Media Services

Get on overview of the various media services available AWS and how they all fit together.

The AWS Media Services consist of:-

1. **Amazon Elastic Transcoder** re-codes a particular media format to suit other media formats: Suppose you record a video in one format the elastic transcoder re-codes the existing file for any other types of media formats that have been chosen by the user.

2. **Kinesis Video Streams** makes it easy to securely stream video from connected devices to AWS for analytics, machine learning (ML), playback, and other processing
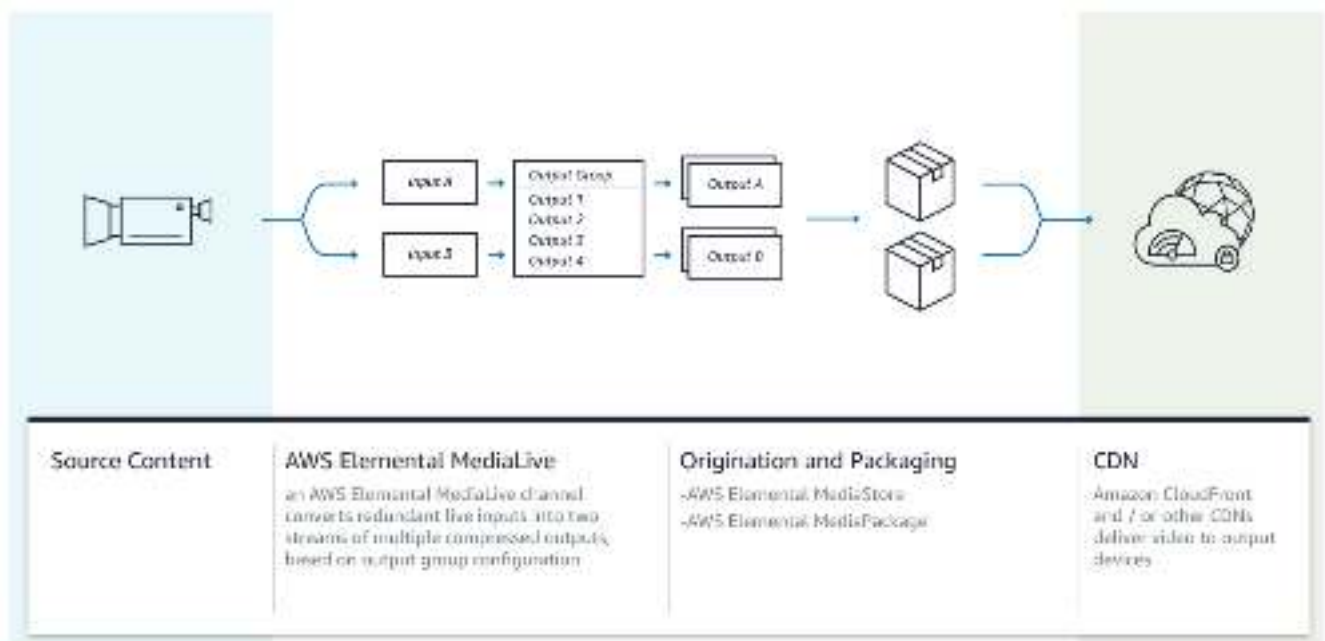

3. **MediaTailor** provides the ability to insert individually targeted advertising into their video streams without sacrificing broadcasting
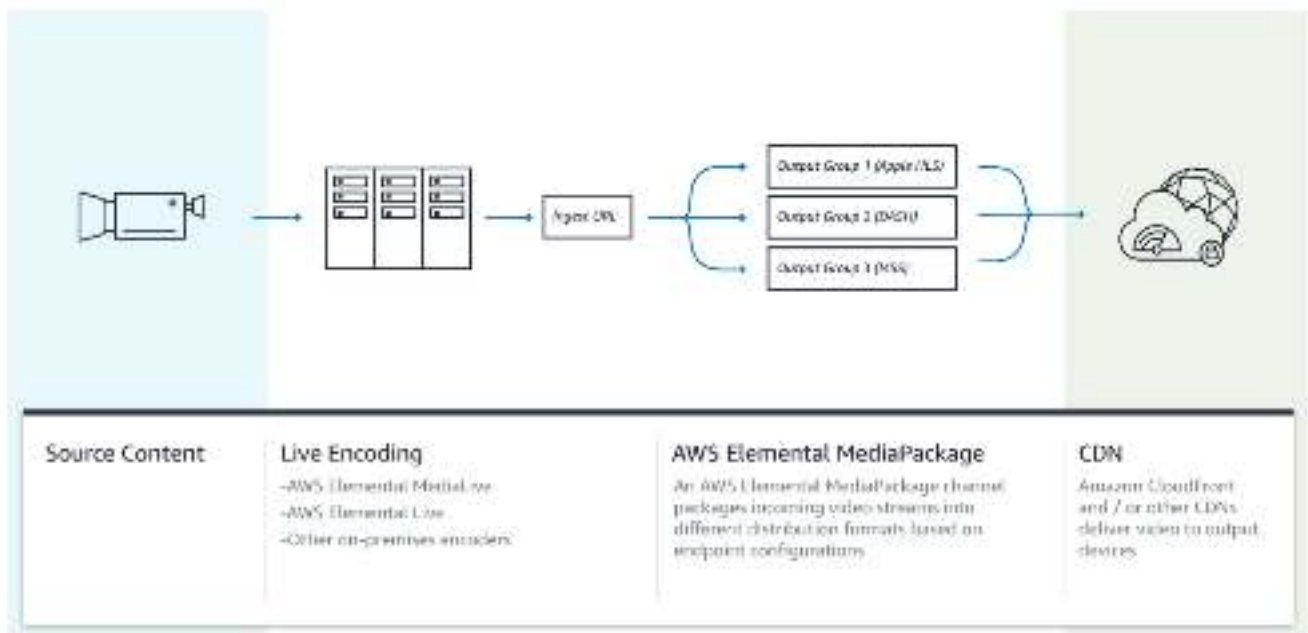
quality.

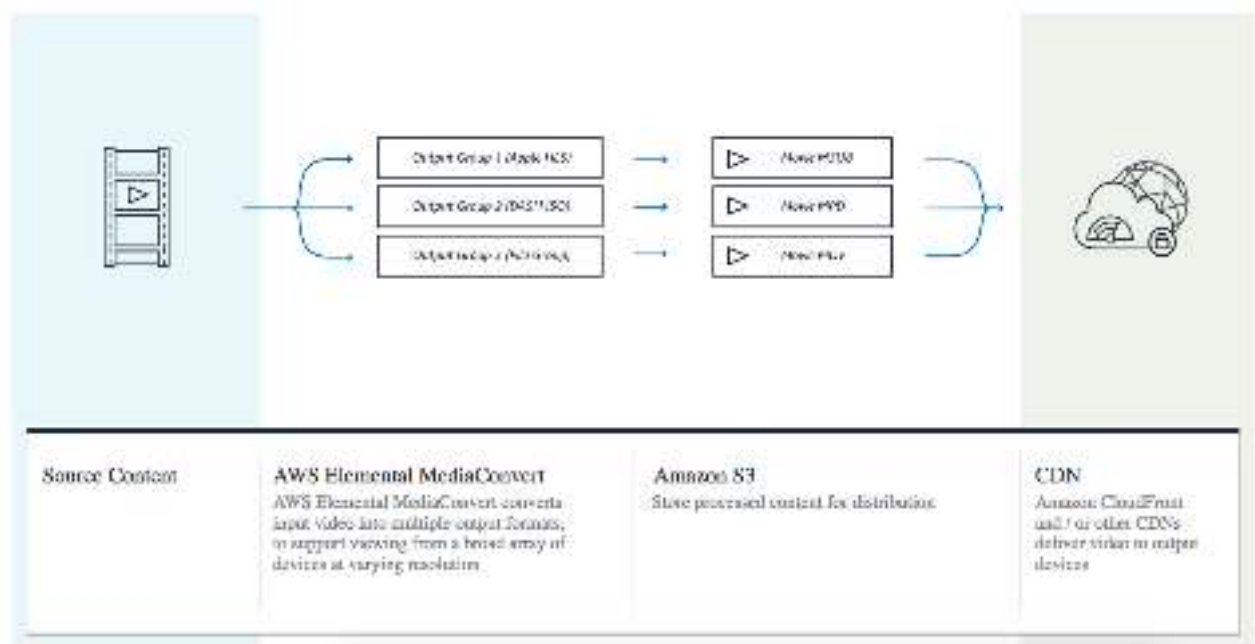| Content / Player	CDN	AWS Elemental MediaTailor	ADS
-Plays video -Makes request for ad with client information	-Amazon CloudFront and / or other CDNs deliver video and ad content with caching -Resourced manifest delivered with no caching	-Passes ad request with client information to ADS -Gets personalized ad response -Serves unique manifest with video and ad content to client -Reports ad plays to ADS	Ad Decision Server (ADS) responds to ad request with personalized ad based on client information

4. **MediaLive** is a live video processing service creates enables the creation of high-quality video streams that can be broadcasted to TVs and Internet-connected devices.

Source Content	AWS Elemental MediaLive	Origination and Packaging	CDN
	an AWS Elemental MediaLive channel converts redundant live inputs into two streams of multiple compressed outputs, based on output group configuration	-AWS Elemental MediaStore -AWS Elemental MediaPackage	Amazon CloudFront and / or other CDNs deliver video to output devices

5. **MediaPackage** packages and protects your video which you can distribute your content to a wide range of video playback devices.

Source Content | Live Encoding | AWS Elemental MediaPackage | CDN

Live Encoding
–AWS Elemental MediaLive
–AWS Elemental Live
–Other on-premises encoders

AWS Elemental MediaPackage
An AWS Elemental MediaPackage channel packages incoming video streams into different distribution formats based on endpoint configurations

CDN
Amazon CloudFront and / or other CDNs deliver video to output devices

6. **MediaConvert** is a file-based video transcoding service with broadcast-grade features. It allows you to easily create video-on-demand (VOD) content for broadcast and multiscreen delivery.

Source Content | AWS Elemental MediaConvert | Amazon S3 | CDN

AWS Elemental MediaConvert
AWS Elemental MediaConvert converts input video into multiple output formats, to support viewing from a broad array of devices at varying resolution

Amazon S3
Store processed content for distribution

CDN
Amazon CloudFront and / or other CDNs deliver video to output devices

7. **MediaTranscoder** is used to convert (or "transcode") media files from their source format into versions that will playback on devices like

smartphones, tablets, and PCs.

Amazon Elastic Transcoder

Amazon S3 Input Bucket

Amazon S3 Input Bucket

Transcoding Pipeline 1

Transcoding Pipeline 2

Transcoding Pipeline 4

Amazon S3 Output Bucket

Amazon S3 Output Bucket

Amazon S3 Output Bucket

Transcoding Job n — 720p

Transcoding Job 2 — Kindle Fire HD

Transcoding Job 1 — Custom

Inside a Transcoding Pipeline