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# AWS Media Services awarded industry accolades

by Lisa Epstein | on 18 OCT 2023 | in [Amazon Interactive Video Service](#), [Announcements](#), [AWS Elemental Link](#), [AWS Elemental MediaConnect](#), [Media & Entertainment](#), [Media Services](#), [Thought Leadership](#) | [Permalink](#) | [Comments](#) | [Share](#)

As October gets underway, Amazon Web Services (AWS) celebrates several recent achievements, which include five industry awards for technology advancements spotlighted at IBC 2023 in September. [Amazon IVS Real-Time Streaming](#) earned both a [TV Tech Product Innovation Award](#) and [TVBEurope Best of IBC Show Award](#), the [AWS Elemental Link UHD MediaConnect Integration](#) took home TV Tech Product Innovation and Installation Best of IBC Show Awards, and [AWS Elemental MediaConnect Gateway](#) was honored with a [TV Tech Best of IBC Show Award](#).



The technological innovations address evolving media and entertainment (M&E) customer demands, enabling higher quality viewing experiences for audiences and streamlining video processing, monitoring, contribution, and distribution workflows on the backend. With low-latency live streaming quickly becoming vital to facilitating compelling interactive video experiences, real-time streaming for the [Amazon Interactive Video Service \(Amazon IVS\)](#) managed live stream service was introduced this summer. This lets users deliver real-time live streams to 10,000 viewers, with up to 12 hosts and latency that can be under 300 milliseconds from host to viewer.

Providing more flexible video processing options, broadcast-grade monitoring, and more, the latest update for [AWS Elemental Link UHD](#), an encoding device for contributing live HDMI and SDI video sources to the cloud, added support for [AWS Elemental MediaConnect](#), a secure, reliable video transport service. Leveraging Link UHD and MediaConnect, live production professionals, sports and entertainment venues, educational institutions, houses of worship, corporate facilities, and systems installers can now easily establish live ground-to-cloud video processing and distribution workflows.

Announced earlier this year at NAB 2023, [AWS Elemental MediaConnect Gateway](#) is a cloud-connected software application that makes it easy to transmit live video between on-premises multicast networks and AWS. Part of [AWS Media Services](#), MediaConnect Gateway improves operations in hybrid environments, providing monitoring, security, and management of video feeds from the AWS Management Console. It can be used to build end-to-end live video contribution and distribution workflows in AWS at scale for seamless integration with on-premises infrastructure.

Congrats to the [AWS Elemental](#) and Amazon IVS teams behind these services and updates. To learn more about the award-winning technologies, visit [aws.amazon.com/media-services](https://aws.amazon.com/media-services).

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