

The background features a vibrant blue gradient with thin, white, wavy lines that create a sense of motion. In the bottom right corner, there are abstract, flowing shapes in shades of purple, pink, and orange.

aws SUMMIT

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MEG007

Broadcast grade cloud playout by YuppTV

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Solutions Architect
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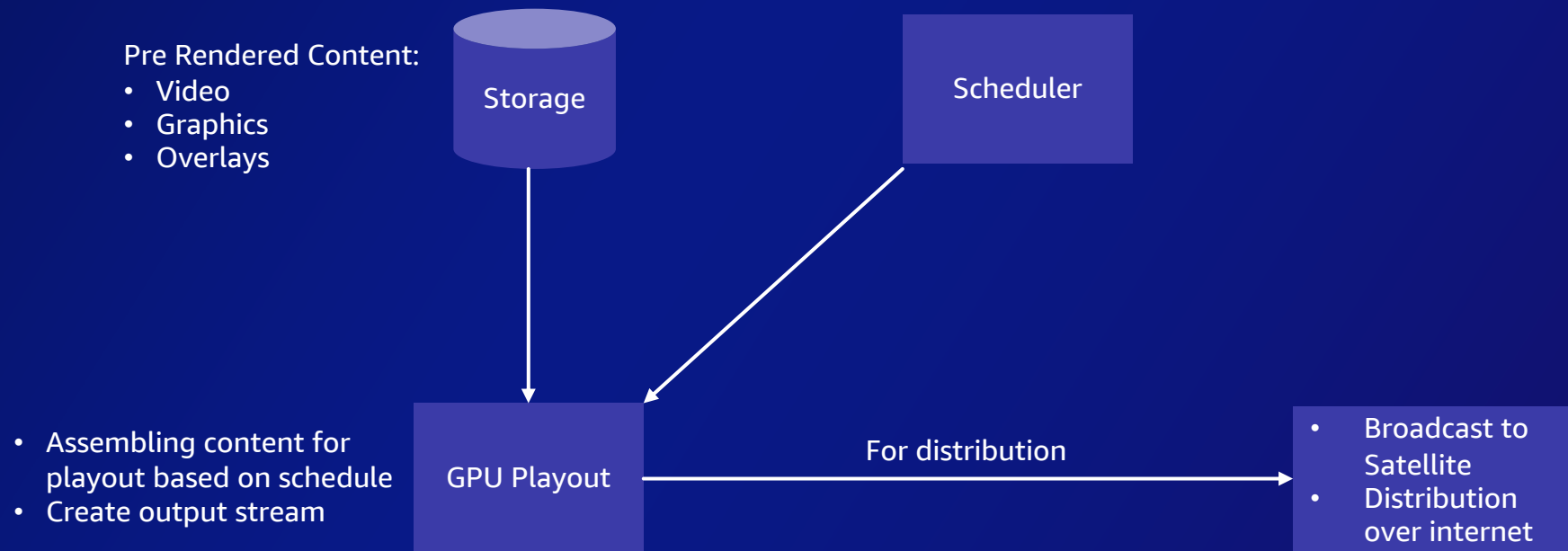
Uday Reddy
CEO
YuppTV



Agenda

- What is playout
- Why AWS?
- AWS for Cloud Playout
- Hear from our customer: Janya – Broadcast Grade Cloud Playout by YuppTV

High-level playout workflow



Why AWS?



Most
functionality



Fastest pace
of innovation



Most proven
operational
expertise



Most
secure



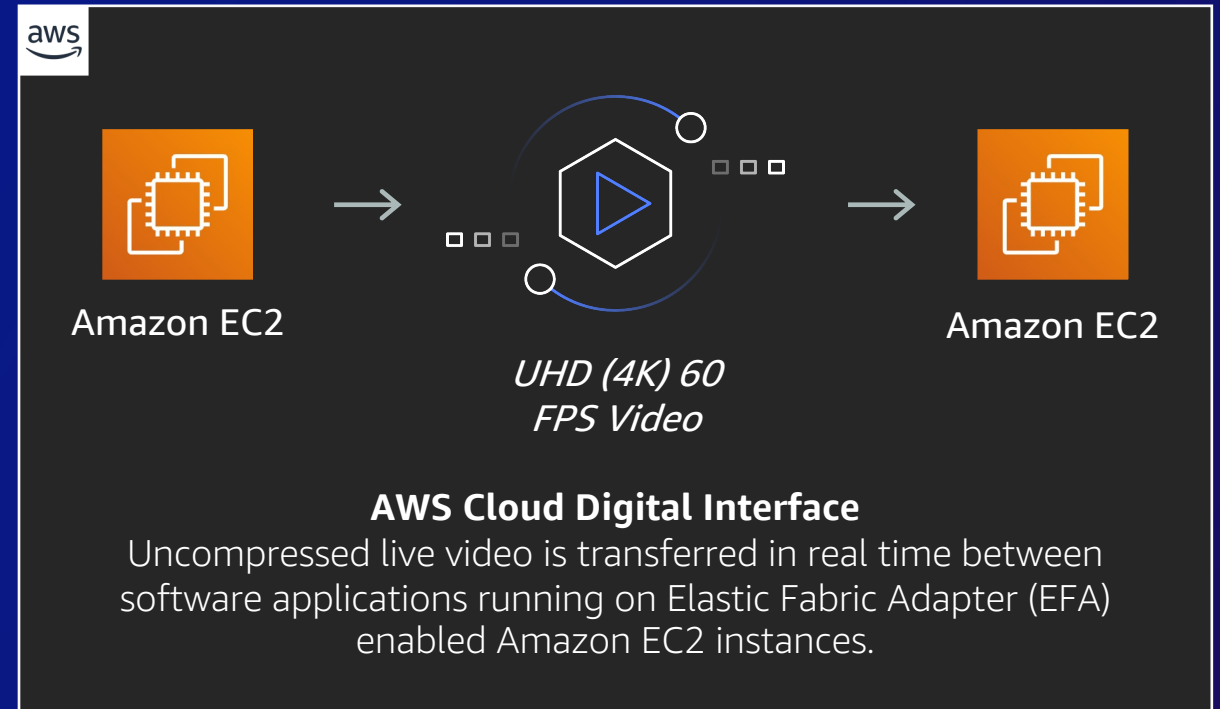
Largest community
of customers and
Partners

AWS for Cloud Playout



AWS Cloud Digital Interface (CDI)

- Transport high-quality uncompressed video inside the AWS Cloud
- Next gen cloud networking
- Low latency
- Build scalable workflows



AWS Elemental MediaConnect

- High-quality transport service for live video
- Reliably transport live video
- Manage high-value playout workflows
- Use AWS CDI to connect components running on the cloud
- Secure and reliable
- Standards - RIST, Zixi, RTP/FEC

Amazon EC2 accelerated computing instances

- GPU based playout applications
- Designed for workloads such as video playout / broadcast, encoding / transcoding
- G-Series Instances:
 - G5 - AMD EPYC processors, NVIDIA A10G Tensor Core GPUs
 - G5g - AWS Graviton2 processors, NVIDIA T4G Tensor Core GPUs
 - G4dn - Intel Xeon Scalable Processors, NVIDIA T4 Tensor Core GPUs
 - G4ad - AMD EPYC Processor, AMD Radeon Pro V520 GPUs

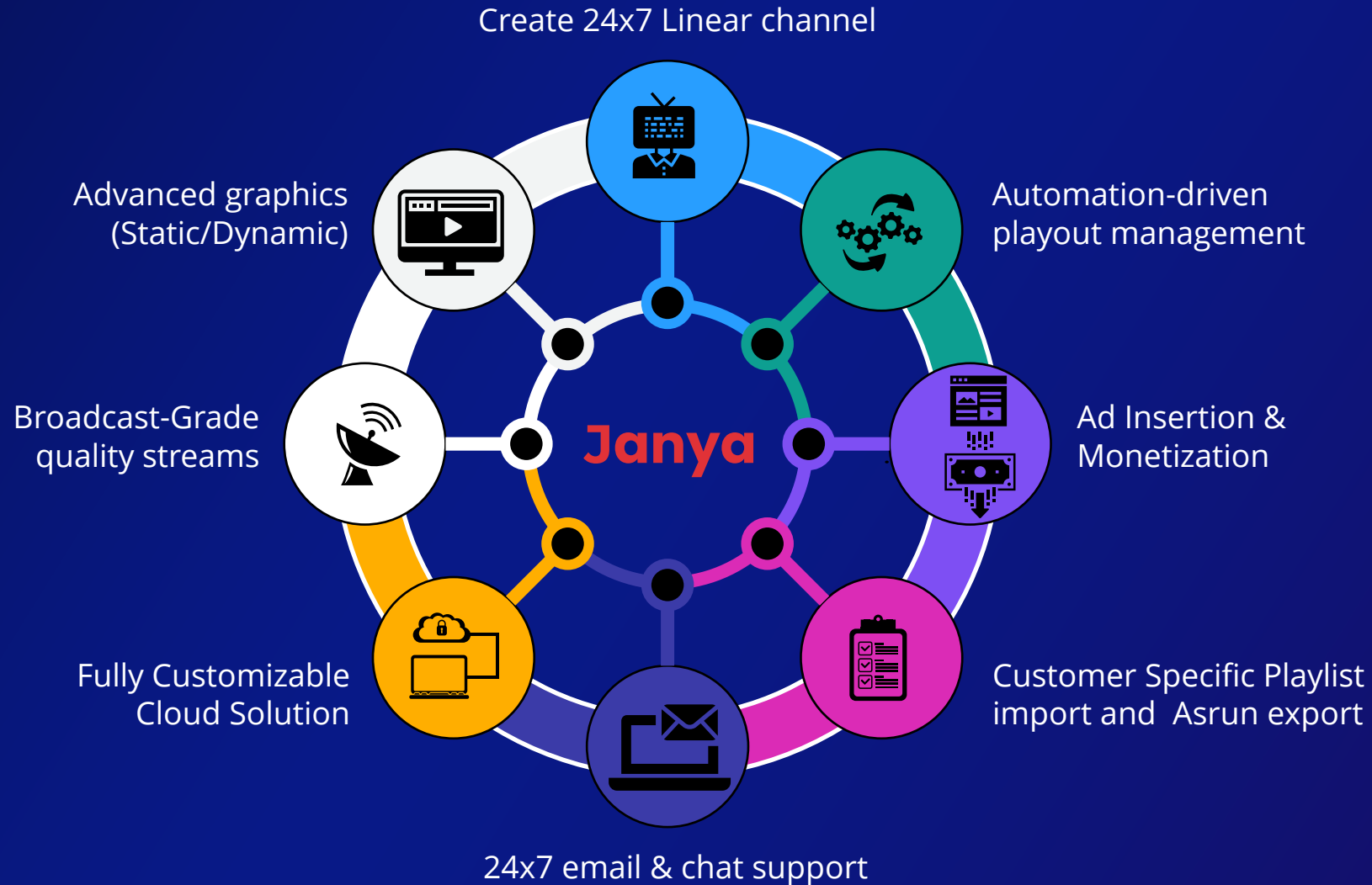
AWS Elemental MediaTailor: Channel Assembly

- Create linear channels that are delivered over-the-top (OTT)
- Cost-Efficient
- Virtual live streams created using existing multi-bitrate content
- Monetize linear streams by inserting ads

Hear from our customer: Janya – Broadcast Grade Cloud Playout by YuppTV

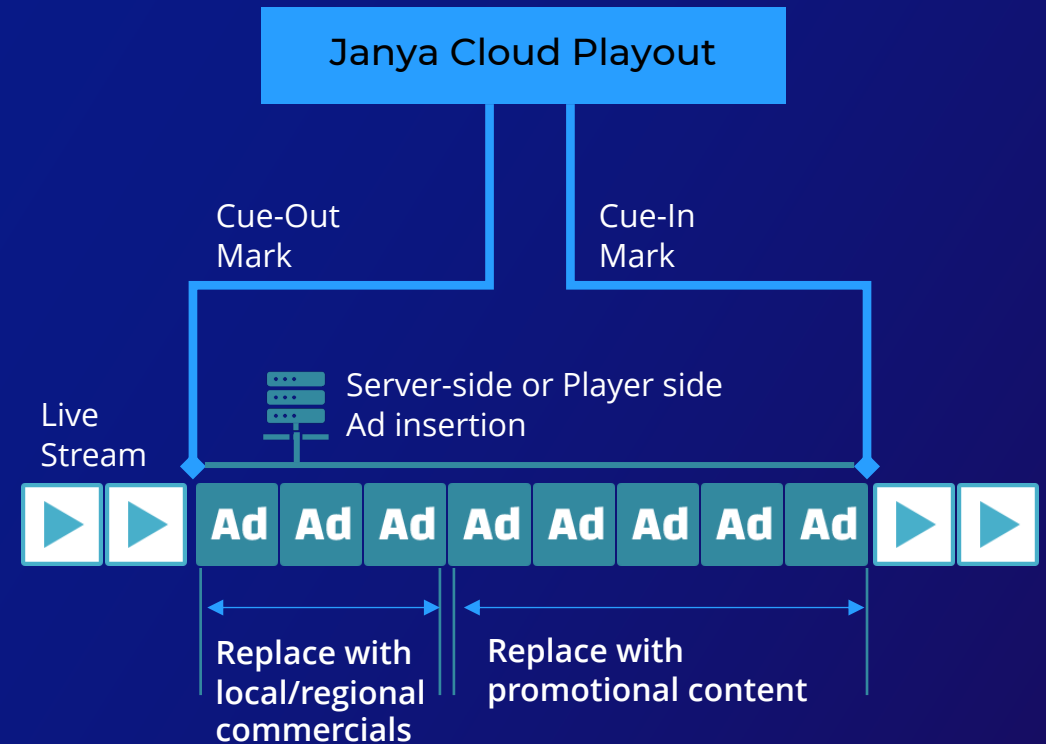


Janya offerings



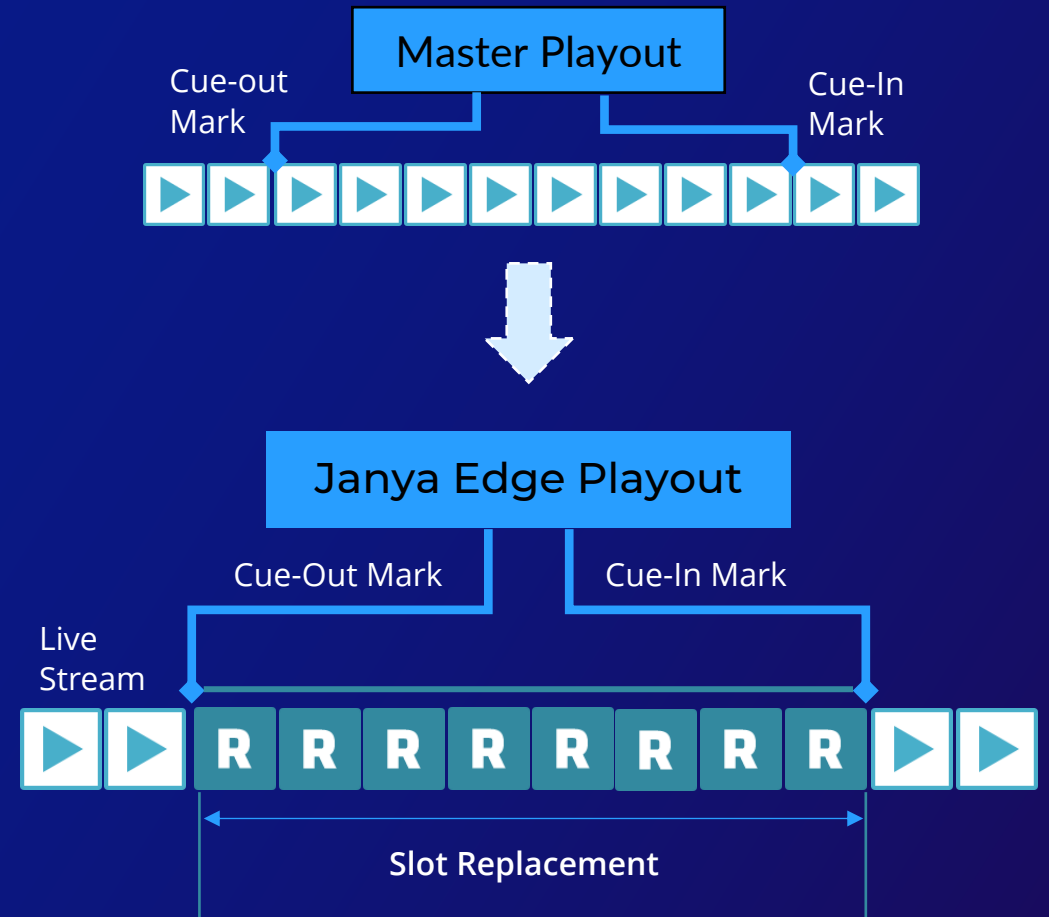
Janya: Ads replacement

- Detects SCTE slots for ads replacement
- Programmatic or spot based ads
- Personalize ads based on target audience



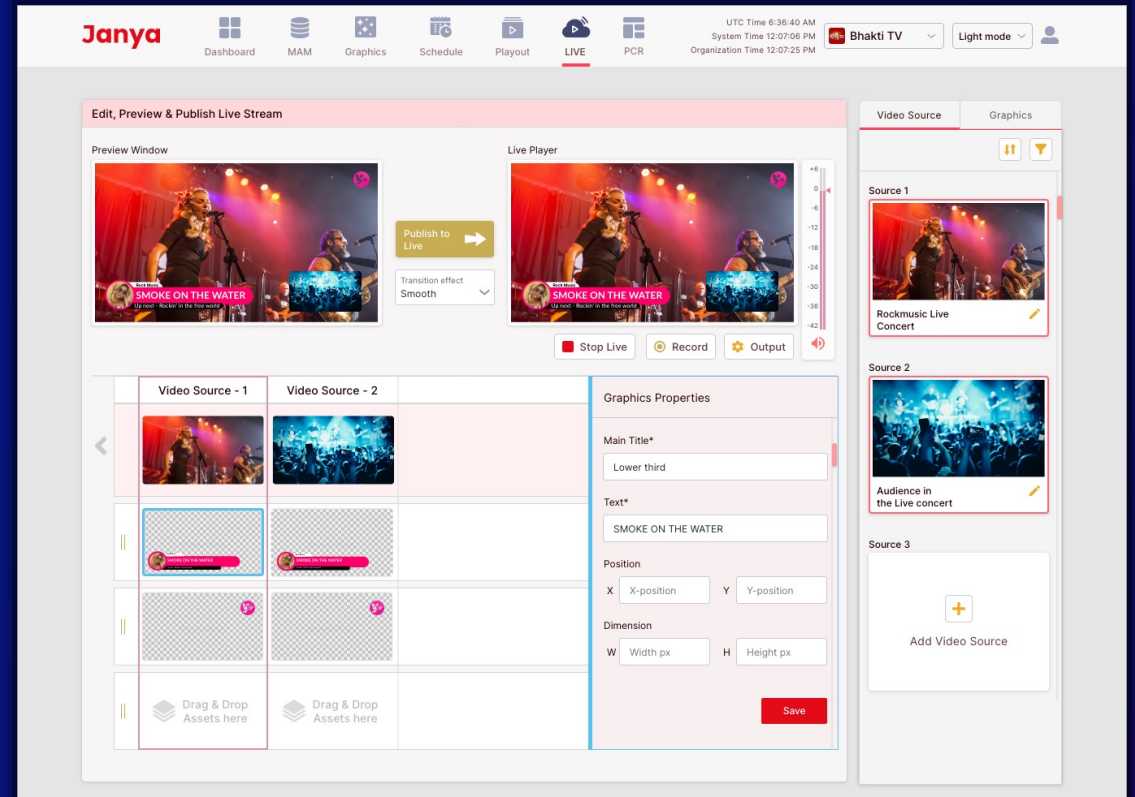
Janya: Regional playout

- Replace slots in live stream
- Hyper local content
- For regional audience



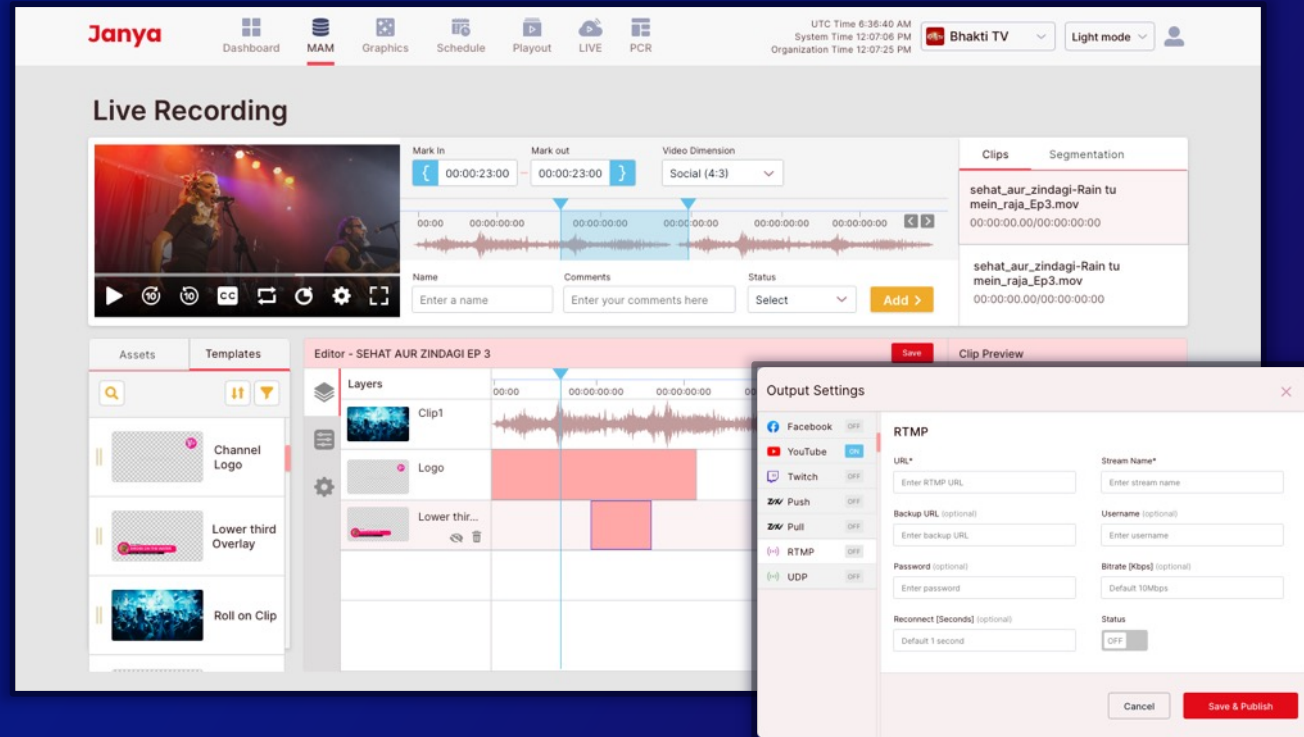
Live video switching & publishing

- Instantly switch between live video sources
- Add multiple video sources
- Insert graphics overlays
- Social media publishing



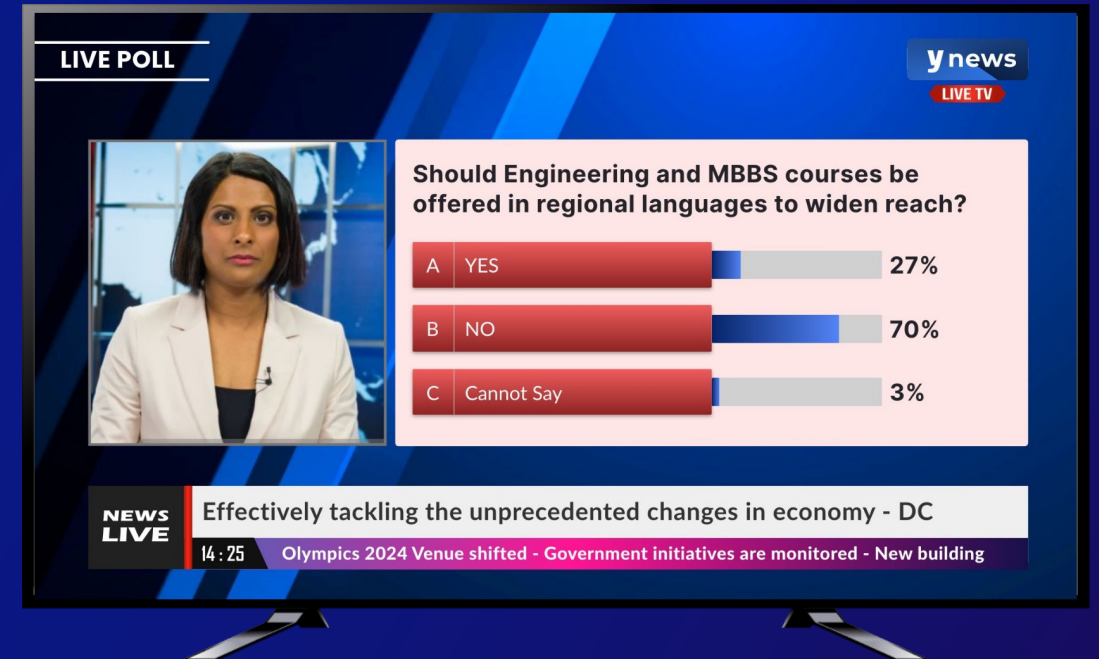
Live stream editing

- Cloud based video editing
- Social media publishing
- Graphics overlays
- Multi-language text



Live polls / Survey

- Two way interaction
- Capture real-time response
- Derive data insights for key decisions

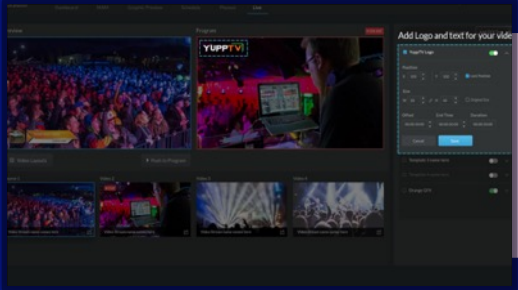


Live news solution



Live Debates

Participants can join remotely from anywhere



Production & Editing

Done on cloud through Browser



24/7 Playout

Create multiple hyper local channels



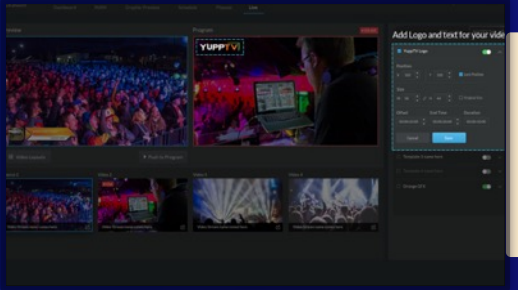
Live polls/survey

Live debate with polls & survey in real time



SCTE Marker

Ad-monetization by Geo-specific advertisement



Switcher Playout

Multi Window switching on cloud



AWS services used

- Amazon EC2
 - Reliable, Scalable infrastructure on-demand
 - G-Series instances used to power the playout platform
- Amazon S3
 - Manage data at scale with 11 9s of data durability
 - Stores media assets with high availability, security and performance
- AWS Elemental MediaLive
 - Encode live video for industry standard formats

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Thank you!

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