

# AWS Audio Innovation showcase at NAB 2025

by Christopher Bell and Brandon Lindauer | on 02 APR 2025 | in [Amazon API Gateway](#), [Amazon Bedrock](#), [Amazon CloudFront](#), [Amazon EventBridge](#), [Amazon Machine Learning](#), [Amazon Nova](#), [Amazon SageMaker](#), [Amazon SageMaker AI](#), [Amazon Simple Storage Service \(S3\)](#), [Application Integration](#), [Application Services](#), [Artificial Intelligence](#), [AWS Elemental Link](#), [AWS Elemental MediaLive](#), [AWS Elemental MediaPackage](#), [AWS Elemental MediaTailor](#), [AWS Lambda](#), [Broadcast](#), [Compute](#), [Data Science & Analytics for Media](#), [Generative AI](#), [Industries](#), [Media & Entertainment](#), [Media Services](#), [Media Supply Chain & Archive](#), [Monetization](#), [Networking & Content Delivery](#), [Storage](#) | [Permalink](#) | [Comments](#) | [Share](#)

At [NAB 2025](#), April 5-9 in Las Vegas, NV, Amazon Web Services (AWS) will present four integrated demonstrations focused on audio innovation that feature AWS Cloud services and AWS Partner solutions. These demonstrations bring together complete audio workflows including podcast and radio programming creation, content analysis and summarization, metadata creation and tagging, and live transcription and localization. They will also include multiple distribution examples including programmed and live broadcast, as well as on-demand direction-to-consumer experiences.

Our audio innovations integrate with other media and entertainment (M&E) solution areas, including [generative AI](#) for content analysis, [media supply chain](#) program localization, and [broadcast](#) cloud-based, live content production.

The Audio Innovation kiosk in the AWS booth (W1701, in the West Hall) includes an enclosed live audio production space, which will feature live podcast production and broadcast radio operations during the show. Both live and pre-programmed content will be used to run a continuously operating broadcast and streaming radio station.

The audio innovation demonstrations at NAB are organized around four broad categories: modernizing radio broadcast operations, podcast production, podcast content enrichment, and podcast distribution and monetization.

## Modernizing radio broadcast operations

On-air talent and content programmers are often geographically dispersed and need to integrate live and pre-recorded content along with dynamic news, weather, and local information into a diverse mix of entertainment and information broadcast programming. Therefore, radio network and station operators need highly resilient content management and broadcast operation solutions to meet the diverse needs of local, regional, and national broadcasts.

AWS Partner [Radio.Cloud](#) simplifies and digitizes the live studio experience allowing for audio mixing, music controls, and AI-driven voice tracking. Various segments can be scheduled while enabling multiple publishers to work on content in parallel.

Aristo, a solution by AWS Partner [On-Hertz](#), enables pre-processing and normalization of studio audio prior to recording, while Amazon Transcribe is utilized to provide transcriptions for live segments. Finished content is then distributed both through on-premises transmitters, and out to digital platforms from Amazon CloudFront after encoding for streaming by AWS Elemental MediaLive.

Come and learn more from these partners about how they utilize AWS services: Amazon Elastic Compute Cloud ([Amazon EC2](#)), Amazon Elastic Block Store ([Amazon EBS](#)), [Amazon CloudFront](#), Amazon Simple Storage Service ([Amazon S3](#)), [Amazon Transcribe](#), and [AWS Elemental MediaLive](#).

## Podcast production

Podcasts have become a leading source of entertainment and an increasingly popular channel for news. As consumer expectations grow, both content creators and studios are seeking modern solutions to produce high-quality audio and video content at scale. By utilizing multi-capture technology in the cloud, publishers are able to quickly edit their content while also leveraging AI capabilities such as speaker detection, audio normalization, and automated summaries to enhance the content creation experience. These cloud solutions remove the heavy-lifting of podcast production, helping creators reach their audiences faster.

The podcast production demonstration uses the cloud-based Sienna ND Processing Engine which provides automatic switching of NDI video feeds into the AWS Partner [Riverside.fm](#)'s podcast recording solution. There publishers can create and edit content from in the booth or collaborate with remote contributors. Live audio is captured in the booth and from any remote participants connected through the RiversideFM web-based application.

Explore with RiversideFM how they are employing Amazon S3.

## Podcast and audio program content enrichment

As podcasts continue to grow as a primary medium, content creators and publishers are increasingly seeking more comprehensive production pipelines to power their evolving content strategies. Utilizing AWS, publishers can build media lake audio pipelines to create workflows that generate rich metadata and streamline the media transformation process.

Recorded content created in the booth with RiversideFM's recording tool is enriched with AWS Partner [AudioShake](#)'s AI solution. It identifies and tracks each unique speaker's audio and transcribes the spoken words.

AWS partner [TwelveLabs](#)' Merengo AI model is used to generate embeddings for content-based semantic search. This refinement unlocks additional capabilities such as toxicity detection, off-topic content, and automated translation and dubbing of content into additional languages through the use of AWS Partner [DeepDub](#)'s solution. Amazon Bedrock is used to access Anthropic's Claude and Amazon Nova foundation models to create show notes and content summaries from each program.

Experience more from AudioShake, DeepDub, TwelveLabs and RiversideFM as they highlight how they use and integrate with AWS Services: [Amazon Bedrock](#), [Amazon SageMaker AI](#), [Amazon Nova](#), Amazon CloudFront, Amazon S3, [Amazon API Gateway](#), [Amazon EventBridge](#), and [AWS Lambda](#).

## Podcast distribution and monetization

Podcast publishers need access to a diverse array of distribution platforms including syndication, streaming, and download. Each of these delivery methods offers a mix of monetization opportunities including host read ads and sponsorships, subscriptions, and personalized dynamically inserted advertisements.

Podcasts, and their associated enhanced metadata, can be finalized and packaged for delivery through a direct-to-consumer streaming player hosted for high-performance delivery by Amazon CloudFront. Customer 360 profiles, hosted in Amazon Connect, can be used to determine the appropriate advertising to be dynamically inserted by AWS Elemental MediaTailor during podcast playback streams.

Delve into the AWS Services Amazon CloudFront, Amazon S3, [Amazon Connect](#), [AWS Elemental MediaConvert](#), and [AWS Elemental MediaTailor](#) to learn how they can help your company.

## Come see the AWS audio innovations at NAB 2025

The AWS for Media & Entertainment Content Production, Broadcast, Media Supply Chain & Archive, and Direct-to-Consumer & Streaming solution areas provide services and solutions to help M&E companies. With these solutions companies can quickly and seamlessly create, manage, personalize, deliver, and monetize their broadcast and digital audio across a diverse array of delivery methods including broadcast, streaming, and downloads.

Dive deep into solutions with our M&E experts at the AWS Booth (W1701, in the West Hall) or [book a one-on-one conversation](#) today.

We know the show is going to be an unforgettable experience and look forward to seeing you at NAB 2025.

Check out more [AWS Partners](#) or contact an [AWS Representative](#) to know how we can help accelerate your business.



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