

Digital Media in the AWS Cloud

The Evolution of Media Workflows

Amazon Web Services
Global Digital Media Business Strategy

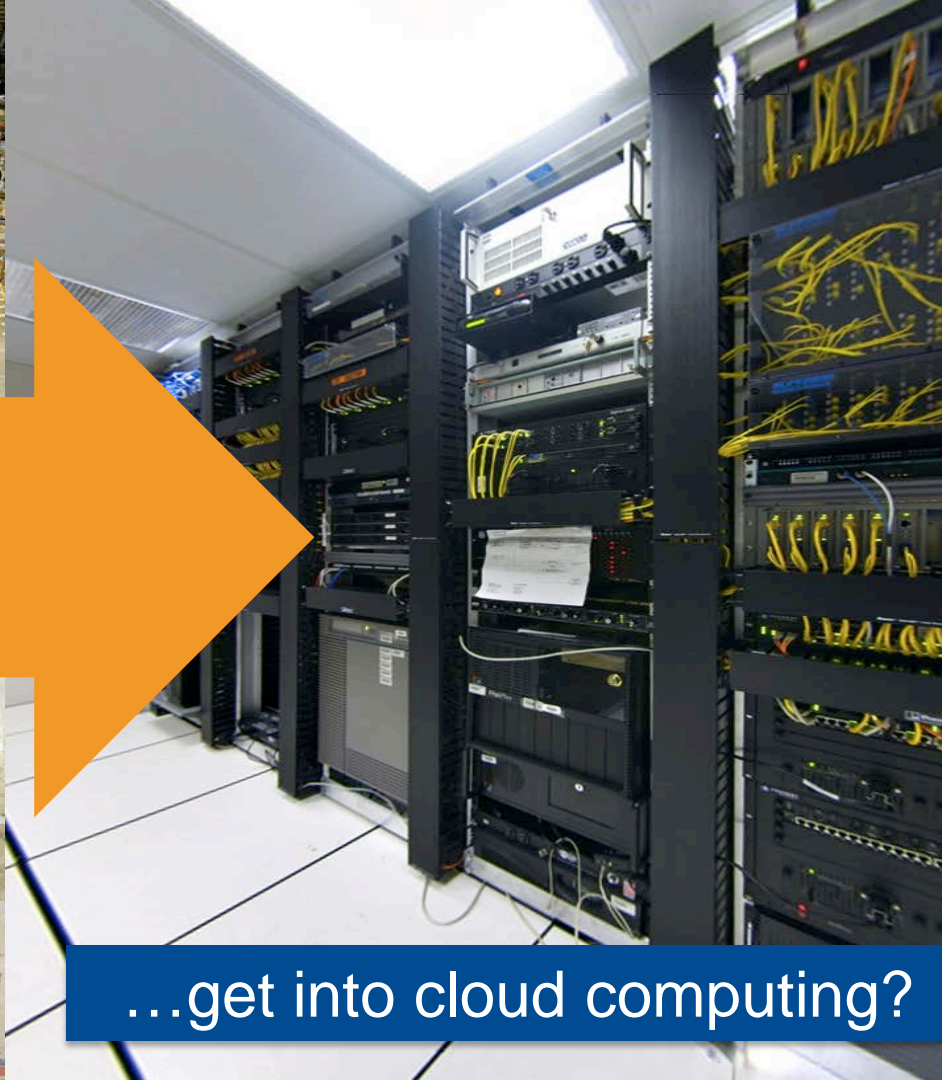


Agenda

- AWS Overview
- Media in the Cloud
 - How Is the Cloud Being Leveraged Today?
 - Trends and Where We Are Headed
 - What's Next?
- Summary and Key Points



How did Amazon...



...get into cloud computing?

AWS Global Footprint



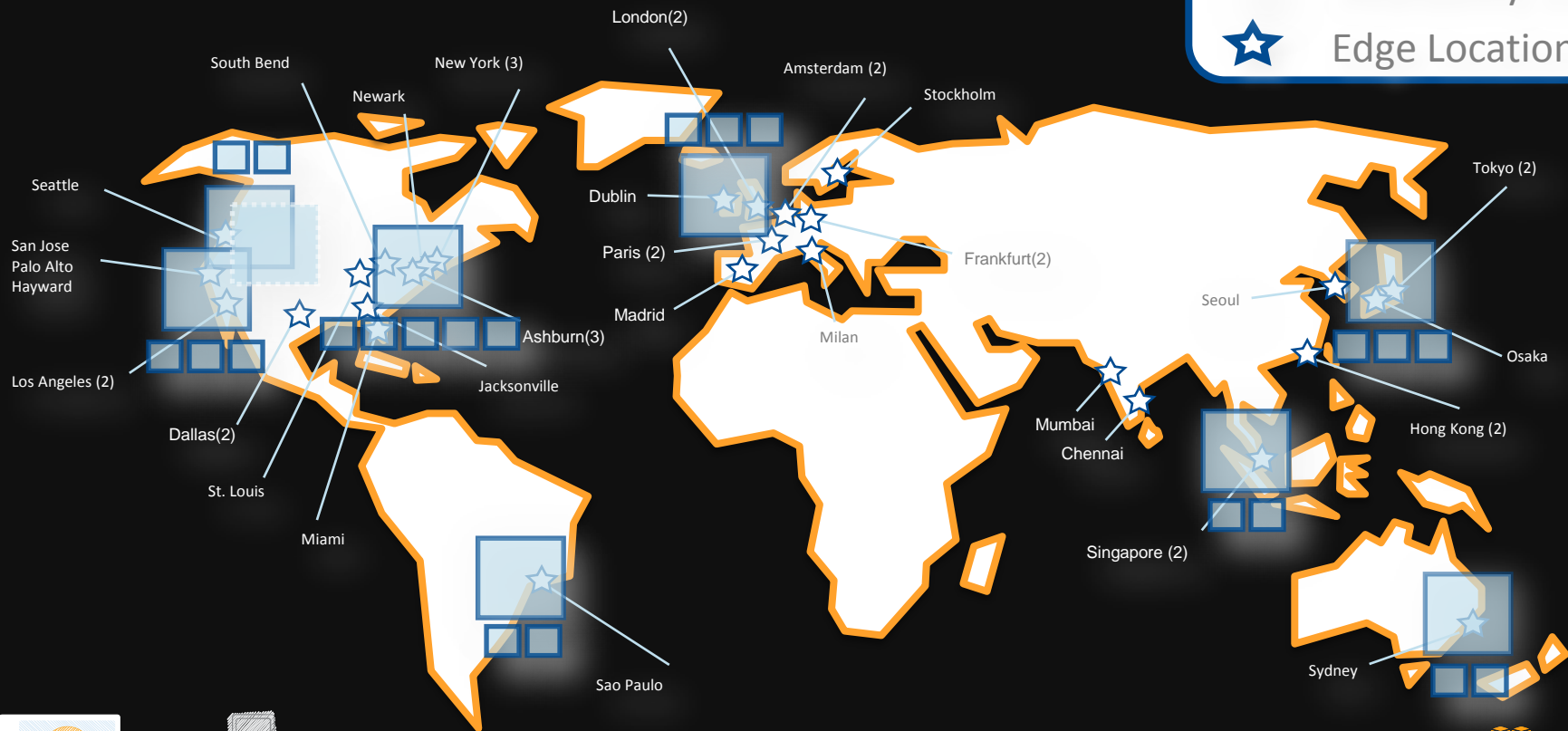
Region



Availability Zone



Edge Locations



MPAA Security Best Practices



- AWS alignment to MPAA Security Best Practices reviewed October 2012
- Based on AWS **Shared Responsibility Model**
- AWS Services In Scope
 - Amazon Elastic Compute Cloud (EC2), Amazon Virtual Private Cloud (VPC), Amazon Simple Storage Service (S3), Amazon Elastic Block Store (EBS), Amazon Relational Database Service (RDS), Amazon DynamoDB, Amazon VM Import, Elastic Load Balancing (ELB), Amazon Identity and Access Management (IAM), Amazon CloudFront, Amazon Glacier, AWS Import/Export, AWS Direct Connect, Amazon Route 53, Amazon Elastic Transcoder, and the supporting data centers
- Content Types In Scope
 - RAW master, high/low-resolution, watermarked/spoiled, full/partial feature content, stills, clips, frames, shots, sequences, scripts, storyboards, as well as production and post-production deliverable formats in pre- and post-theatrical release windows



How Is the Cloud Being Leveraged Today?



Many Options for Media Consumers...

- More content choices
- More devices to consume media
- Many ways to get the content to devices
- New experiences



...Means More
Monetization
Opportunities, Right?



Turns Out There is Massive Complexity



But How Do You Enable These?

- **More content choices**
- More devices to consume media
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Trends and Where Are Things Headed



Key Trend #1

Trend: More content and larger content formats leads to ever increasing storage requirements

Implication: Managing storage is expensive and complex; the cloud shifts CapEx to OpEx, freeing resources



Key Trend #2

Trend: Requirements for processing media at scale will continue to increase

Implication: Strategic use of the cloud was a competitive advantage; now it is a core competency



Key Trend #3

Trend: Content movement will continue to be the heavy lifting of media workflows

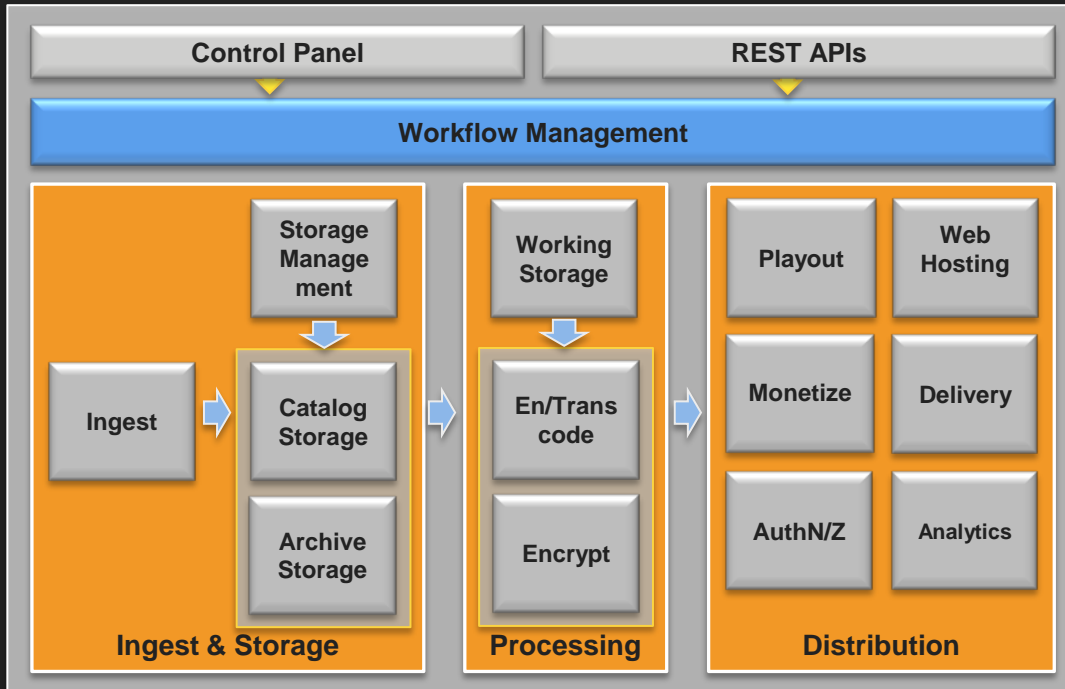
Implication: Evolving from content transfer to content access will enable collapse of cost structures



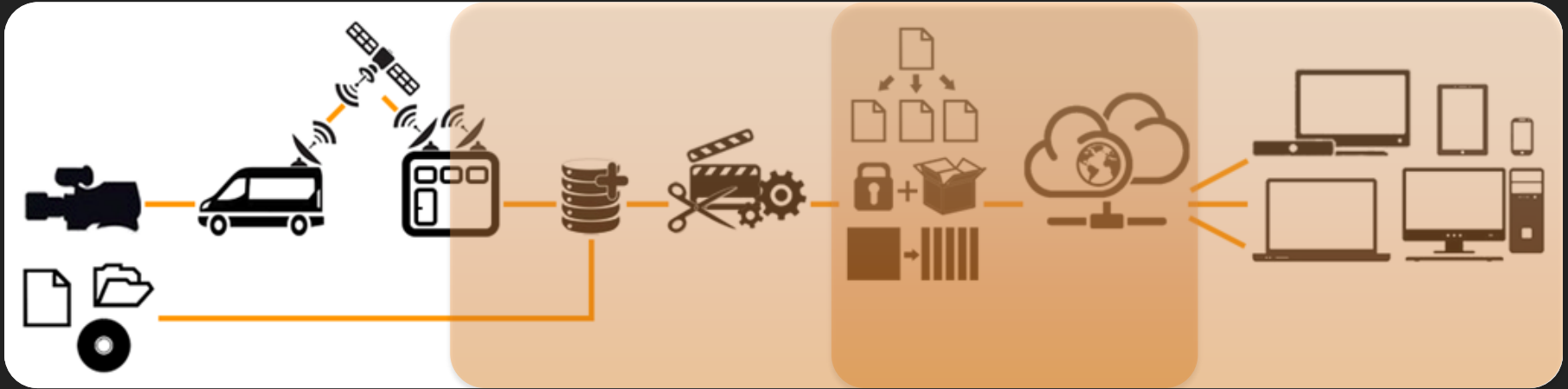
What's Next?



Typical Cloud Digital Media Workflow



Shifting the Workflow to the Cloud



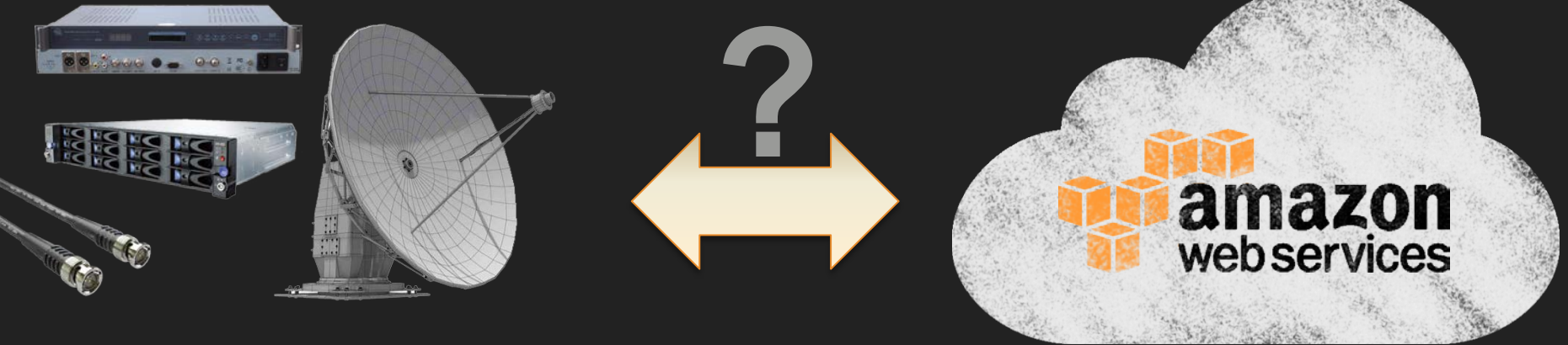
Physical Requirements

- HD-SDI Connectivity Between Components
- Satellite Transmission & IRDs
- Local SAN
- Editing Bay
- HW Transcoder
- Archive - Tape Drives



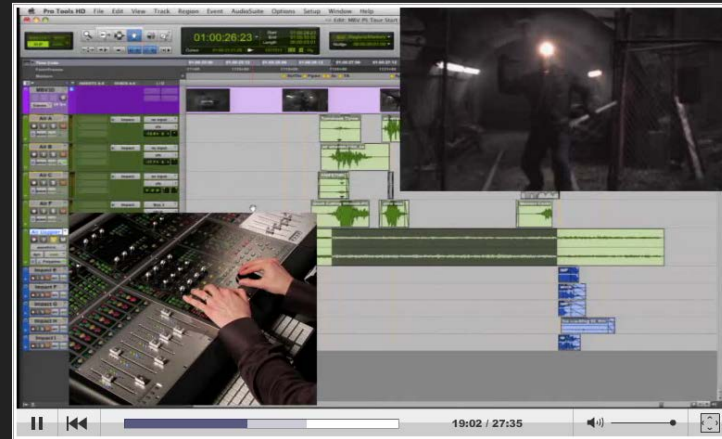
Bridging Into the Cloud

The challenge comes down to **bridging** these **physical world** requirements with the **virtual world** of the cloud



Continuing to Move Up the Workflow

- Post Production
 - Remote/proxy/rough cut editing
 - Visual effects/VXF
 - Rending
 - Content finishing
- Dailies
- Review and Approval
- End-to-End workflows
 - Content creation & capture through distribution managed in the cloud and fully secured



Powering the Workflow with Partner Solutions

INGEST



STORE



PROCESS



MANAGE



CREATE



DELIVER



SECURE



MONETIZE



INTEGRATE



High performance. Delivered.

Booz | Allen | Hamilton





Summary



Key Points

- Use of the **cloud for media workflows** continues to grow.
- Cloud **storage decisions today can be leveraged** over and over again in the future.
- Today, content moves to get processed. Tomorrow, processing will move to **where the content lives**.
- Strategic use of the cloud used to be a competitive advantage, but is now a **core competency**.
- The cloud enables you to **spend more time on better content** and less time worrying about the logistics of growth.



aws.amazon.com