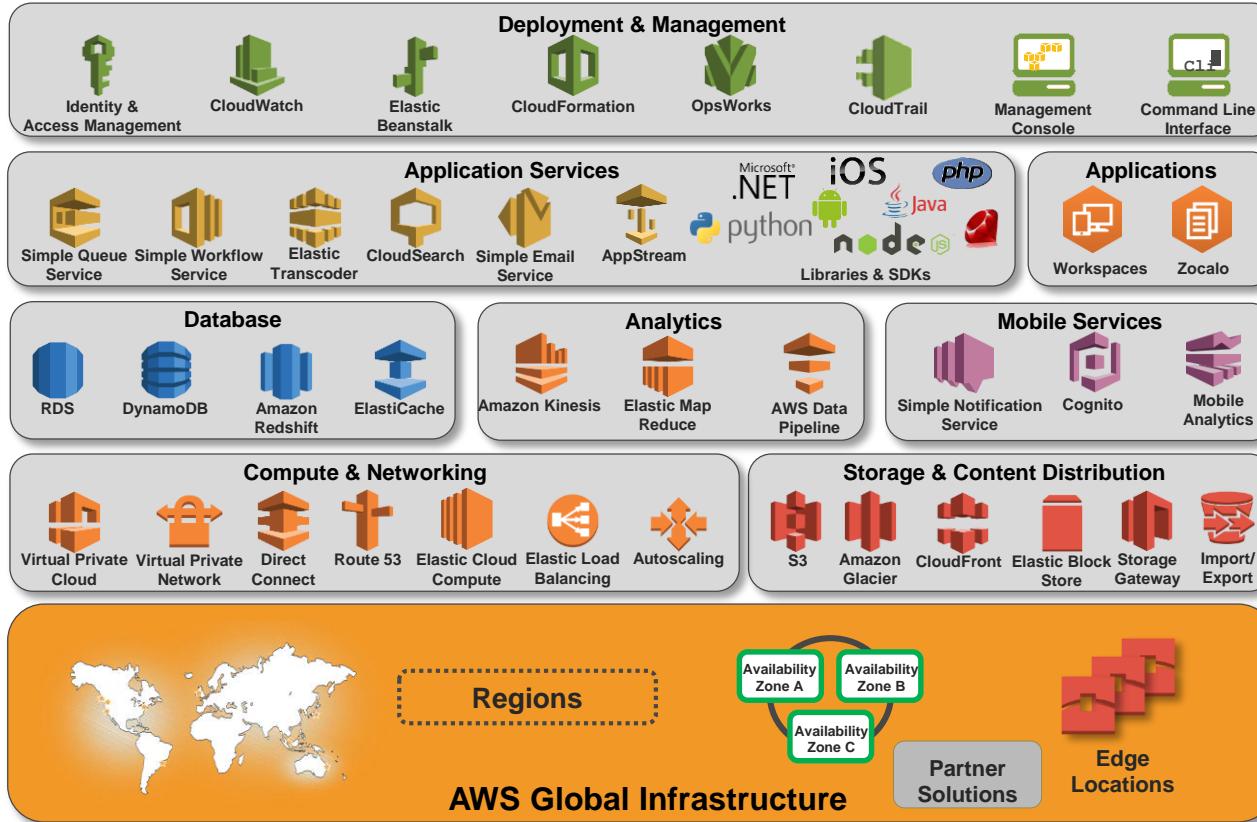


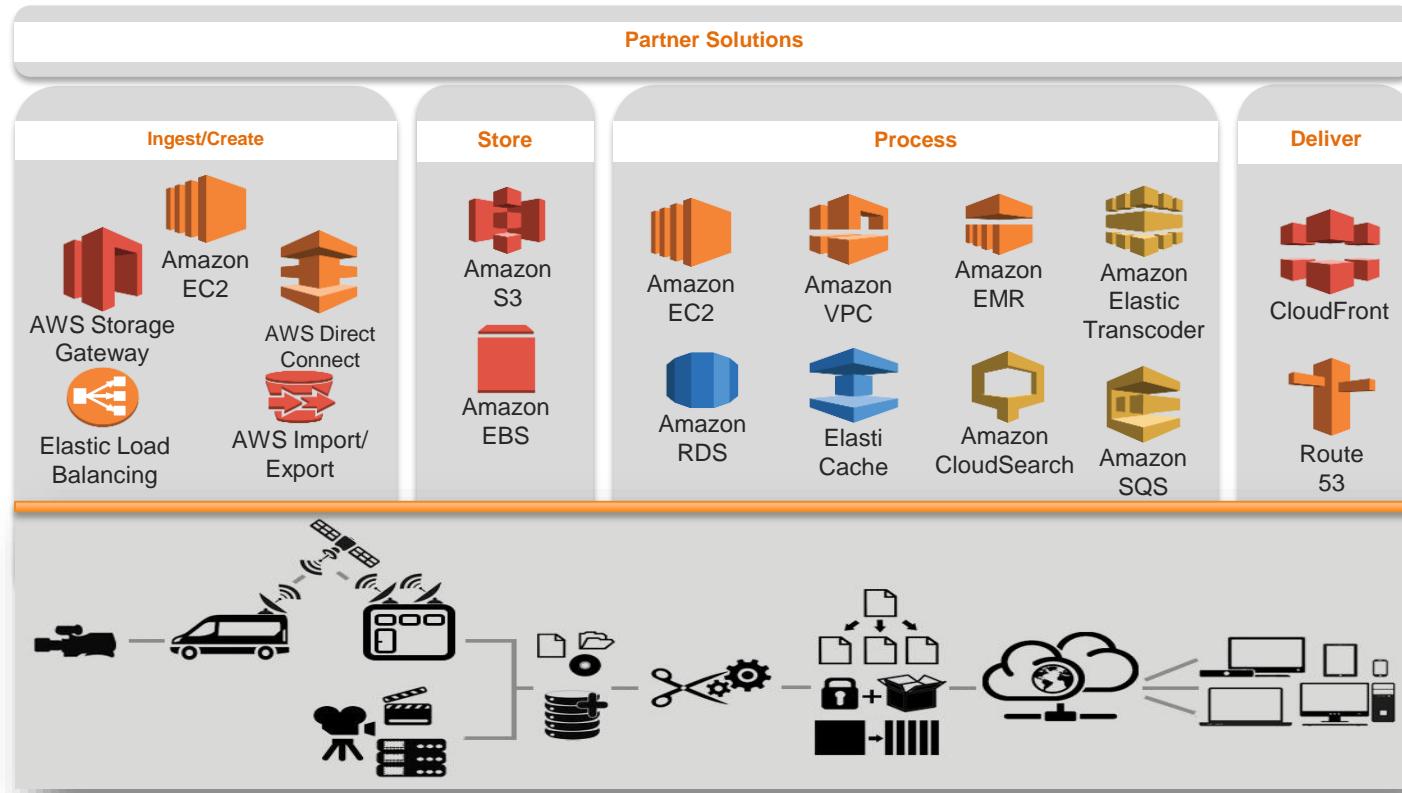
Digital Media Workflows on AWS

Usman Shakeel
Principal Solutions Architect
Amazon Web Services

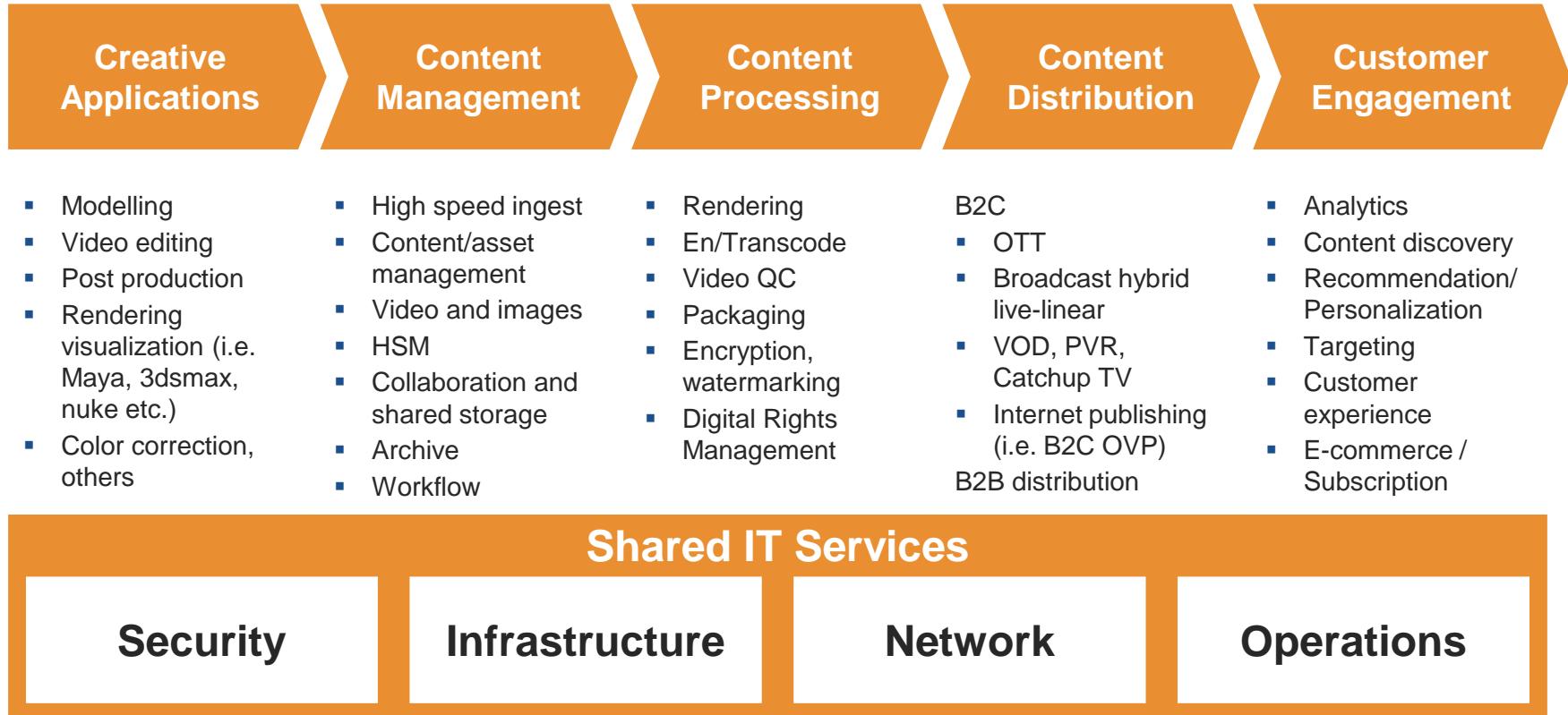
Amazon Web Services Platform



AWS Services Stack in a Media Workflow

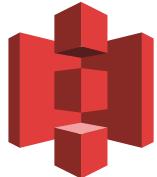


Media Production & Distribution Value Chain

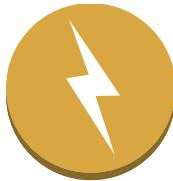


Media Ingest Solutions

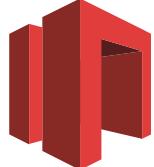
AWS Solutions



Amazon S3
(multipart Upload)



AWS Direct Connect



AWS Storage
Gateway Service



AWS Import/
Export

Partner Solutions



an IBM® company



Media Storage Services

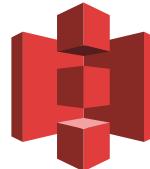
Amazon EBS

Block storage for use with Amazon EC2



Amazon S3

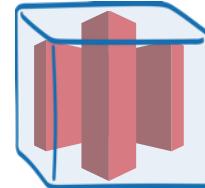
Internet scale storage via API



Images
Videos
Files
Binaries
Schemas
Snapshots

Amazon Glacier

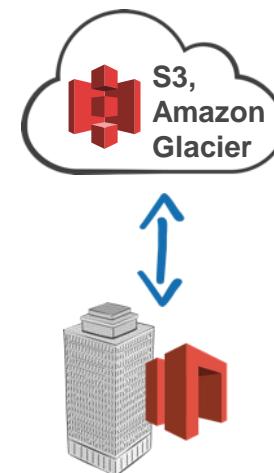
Storage for archiving and backup



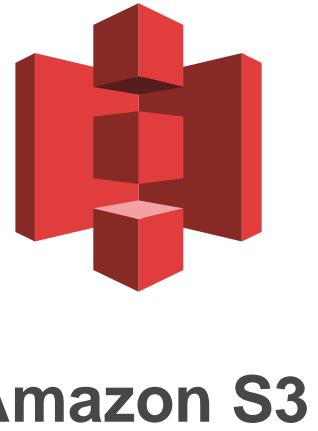
Images
Videos
Files
Binaries
Schemas
Snapshots

AWS Storage Gateway

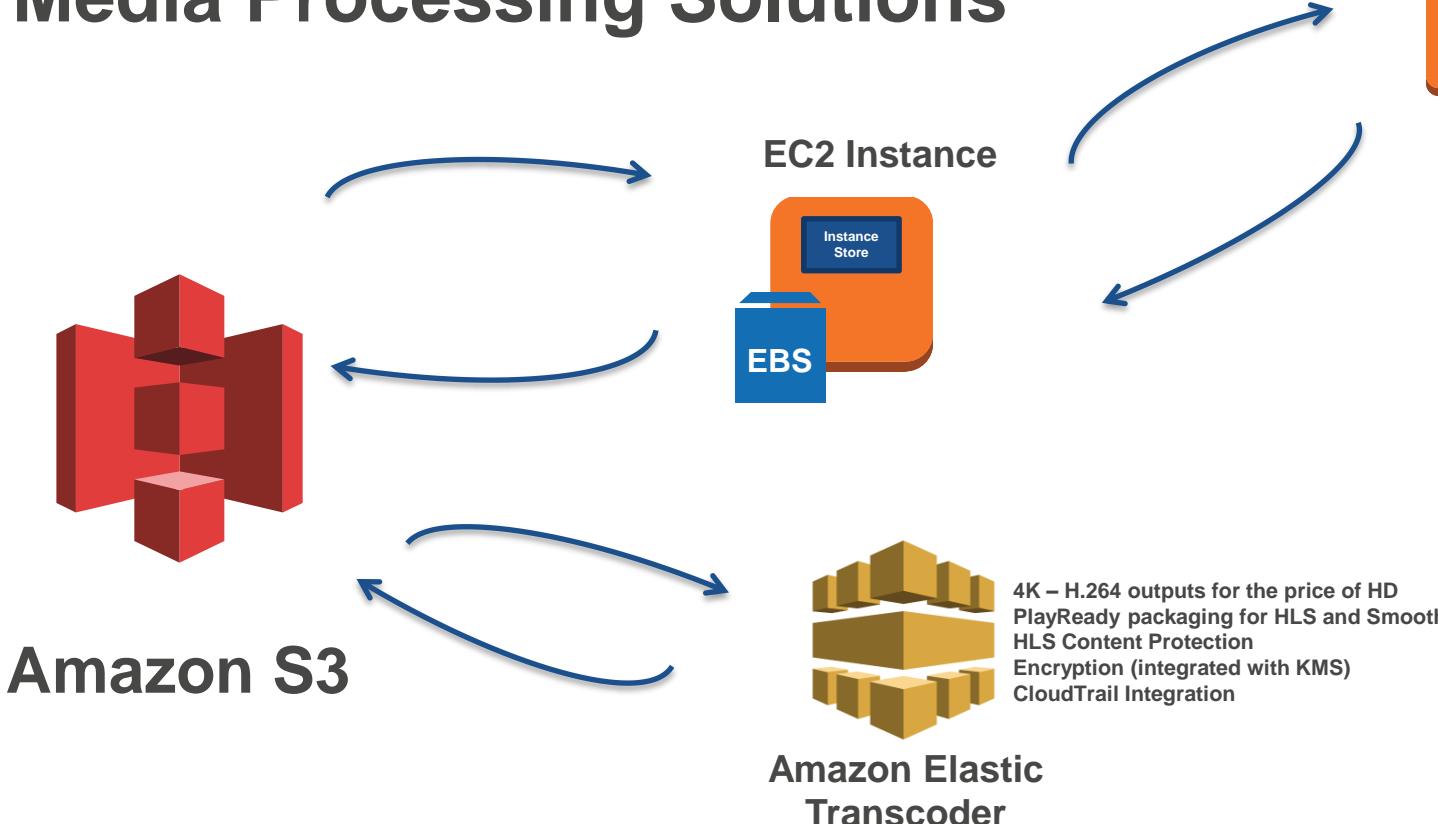
Integrates on-premises IT and AWS storage



Media Processing Solutions



Media Processing Solutions



Media Operations – Other considerations



Amazon SNS
(Simple Notification Service)



Amazon SQS
(Simple Queuing Service)



Amazon SWF
(Simple Workflow)



AWS Lambda
(Cloud Functions)



Key Management Service

Push notifications to:
Apple, Google, FireOS,
Windows & Android
with Baidu Cloud Push

Internet Connected
Devices & Distributed
Services

Fast, reliable, durable
and fully managed
Queue

Integrate with your apps
through an API
endpoint

Fully managed **state**
tracker **task**
coordinator

Simple API calls that
can be called from your
code in any
programming language
and initiate tasks in or
outside the cloud

Fully managed
function service

Run your code based
on a notification

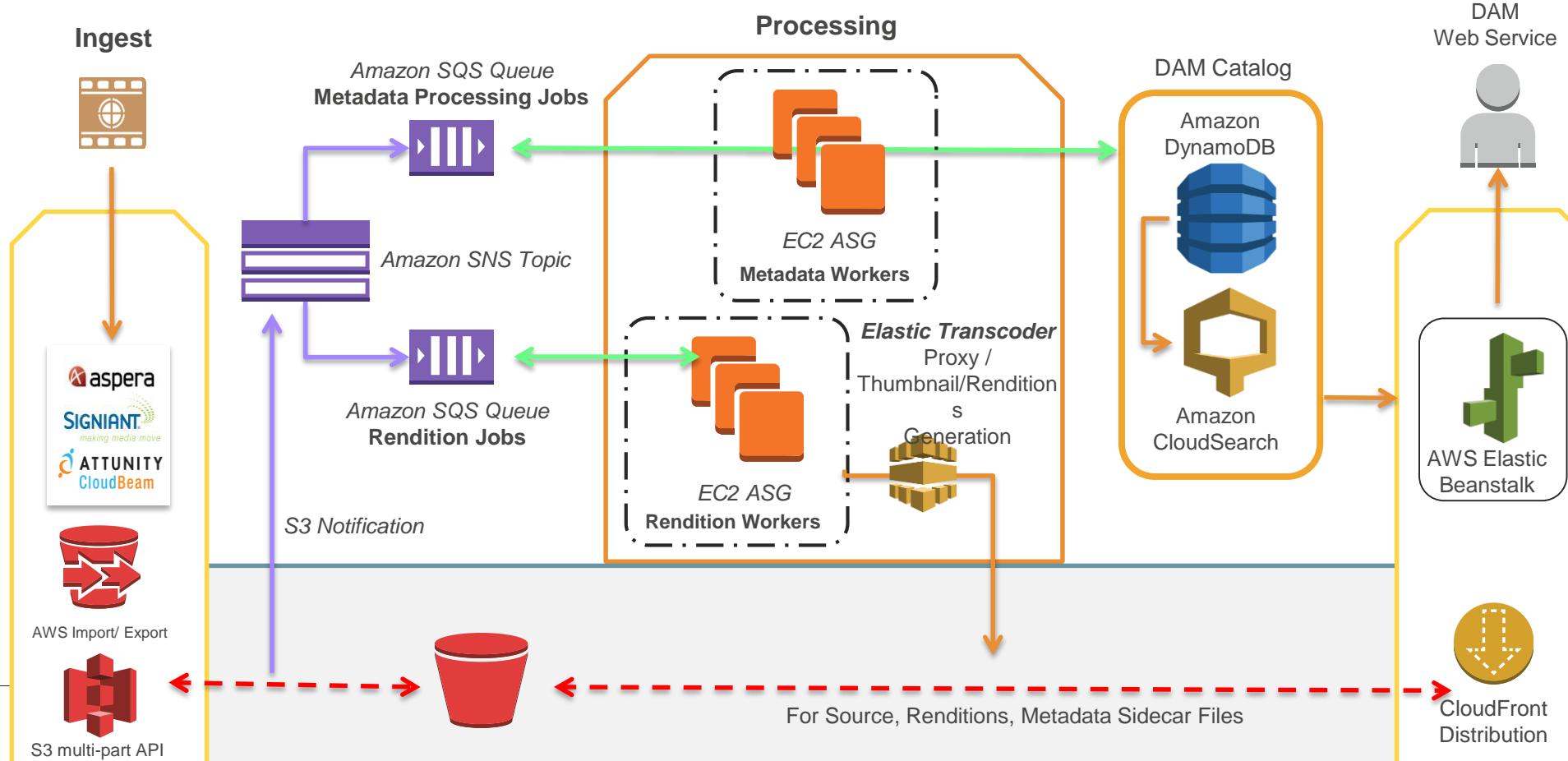
Pay for only running a
code snippet without
any server or
infrastructure builds

Fully managed **service**
to create and control
keys

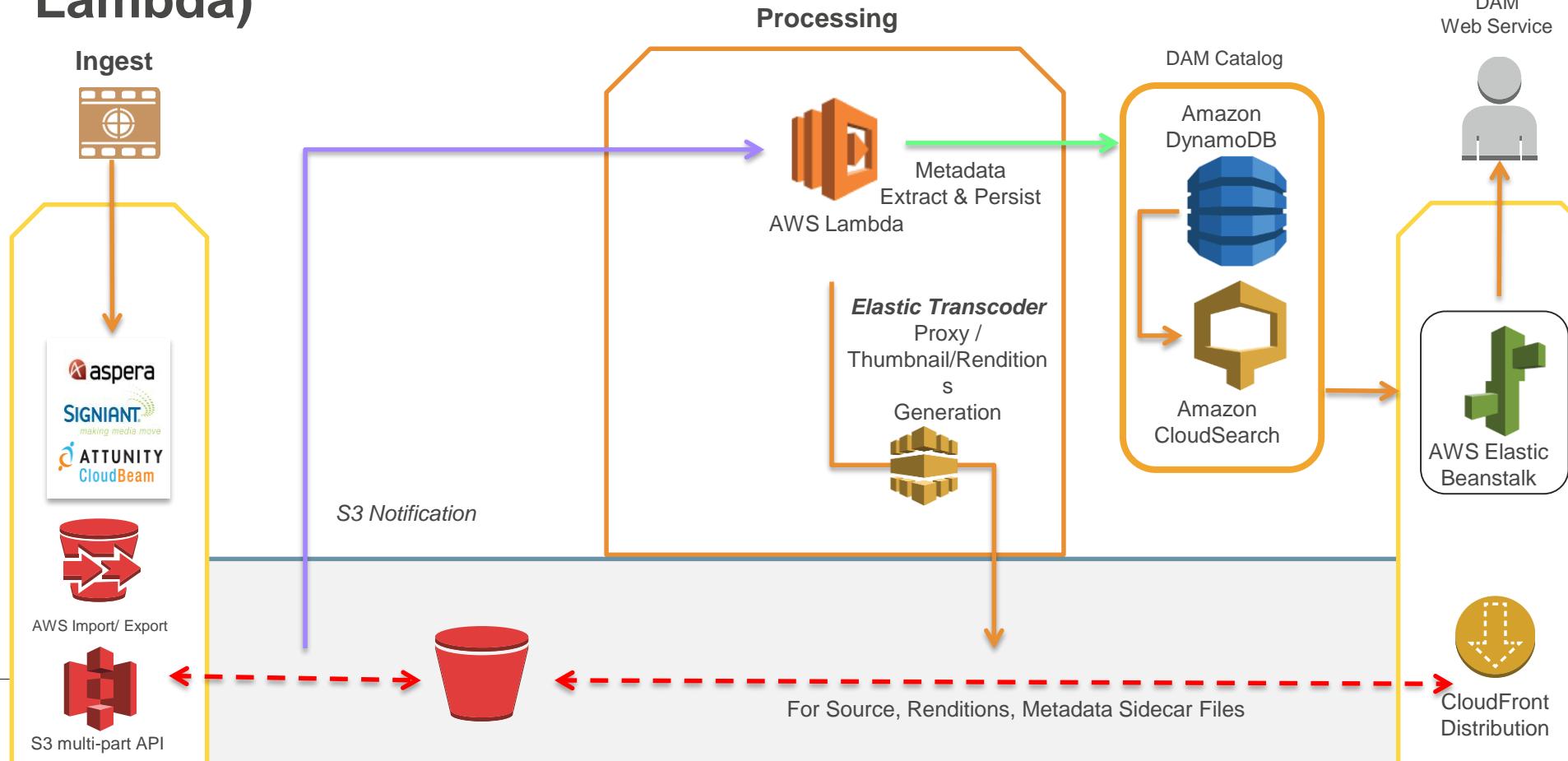
Integration with EBS,
S3, ETS, Redshift etc.

Low cost, automated
way to manage and
integrate encryption
keys within applications

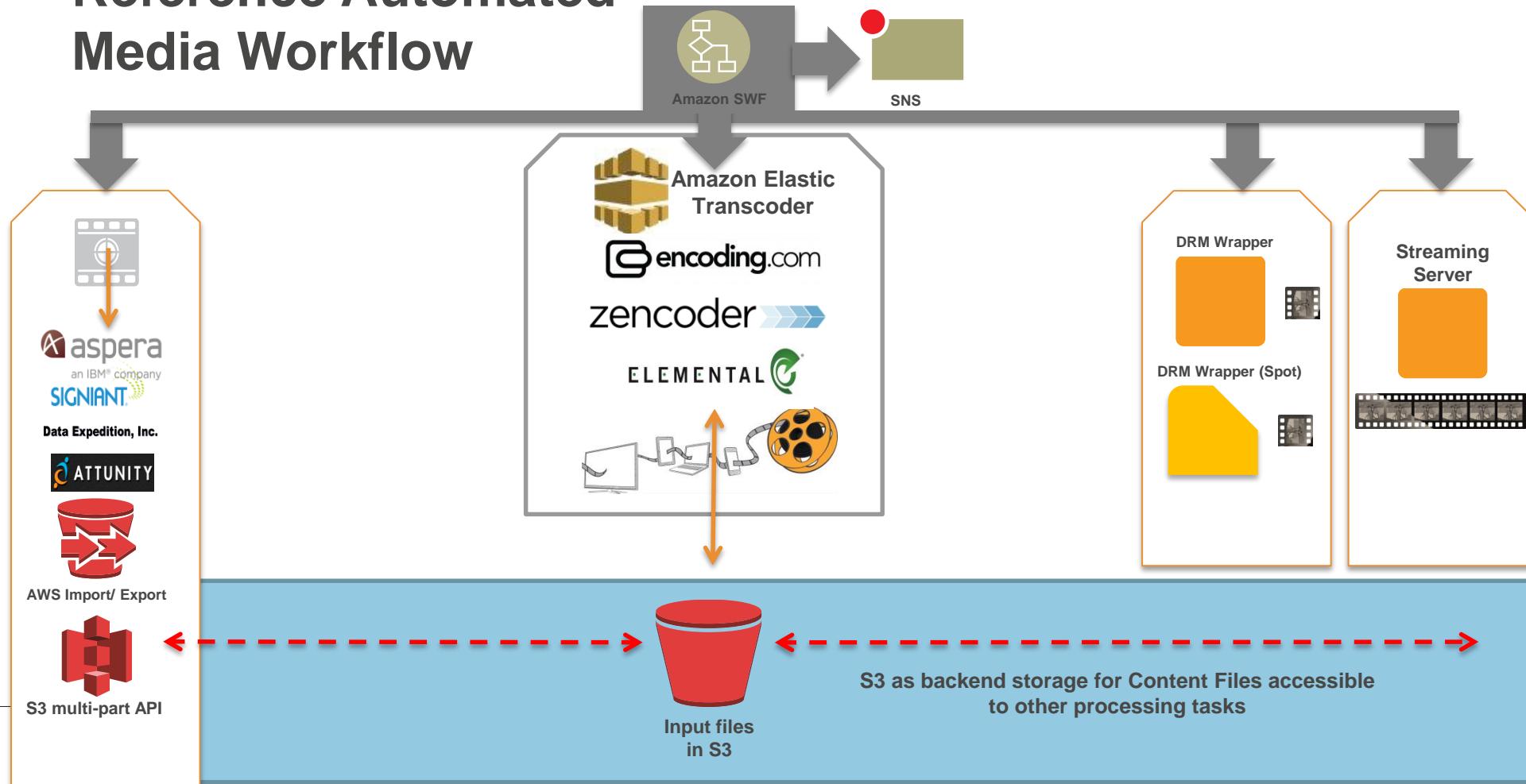
Reference Architecture – Digital Asset Management on AWS



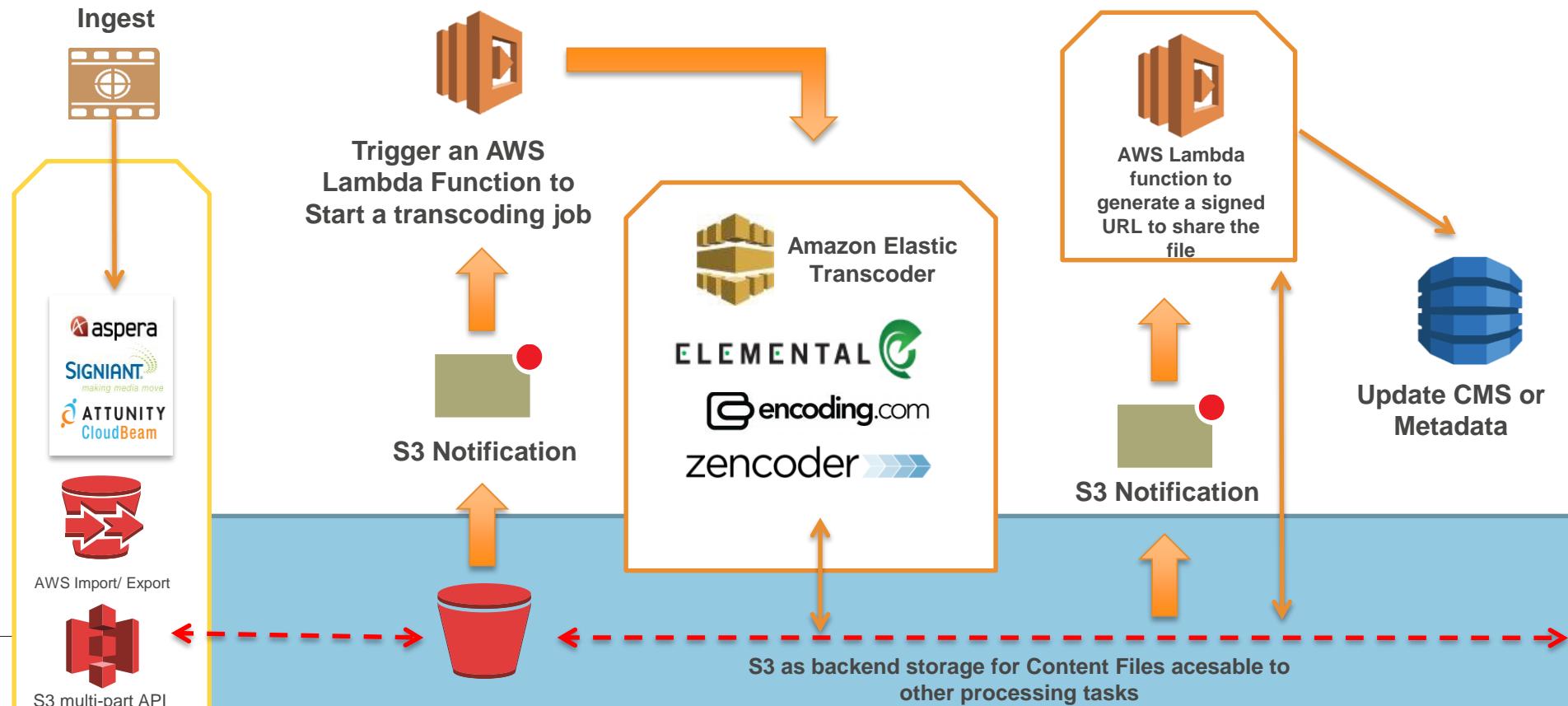
Reference Architecture – Digital Asset Management (Using Lambda)



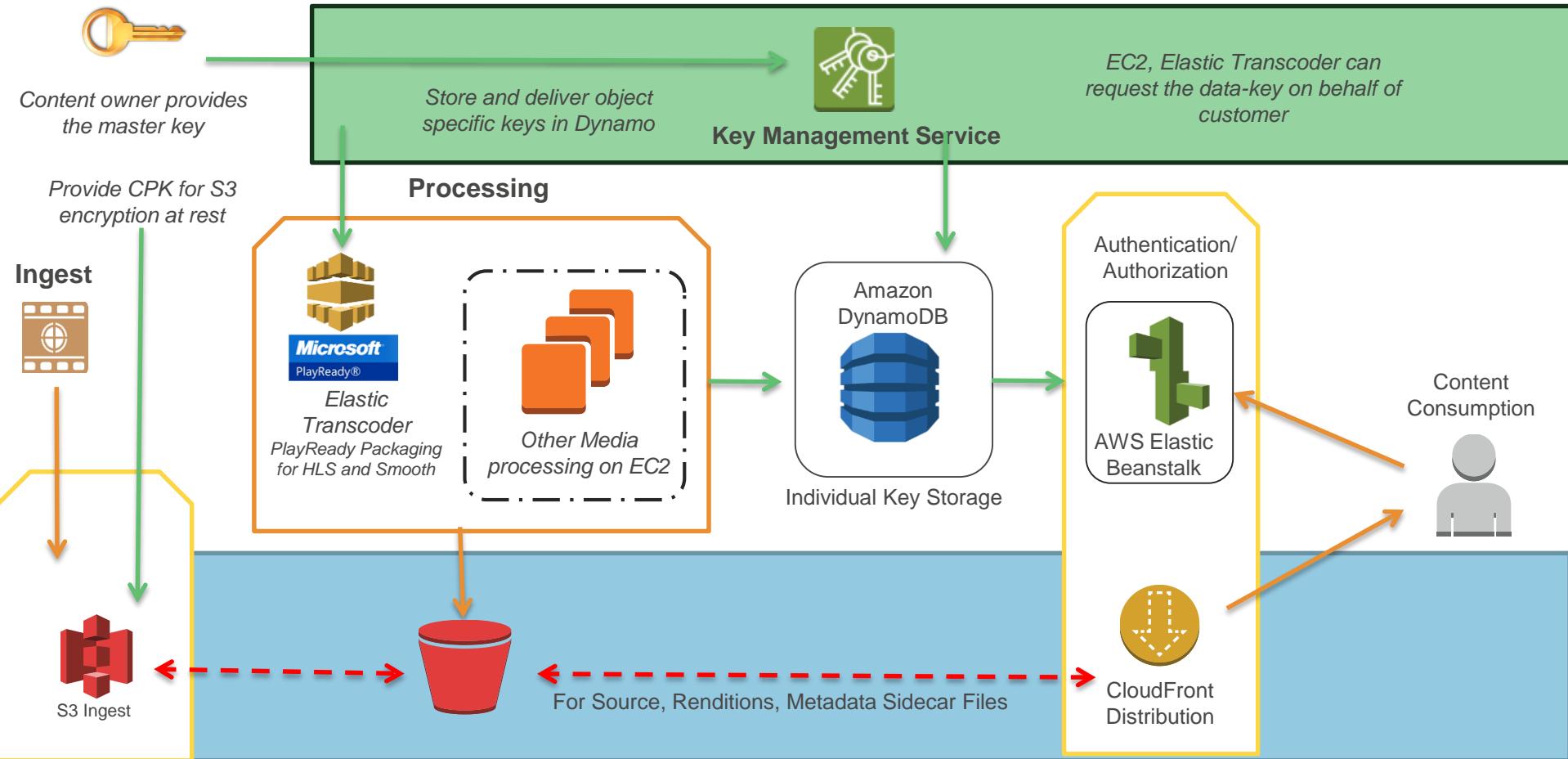
Reference Automated Media Workflow



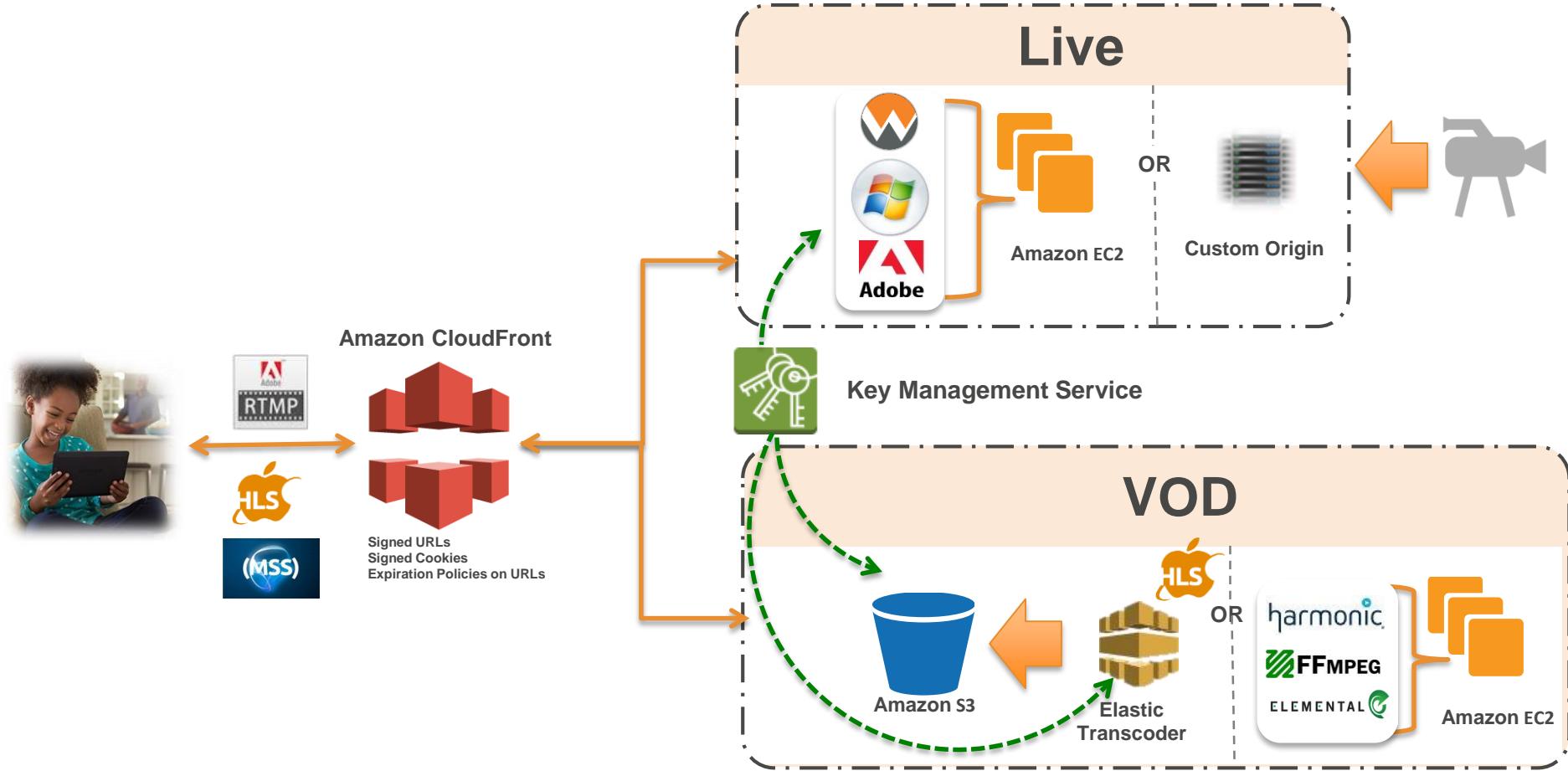
Reference Architecture – Content Processing Pipeline (Using Lambda)



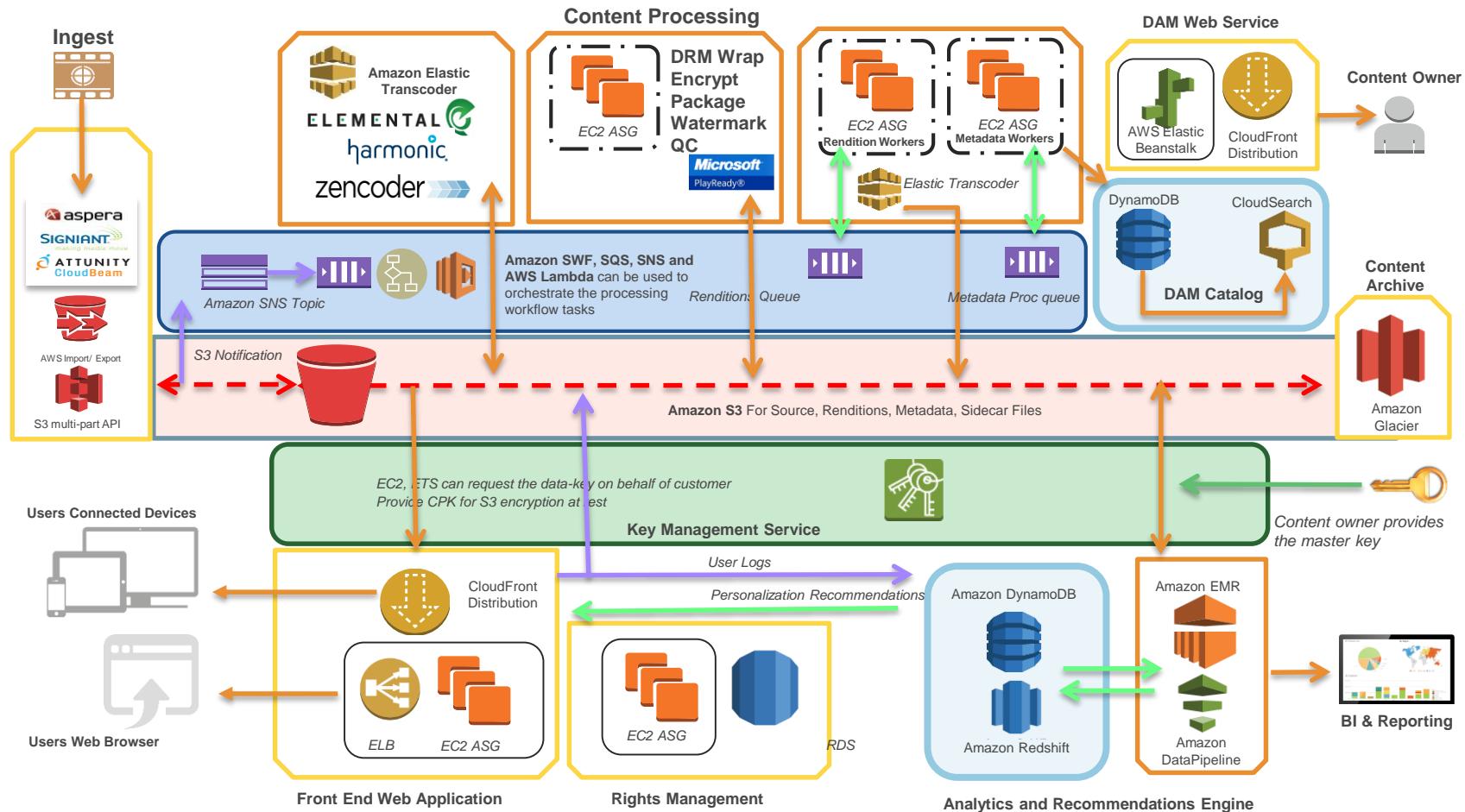
Reference Architecture – Key Management, Content Encryption & Security



Reference Architecture – Content Streaming



Reference Architecture – An OTT Workflow on AWS



Q&A