Amazon SNS

- The "event producer" only sends message to one SNS topic

- As many "event receivers" (subscriptions) as we want to listen to the SNS topic notifications

- Each subscriber to the topic will get all the messages (note: new feature to filter messages)

- Up to 10,000,000 subscriptions per topic

- 100,000 topics limit

- Subscribers can be:
  - SQS
  - HTTP / HTTPS (with delivery retries – how many times)
  - Lambda
  - Emails
  - SMS messages
  - Mobile Notifications