



We are ALL DevOps YouTubers now

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Amazon Web Services (AWS)

Influence:

“To have an effect on the way that someone behaves or thinks, especially by giving them an example to follow”

Source: <https://www.oxfordlearnersdictionaries.com/>

Why video-based influence matters:

95% of Teens use Youtube

Source: [Pew Research Center, Teens, Social Media and Technology 2022](#)

Gen Zs and Millennial top 3 reasons to choose their current organization:

- #1: Good work/life balance (32% / 39%)
- #2: Learning and development opportunities (29% / 29%)
- #3: High salary or other financial benefits (24% / 27%)

Source: [The Deloitte Global 2022 Gen Z and Millennial Survey](#)

Influence is not accidental

[Intention | Strategy | Execution]

The fish map: scaling influence

SINGLE PLATFORM, MULTIPLE FORMATS

1. INITIATE



My Compan

The fish map: scaling influence

SINGLE PLATFORM, MULTIPLE FORMATS

1. INITIATE



The fish map: scaling influence

SINGLE PLATFORM, MULTIPLE FORMATS

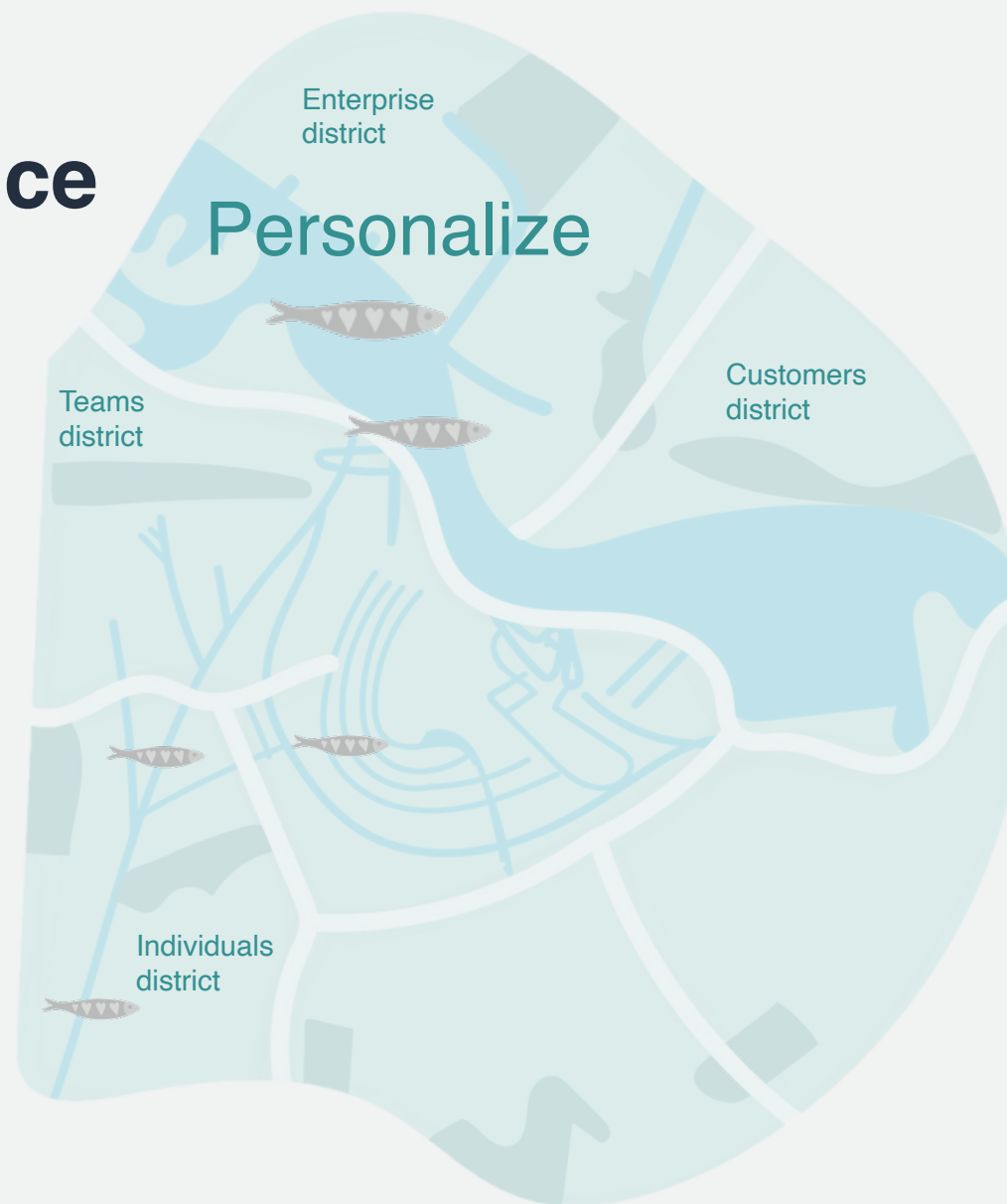
2. BUZZ



The fish map: scaling influence

SINGLE PLATFORM, MULTIPLE FORMATS

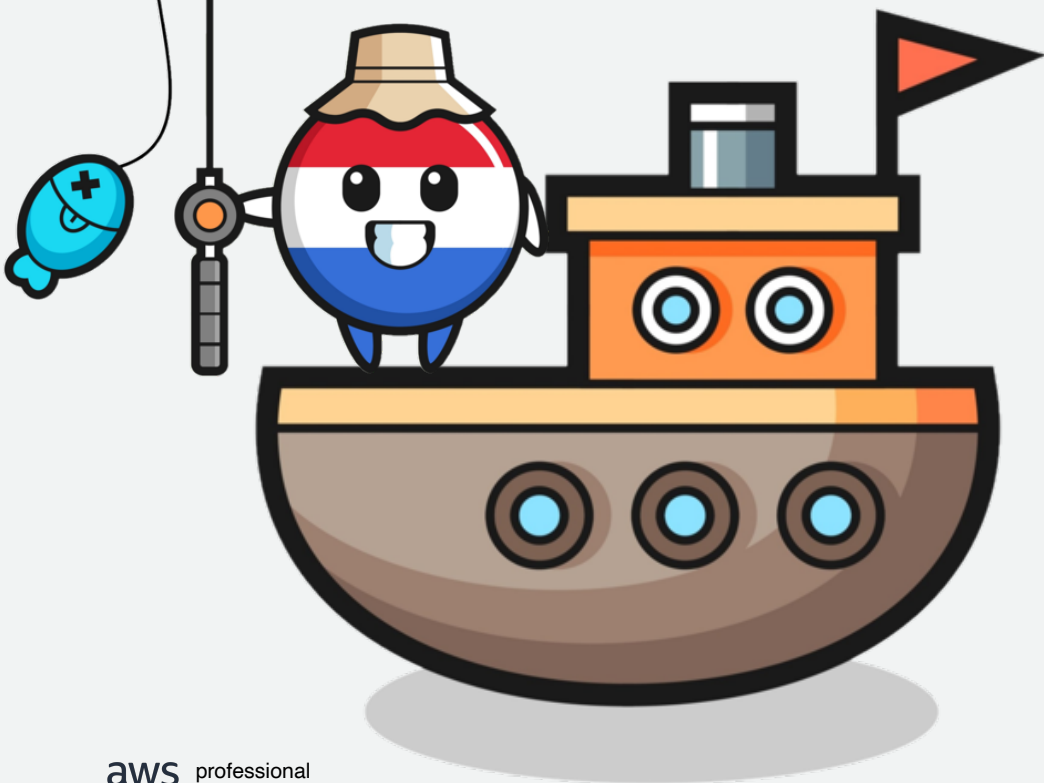
2. BUZZ



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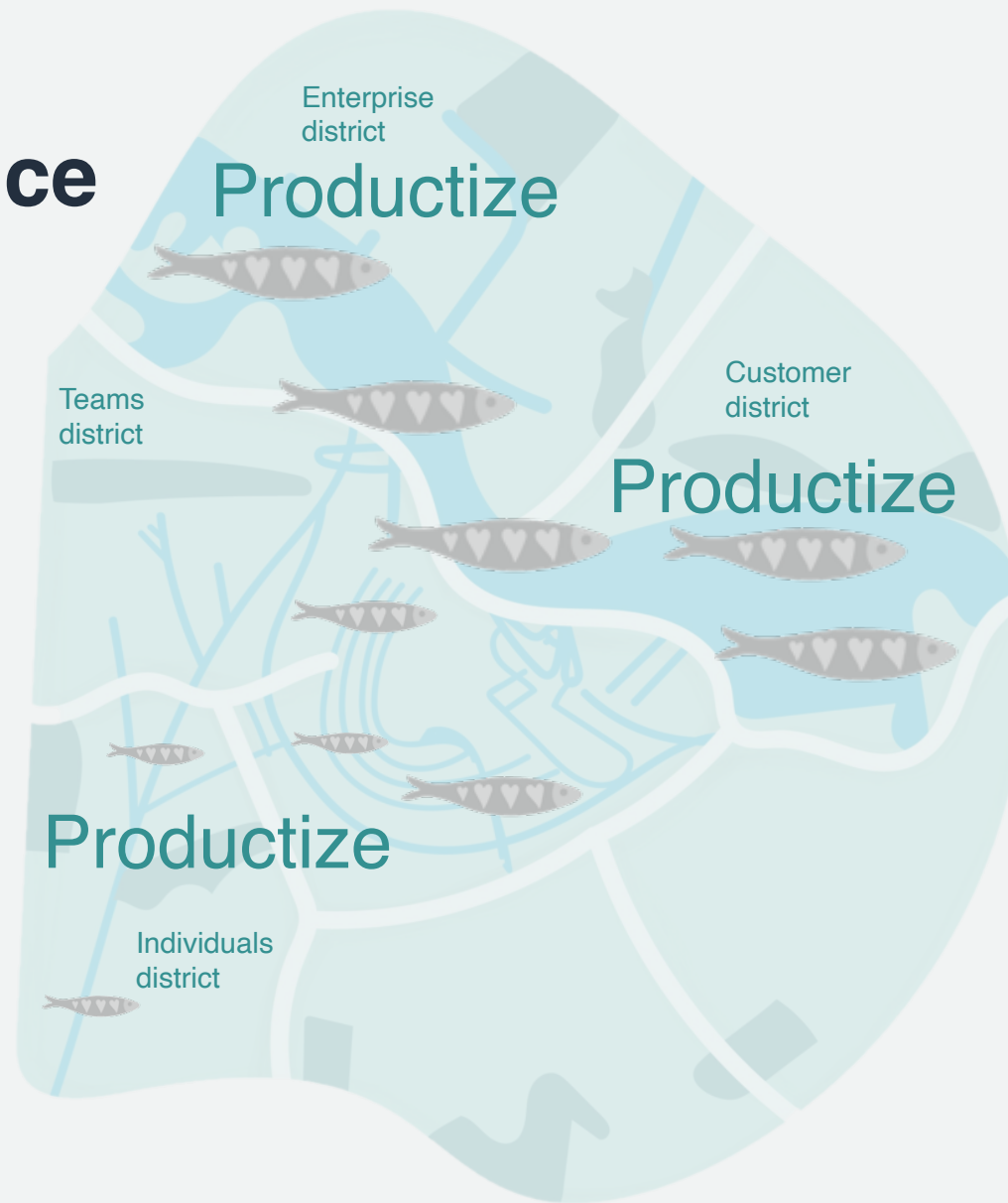
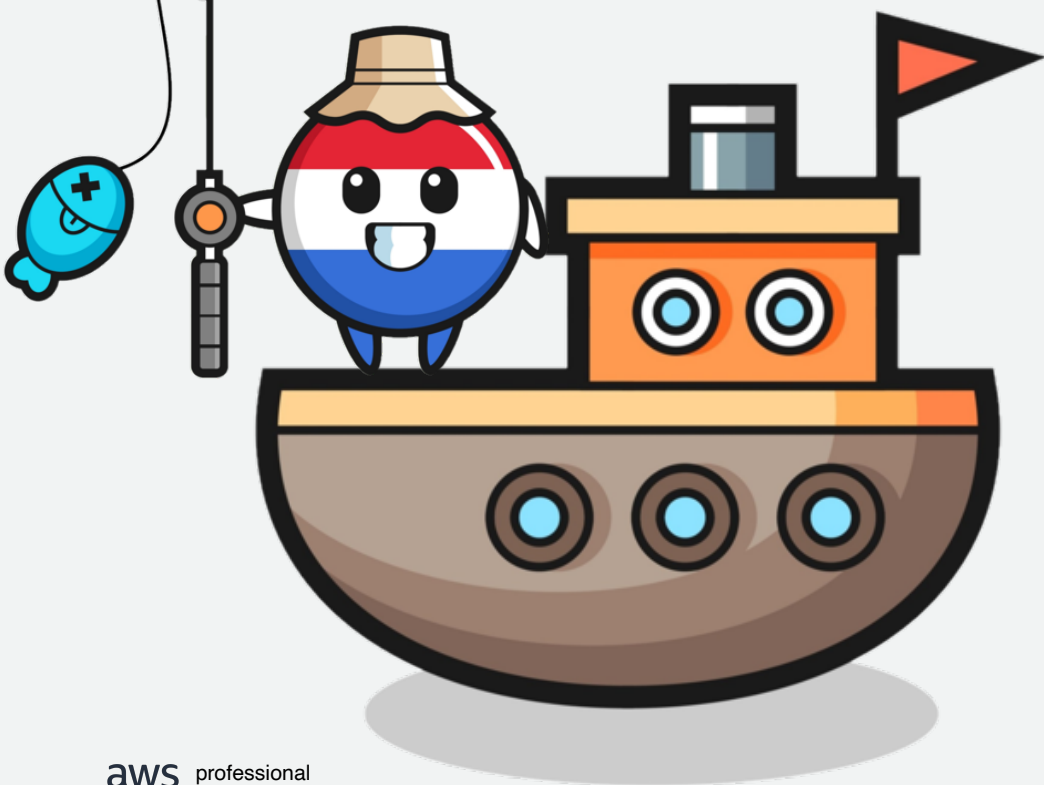
3. SCALE

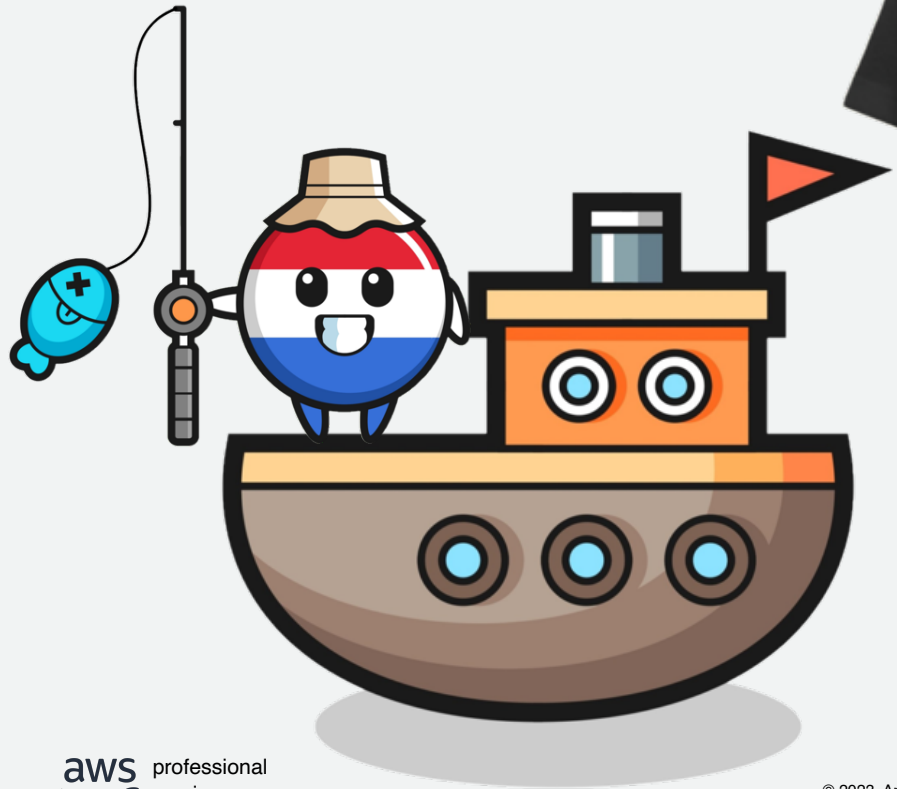


The fish map: scaling influence

SINGLE PLATFORM, MULTIPLE FORMATS

3. SCALE





**You're
gonna
need a
bigger
boat!**

The fish map: scaling influence

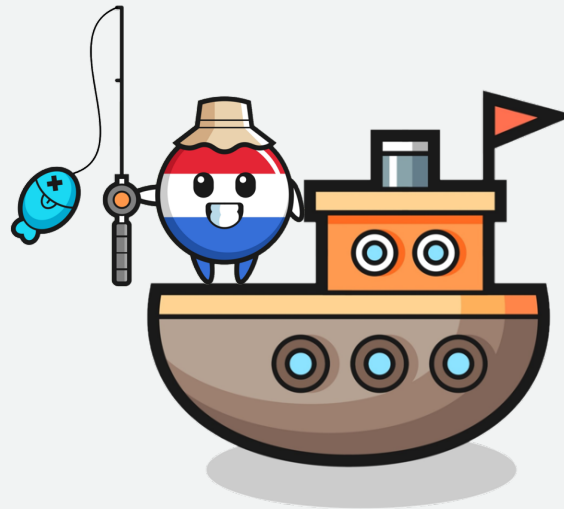
SINGLE PLATFORM, MULTIPLE FORMATS

1. INITIATE VIDEOS

Presentations

Demos

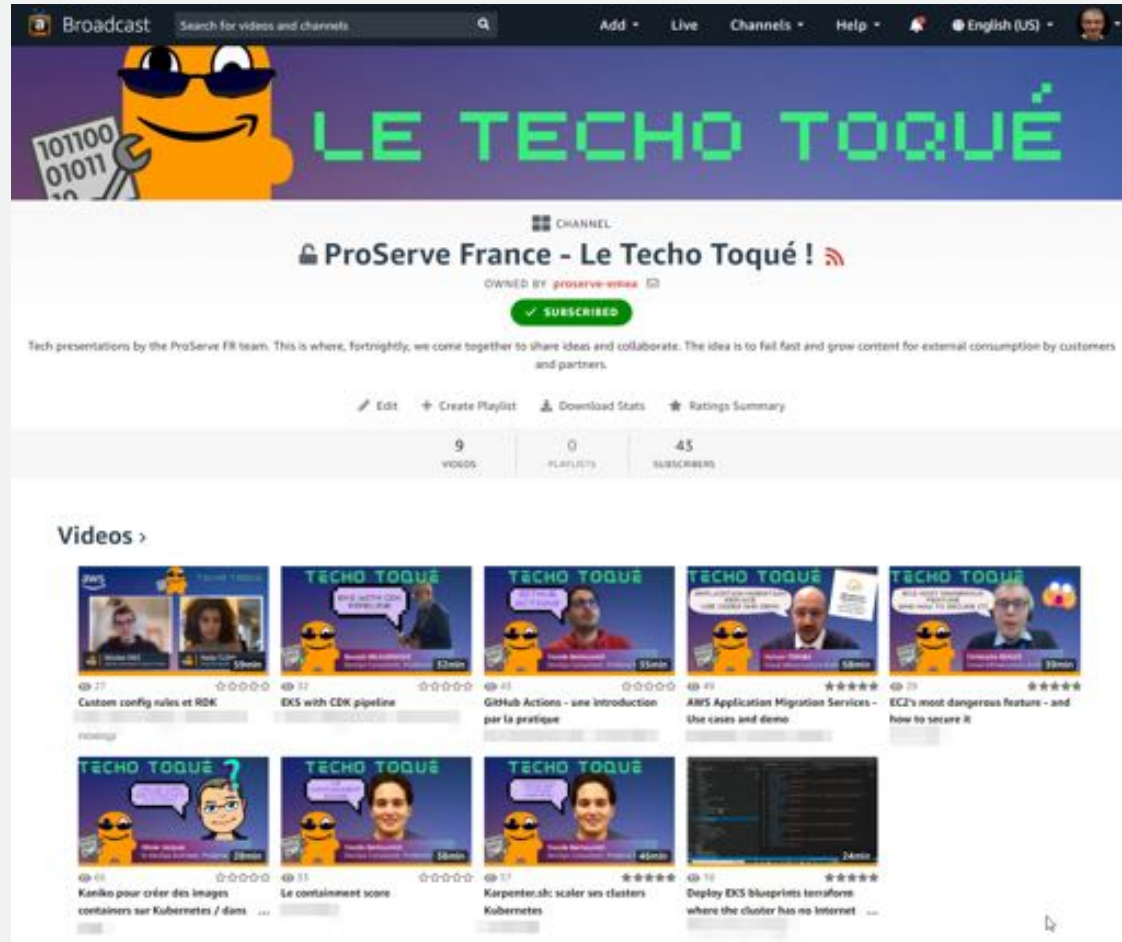
Transparent white boards



How YOU can be a DevOps YouTuber



Hosting videos



- Set up an internal video on demand channel
- At AWS, we have our own – “Broadcast”. Follow this blog post to create yours:



3 use cases (and a bonus)



Producing content: the workflow

Sources



Application



Microphone



Webcam



Videos



Pictures PNG, GIF



Live chat

Produce



Keyboard



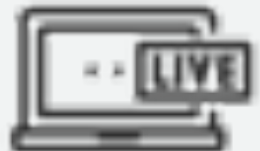
HTTP API

Control

Outputs



Recording MP4, MKV



Live Stream (RTMP)



Virtual camera



Screen share

Let's watch a 5 min demo...



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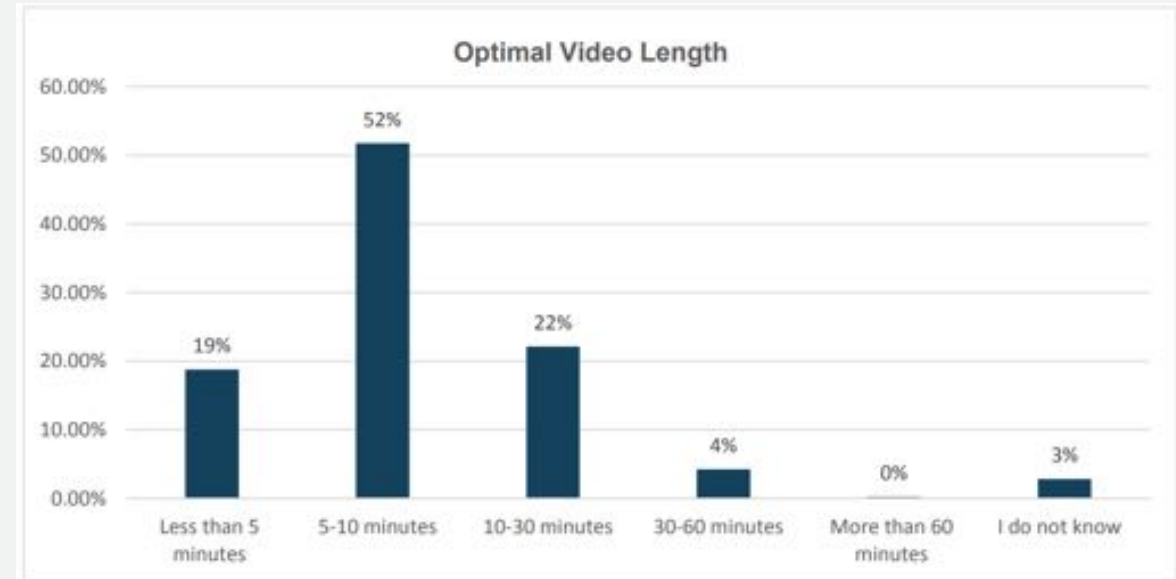
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Presentations

Remote presentations – what is it good for

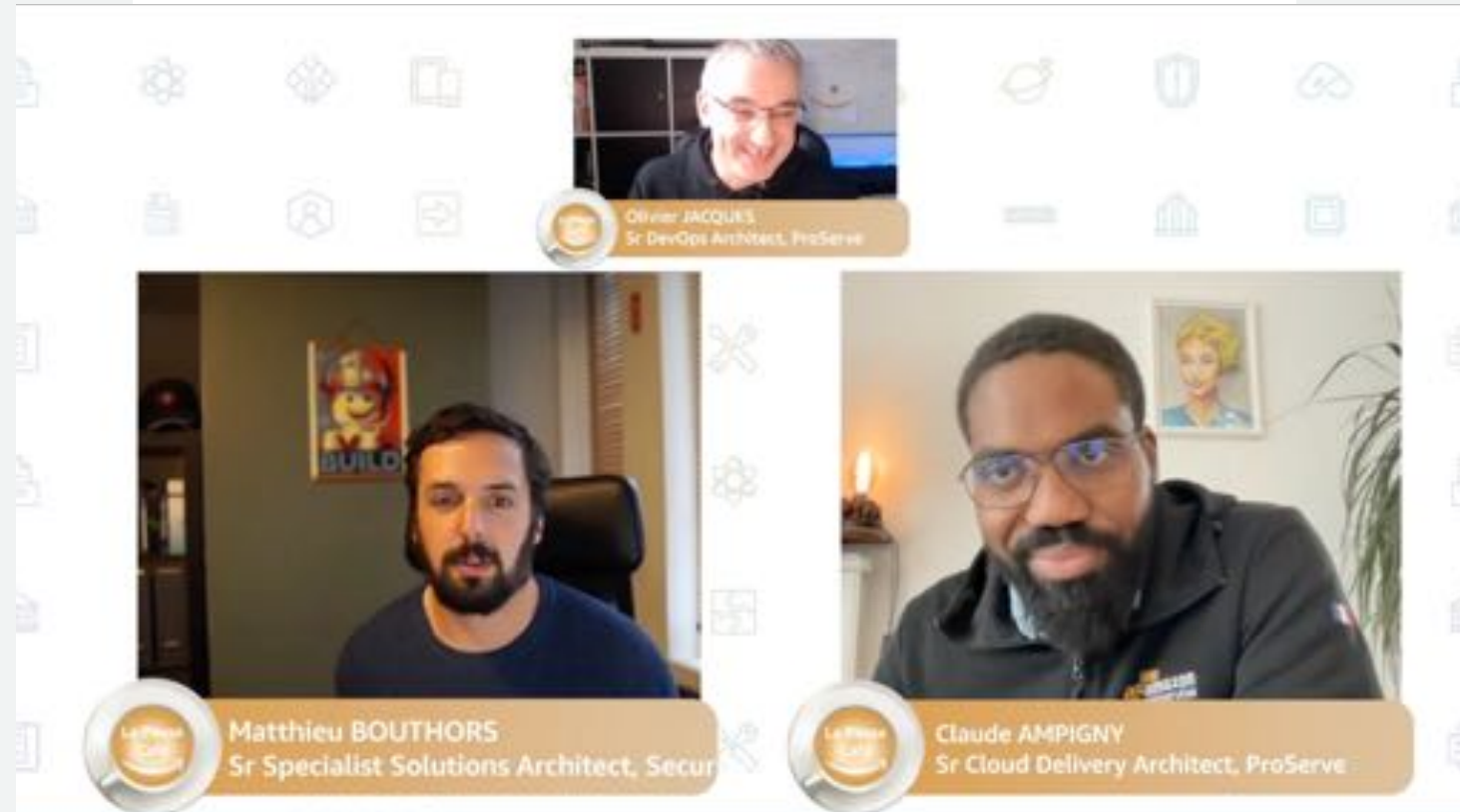
- Better engage the audience, maintain engagement after
- Ready to share
- Record and produce them, live
- Transcript
- 0.5x to 2x speed
- **Less than 15 minutes**



Source: the state of video in education - Kaltura

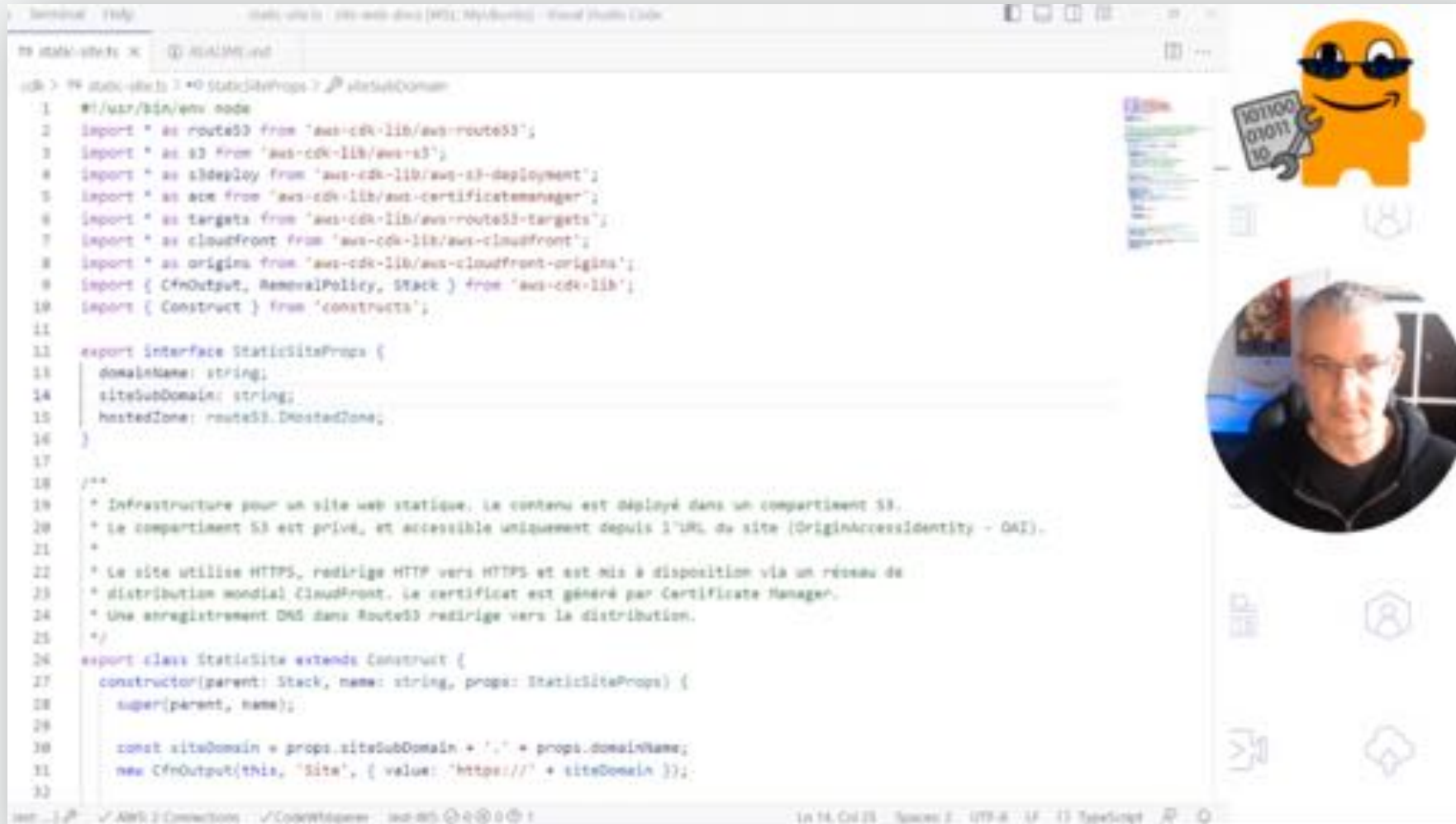
Raise the bar

- Use a pen
- Keep the audience engaged: add live comments
- Chrome plugin to capture chat, overlay on video: https://github.com/steveseguins/social_stream



Tech demos

Demos



```
cdk > ts static-site.ts --target static-site --asset-path static-site

1  #!/usr/bin/env node
2  import * as route53 from 'aws-cdk-lib/aws-route53';
3  import * as s3 from 'aws-cdk-lib/aws-s3';
4  import * as s3deploy from 'aws-cdk-lib/aws-s3-deployment';
5  import * as acm from 'aws-cdk-lib/aws-certificatemanager';
6  import * as targets from 'aws-cdk-lib/aws-route53-targets';
7  import * as cloudfront from 'aws-cdk-lib/aws-cloudfront';
8  import * as origins from 'aws-cdk-lib/aws-cloudfront-origins';
9  import { CfnOutput, RemovalPolicy, Stack } from 'aws-cdk-lib';
10 import { Construct } from 'constructs';
11
12 export interface StaticSiteProps {
13   domainName: string;
14   siteSubDomain: string;
15   hostedZone: route53.DhostedZone;
16 }
17
18 /**
19  * Infrastructure pour un site web statique. Le contenu est déployé dans un compartiment S3.
20  * Le compartiment S3 est privé, et accessible uniquement depuis l'URL du site (OriginAccessIdentity - OAI).
21  *
22  * Le site utilise HTTPS, redirige HTTP vers HTTPS et est mis à disposition via un réseau de
23  * distribution mondial CloudFront. Le certificat est généré par Certificate Manager.
24  * Une enregistrement DNS dans Route53 redirige vers la distribution.
25  */
26 export class StaticSite extends Construct {
27   constructor(parent: Stack, name: string, props: StaticSiteProps) {
28     super(parent, name);
29
30     const siteDomain = props.siteSubDomain + '.' + props.domainName;
31     new CfnOutput(this, 'Site', { value: 'https://' + siteDomain });
32   }
33 }
```

Demos - what is it good for

- Tool/technique/patterns walk through
- Colors, beautiful shell prompts
- Big fonts
- Raising the bar:
 - GitHub/VHS: **software defined** demo videos

```
Output file.gif      Down@500ms  4
                    Up@500ms  1
Type "gum file ./src" Sleep 1s
                    Enter
Sleep 1s             Sleep 1s
Enter                Down@500ms 4
Sleep 2s             Sleep 1s
```



Transparent whiteboarding

Transparent whiteboarding



Transparent whiteboarding - what is it good for

- Powerful way to explain concepts, tell a story
- You don't need to know how to draw
- Dare to mix drawings and icons / digital assets / GIFs
- The cinema green screen trick, but digital

What we need help with

What we need help with

- How do we keep video content fresh?
- Have a solution for terminal with tools such as VHS, what about GUI demos? Use Selenium?
- How will generative AI help us create videos?



Thank you!

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