



AWS for Media & Entertainment

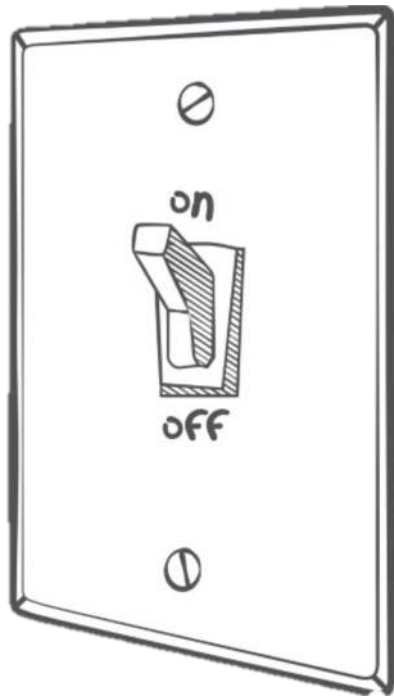
Julien Simon, Principal Technical Evangelist
julsimon@amazon.fr - @julsimon

2006

“Why cloud computing?”

Today, the Benefits Are Very Well Known

- Self-service: everything an API call away
- Move from CAPEX to OPEX
 - Pay as you go
 - Low cost of experimentation and failure
- Focus on business value, not on heavy lifting
 - Managed services
 - Built-in scalability
 - Built-in high availability
 - Built-in security



Gartner Magic Quadrant for Cloud Infrastructure as a Service, Worldwide

Figure 1. Magic Quadrant for Cloud Infrastructure as a Service, Worldwide



Source: Gartner (May 2015)

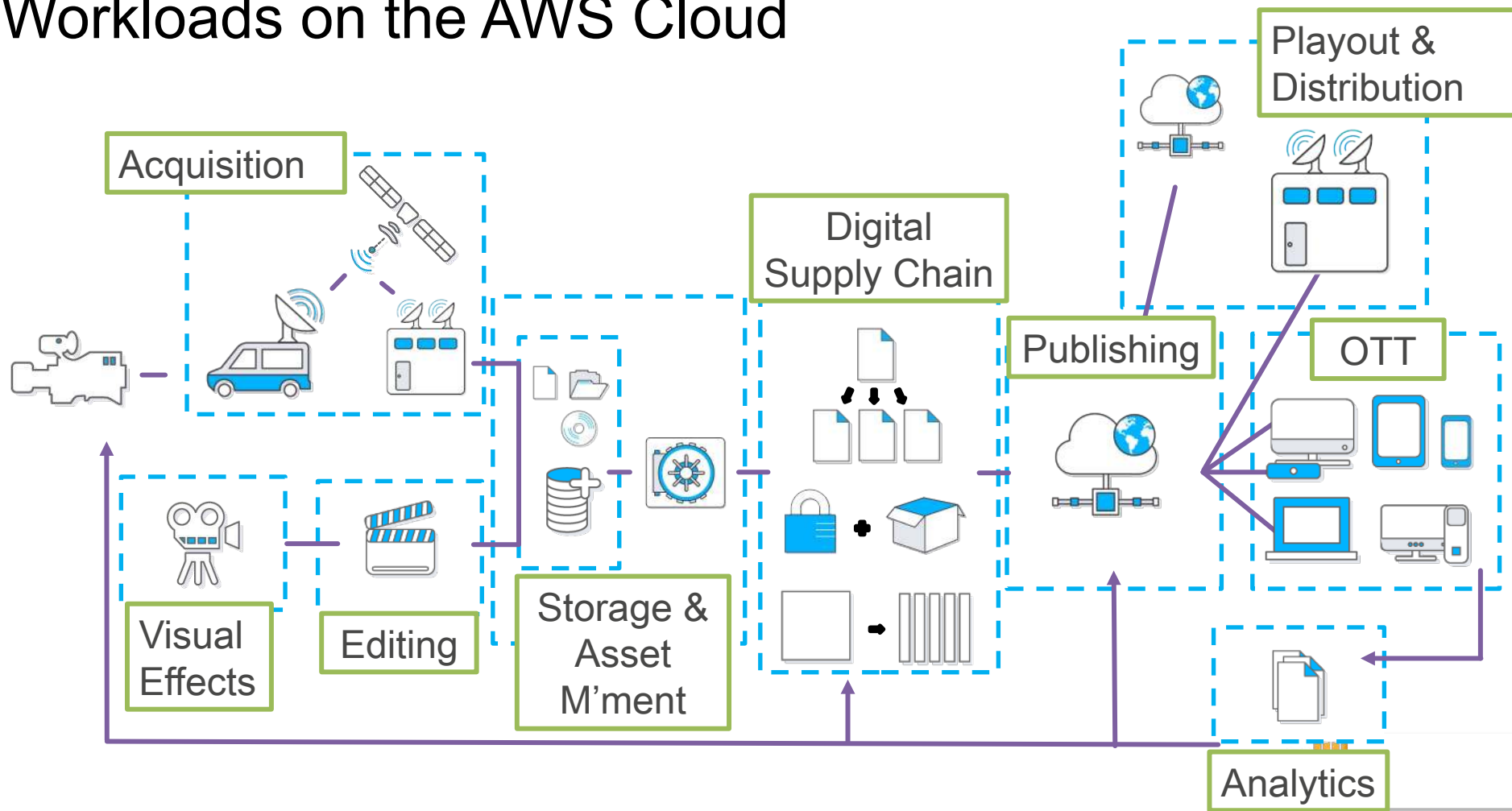
Gartner "Magic Quadrant for Cloud Infrastructure as a Service, Worldwide," Lydia Leong, Douglas Toombs, Bob Gill, May 18, 2015. This Magic Quadrant graphic was published by Gartner, Inc. as part of a larger research note and should be evaluated in the context of the entire report. The Gartner report is available at <http://aws.amazon.com/resources/analyst-reports/>. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Transformation

The Journey to the Cloud

Lift and Shift	Optimized for Cloud	Designed for Cloud
<p>Leverage AWS Compute, AWS Storage and also AWS Network and Security services while moving workloads to the cloud</p> <p>e.g : AWS Storage, Compute</p> <p>Cost Reduction: 10% - 30%</p> <p>1 – 3 months</p>	<p>Benefits from AWS Managed Services to improve agility, scalability and to reduce cost</p> <p>e.g : RDS, Aurora, RedShift, Kinesis</p> <p>Cost Reduction: up to 50%</p> <p>3 – 9 months</p>	<p>Design new products and services by leveraging the whole AWS cloud platform.</p> <p>e.g : AWS Lambda, containers, NoSQL...</p> <p>Cost Reduction: up to 75%</p> <p>3 - 12 months</p>

Workloads on the AWS Cloud



AWS Partners Powering the Workflow

INGEST
SIGNIANT

aspera

ATTUNITY

CloudBerry
lab

Data Expedition, Inc.

riverbed

Silver Peak

sohonet

STORAGE
AVERE

ZADARA
STORAGE

panzura

NetApp

TWINSTRATA

Maginatrics

GLUSTER

lustre

PROCESS
ELEMENTAL
encoding.com

harmonic

sorenson media

envivio

telestream

zencoder

beamr video

digital
rapids

interra
systems

DOLBY

Tektronix

Digimetrics
File-Based Test & Measurement Solutions

MANAGEMENT
T3Media
Thought Equity Motion

mediasilo

vidispine

Alfresco

Acquia

technicolor

Adobe

CREATING

Adobe

wevideo

AUTODESK

SONY

sferastudios

DELIVER
AEGDM
AEG Digital Media Group

brightcove

OOYALA

ClickStreamTV

uplynk Helix
realnetworks

Adobe

Microsoft

WOWZA
MEDIA SYSTEMS

JWPLAYER

envivio

ELEMENTAL

Unified Streaming
Platform

Kaltura

EVS

SECURE
BUYDRM
Pay Media Empowerment

Dightsline

irdeto

civolution

Adobe

Microsoft

MONETIZING

BrightRoll

dialog
Smart Stream Platform

awsmarketplace

awsmarketplace

awsmarketplace

awsmarketplace

awsmarketplace

awsmarketplace

awsmarketplace

awsmarketplace

awsmarketplace

awsmarketplace

INTEGRATING
E
accenture
High performance. Delivered.

Booz | Allen | Hamilton

Capgemini

CONSULTING, TECHNOLOGY, OUTSOURCING

Cognizant

WIPRO
Applying Thought

SLALOM
CONSULTING

Globant
we are ready

Huddle Group

Huddle Group

Huddle Group

Huddle Group

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Partner Solutions

amazon
web services

Financial
Services

The Cloud As a Driver for Digital Transformation



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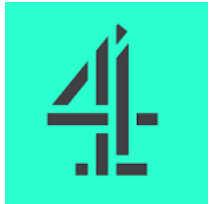
Time Inc.



FINANCIAL TIMES



COMCAST



HEARST



Going all-in

NETFLIX

the guardian

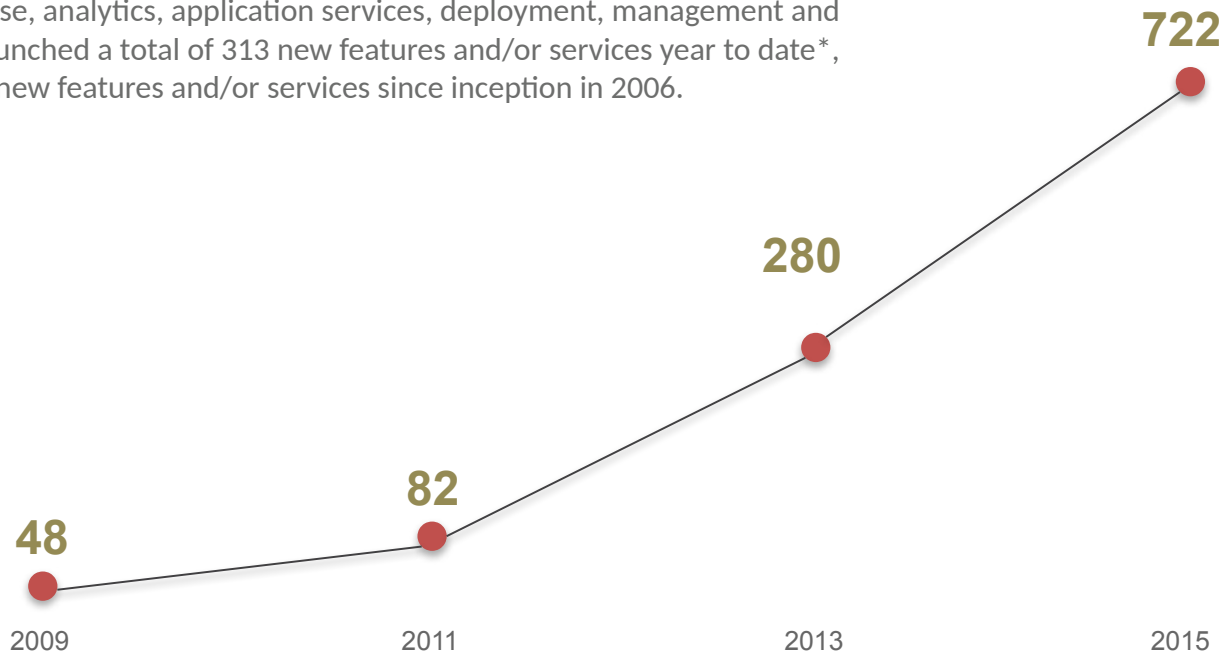
Aol.

Time Inc.

Innovation

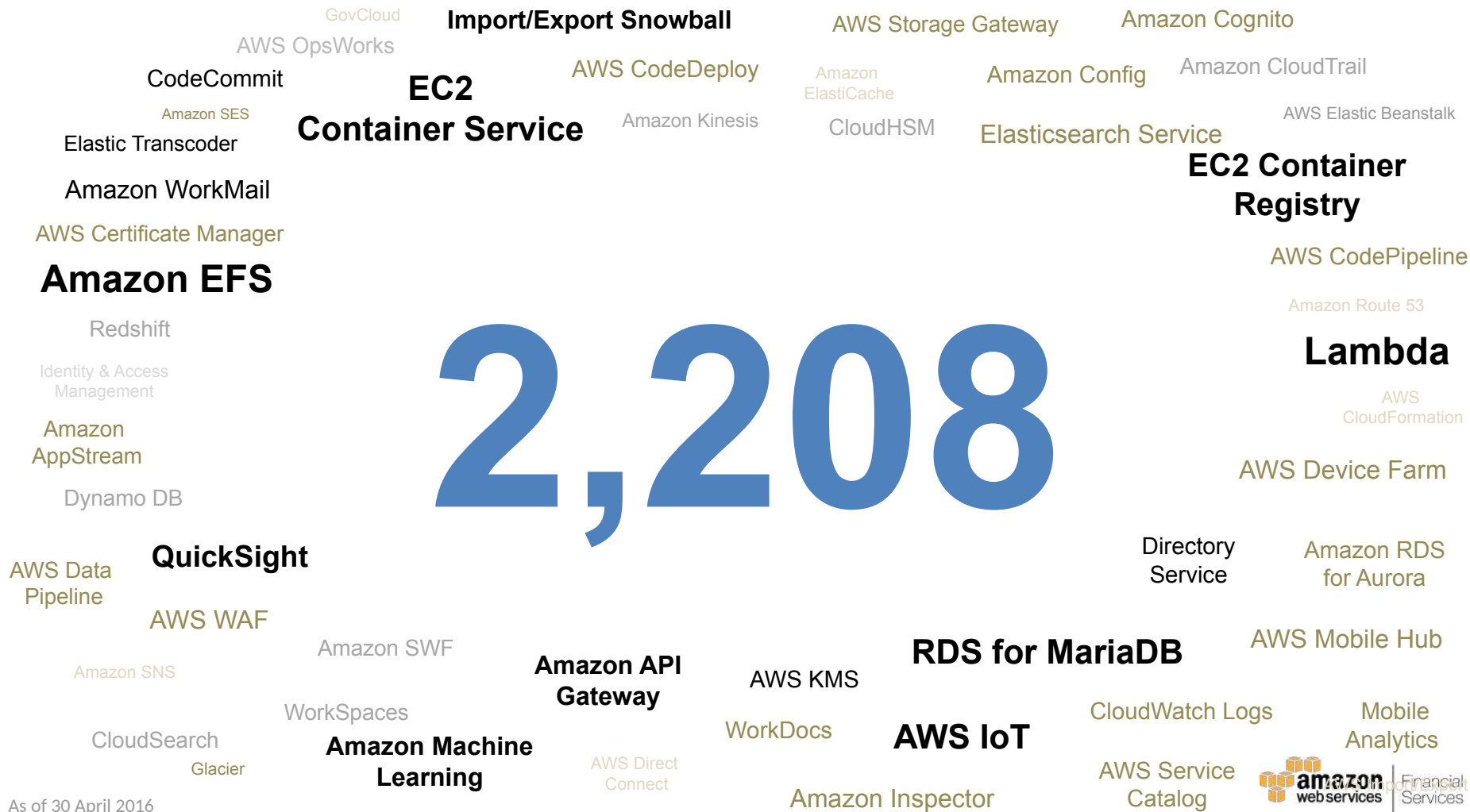
AWS Pace of Innovation

AWS has been continually expanding its' services to support virtually any cloud workload and now has more than 70 services that range from compute, storage, networking, database, analytics, application services, deployment, management and mobile. AWS has launched a total of 313 new features and/or services year to date*, for a total of 2,208 new features and/or services since inception in 2006.



* As of 30 April 2016

2,208



Case study: Xstream



Online video platform provider ('white-label Netflix')

In April 2016, in just one AWS region:
300 TB of short term storage, 848TB of long-term storage

S3



Glacier



Decrypt

Transcode

Packaging

DRM

Upload

Case study: Supercell



Mobile gaming, 100 million users daily
45 billion events and 10 TB of data every day

Kinesis



EMR



DynamoDB



S3



Glacier



“We don’t have to worry about being able to manage our infrastructure to match our growth — AWS tools make it easy for us.”

Sami Yliharju Services Lead

Case study: Canal +



The “S” word...

AWS customers are in control

AWS provides the same, familiar approaches to security that enterprises have been using for decades with increased visibility, control, and auditability.

Visibility

View your entire
infrastructure with one
click

Deep insight with AWS
CloudTrail

Control

You have sole authority
on where data is stored

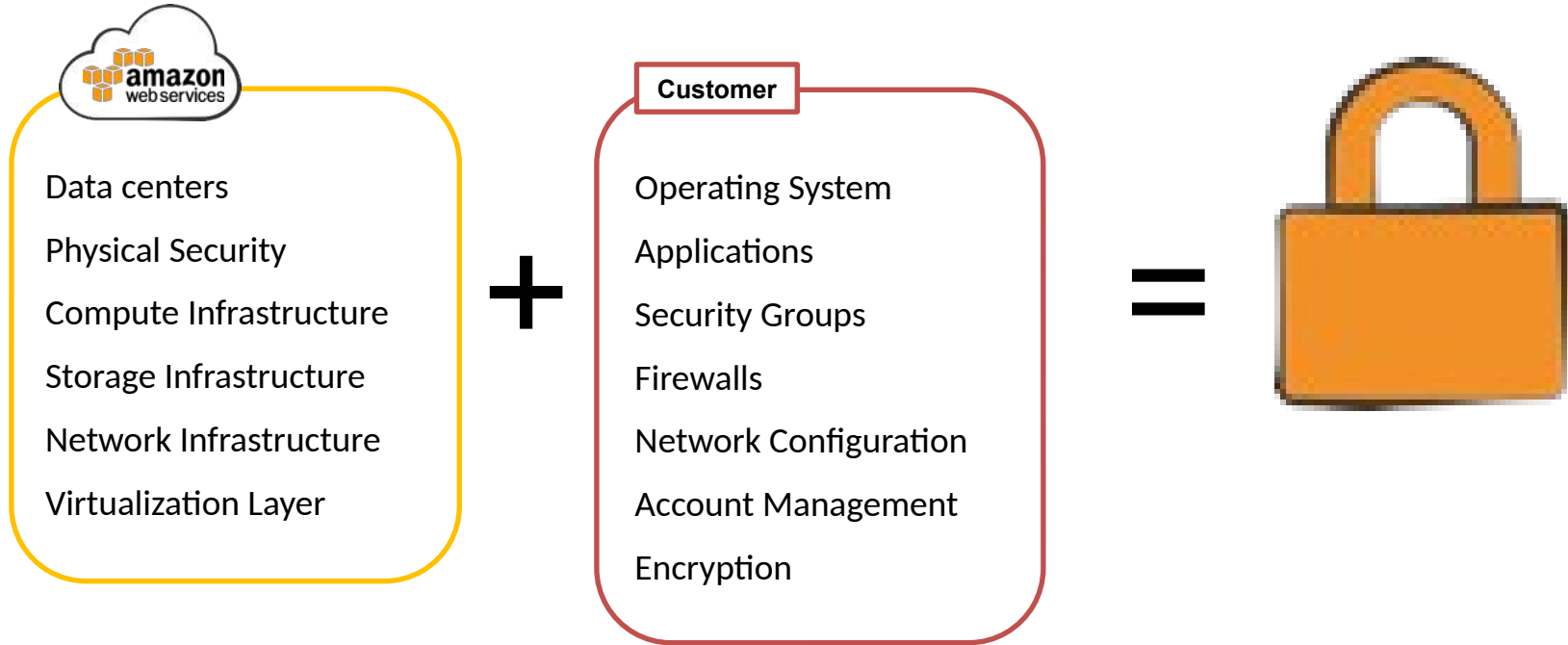
Shared responsibility
model

Auditability

3rd Party Validation – Certifications for Workloads that Matter



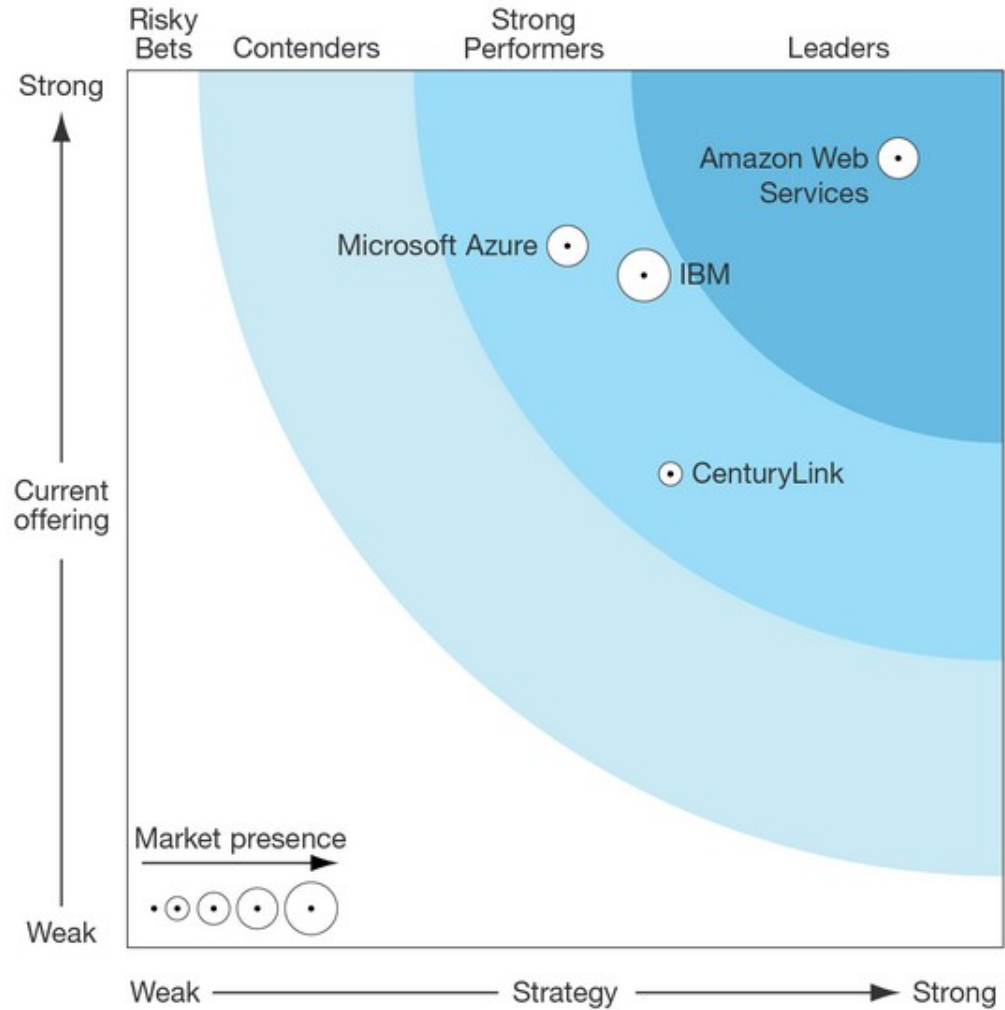
Shared Responsibility Model



The Forrester Wave™:

Public Cloud Platform Service Providers' Security

Q4 2014



*“The financial service industry attracts some of the worst cyber criminals. We work closely with AWS to develop a security model, which we believe enables us to operate **more securely in the public cloud** than we can in our own data centers”*

Rob Alexander, CIO, Capital One

Wrap up

AWS adoption in Media & Entertainment is a reality

- Migration & transformation of legacy IT
- Rapid innovation for market leaders and new players
- Increased security

Save the date : 31/05/2016

<http://aws.amazon.com/fr/summits/paris/>



THANK YOU!

Julien Simon, Principal Technical Evangelist, AWS
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