs, AWS ProServ, and AWS Partners for development support

Use media and entertainment solutions to speed up your own solution development

Reduce heavy lifting on analytics, databases, machine learning, containers, and media services with AWS Managed Services

Delight audiences



Deliver the right viewing experience

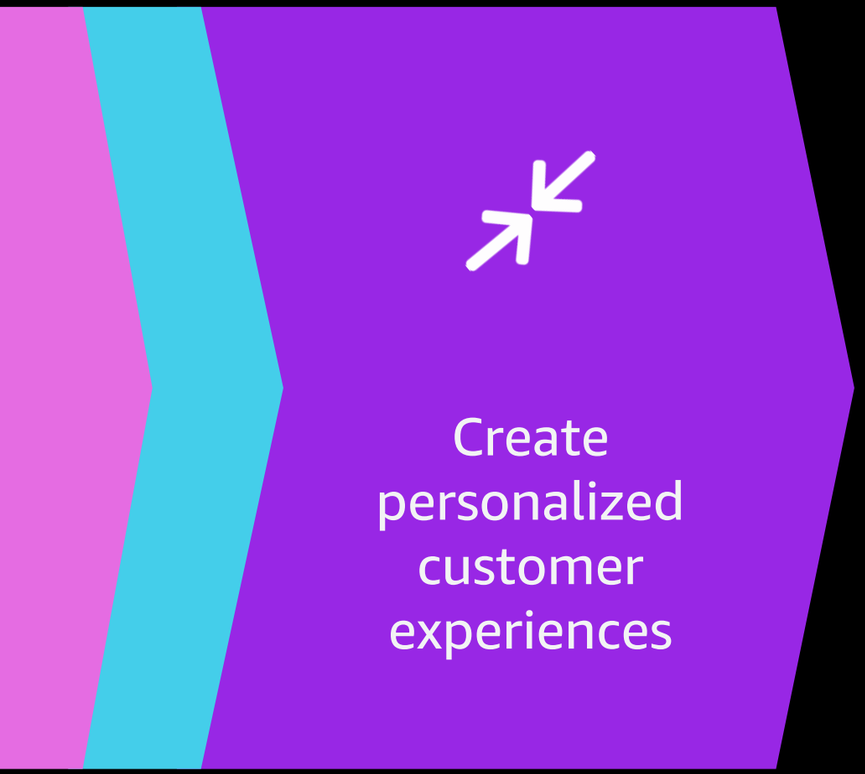
Build innovative video experiences to engage your audience

Use machine learning to create ways of keeping your audience engaged

Innovate your business model and entertain every viewer with new offerings and content relevant to their interests

Transport, prepare, process, and deliver professional-quality, over-the-top video quickly and easily in the cloud

Drive engagement



Develop viewer / (super)fan profiles to understand audience and drive engagement

Understand viewer goals and anticipate needs to make contextual offers across connected channels

Drive viewer engagement with recommendations

Improve viewer awareness and activation with personalized messages to build loyalty and reduce churn

Increase lifetime value



Create ad opportunities for connected TV and video with server-side ad insertion

Develop new ad formats with machine-learning, contextual, and dynamic ad insertion

Run header bidding and prebid auctions for premium inventory

Potentially plug in APS for more diverse ad demand

Analyze advertising performance and demand across channels

Over 500 million subscribers worldwide are streaming media content on platforms powered by AWS*



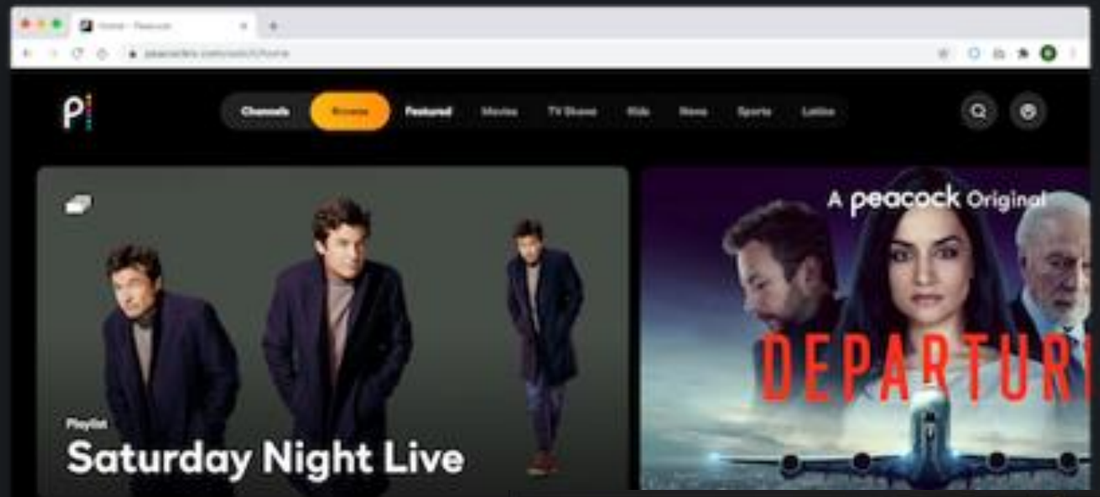
*Aggregate subscriber count based on publicly available subscribe numbers of top 20 streaming services running predominantly on AWS infrastructure

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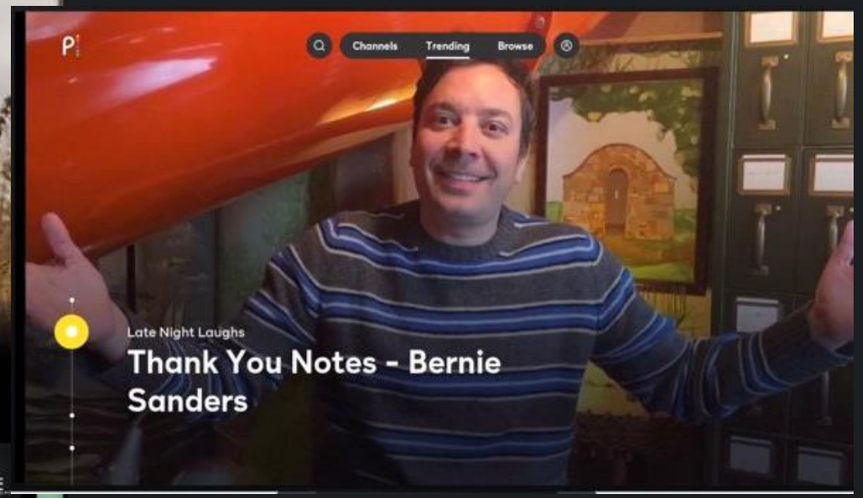

peacock

Peacock


Channels
Browse
Featured
A peacock Original
Playlist
Saturday Night Live
Continue Watching
Downton Abbey: S1 E1
Batman Begins
Watchlist

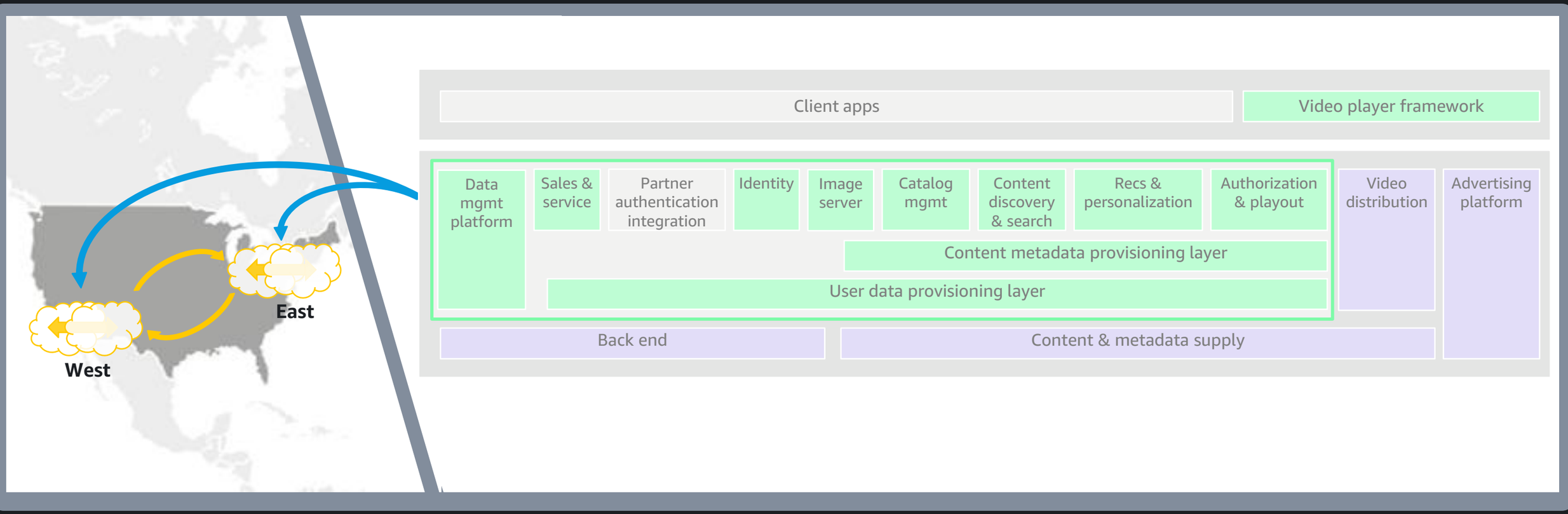

Parks and Recreation
SUITS
Channels
Trending
Browse
Coming Up Next
Saturday Night Live
TV-14
6:00 - 7:00pm
Host Daniel Craig: The Weekend performs.
Saturday Night...
7:00 - 8:00pm
Hollywood Game Night
The Biggest Loser
NBC Nightly News with Lester Holt
Headliners


Yellowstone
Drama · 2 Seasons · TV-MA
Kevin Costner, Wes Bentley, Kelly Reilly
John Dutton tries to protect his ranch, the largest in the United States, from land developers, an Indian reservation and America's first National Park.
Watch Now
Episodes
Watchlist
You May Also Like
CHICAGO P.D.
LAW & ORDER
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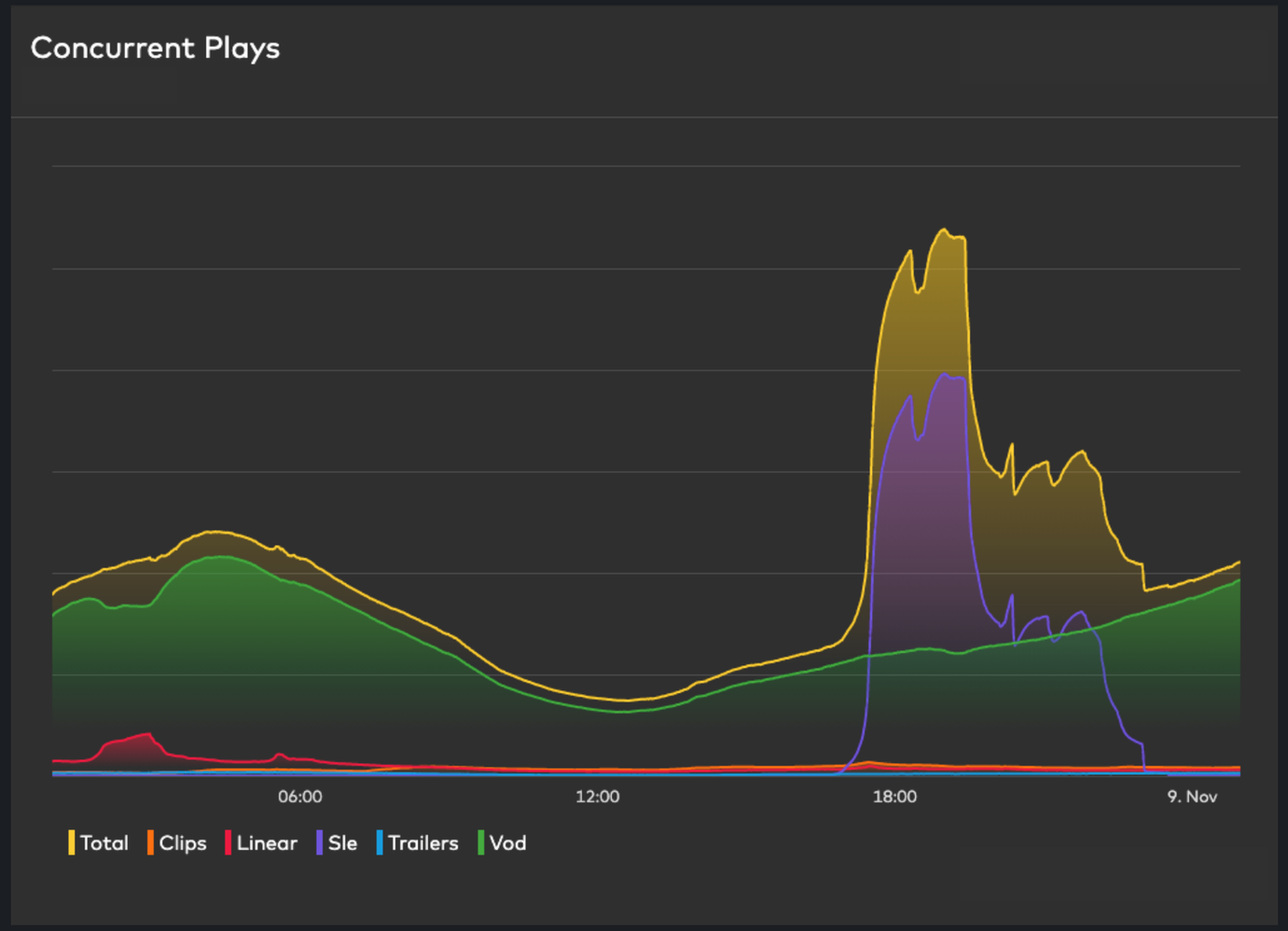

Channels
Trending
Browse
Late Night Laughs
Thank You Notes - Bernie Sanders

Peacock

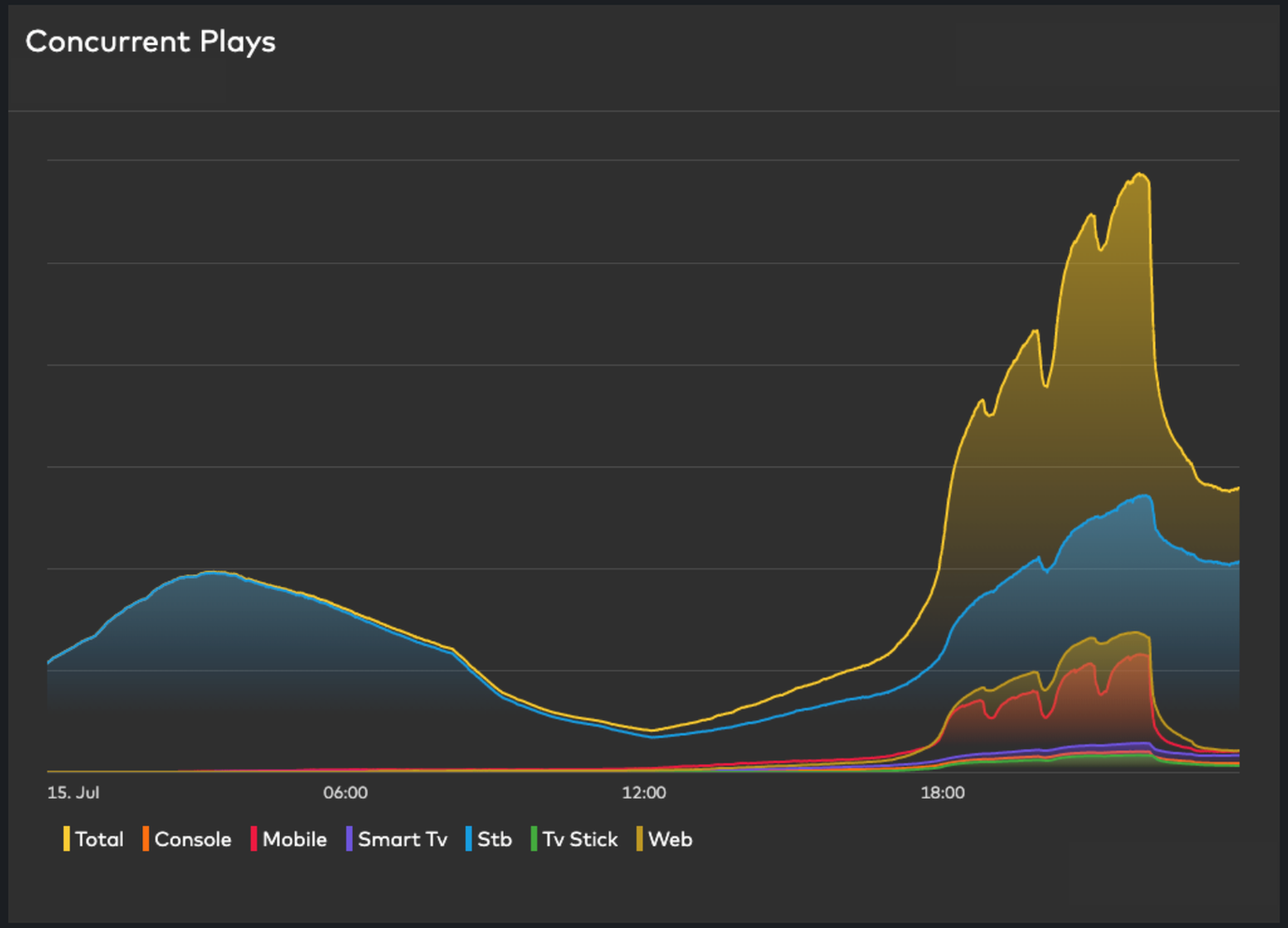
Multizone, multiregion, and independently scalable services; global traffic management; automated from account creation to service deployment



Peak viewing



Launch day


Concurrent Plays
15. Jul
06:00
12:00
18:00
Total
Console
Mobile
Smart Tv
Stb
Tv Stick
Web

Thank you!



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