

The background features a dark blue gradient with large, overlapping, semi-transparent shapes in shades of purple, pink, and orange, creating a dynamic and modern aesthetic.

AWS re:Invent

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MAE306

Unleashing innovation with a cloud-powered newsroom

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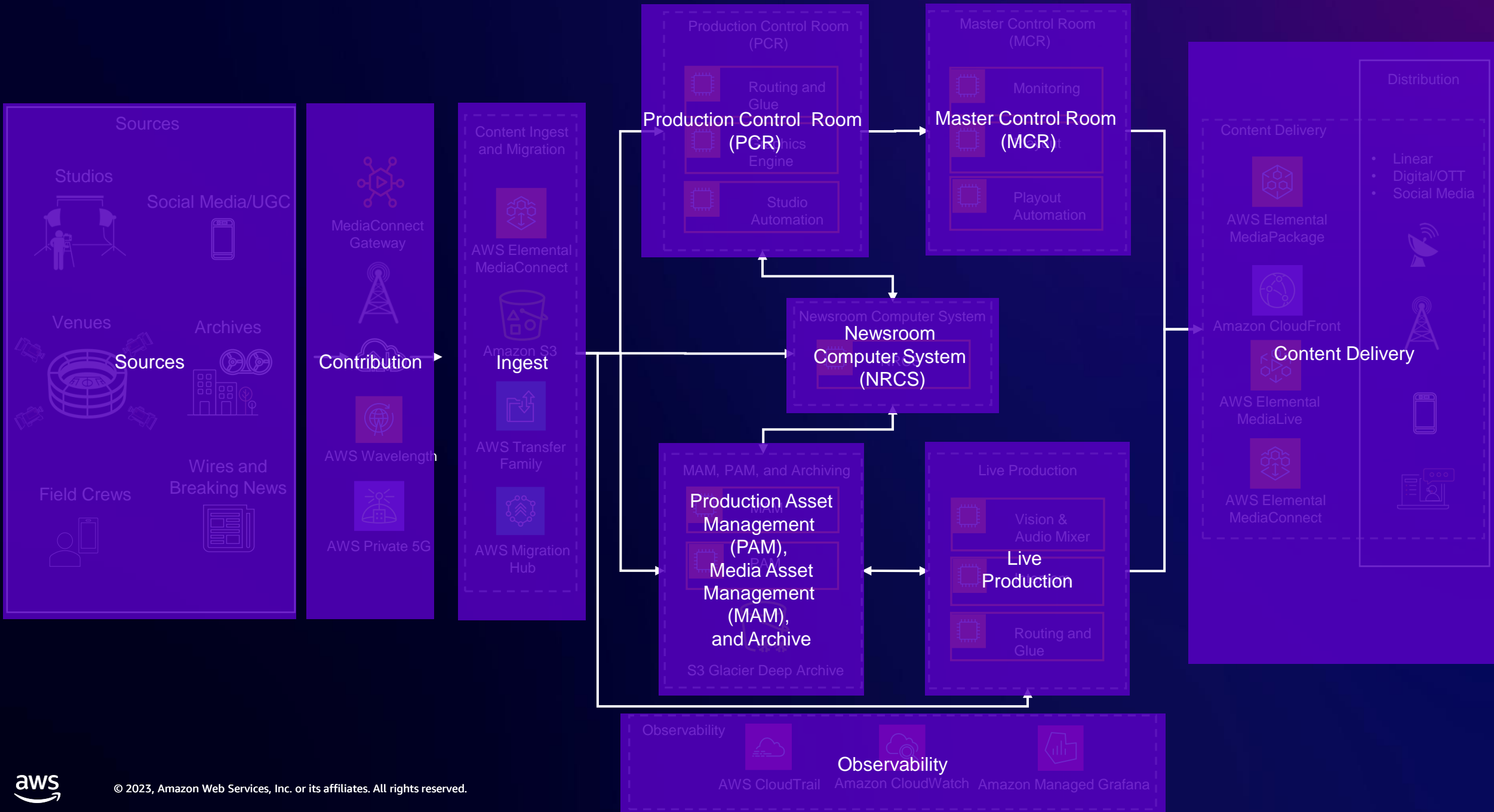


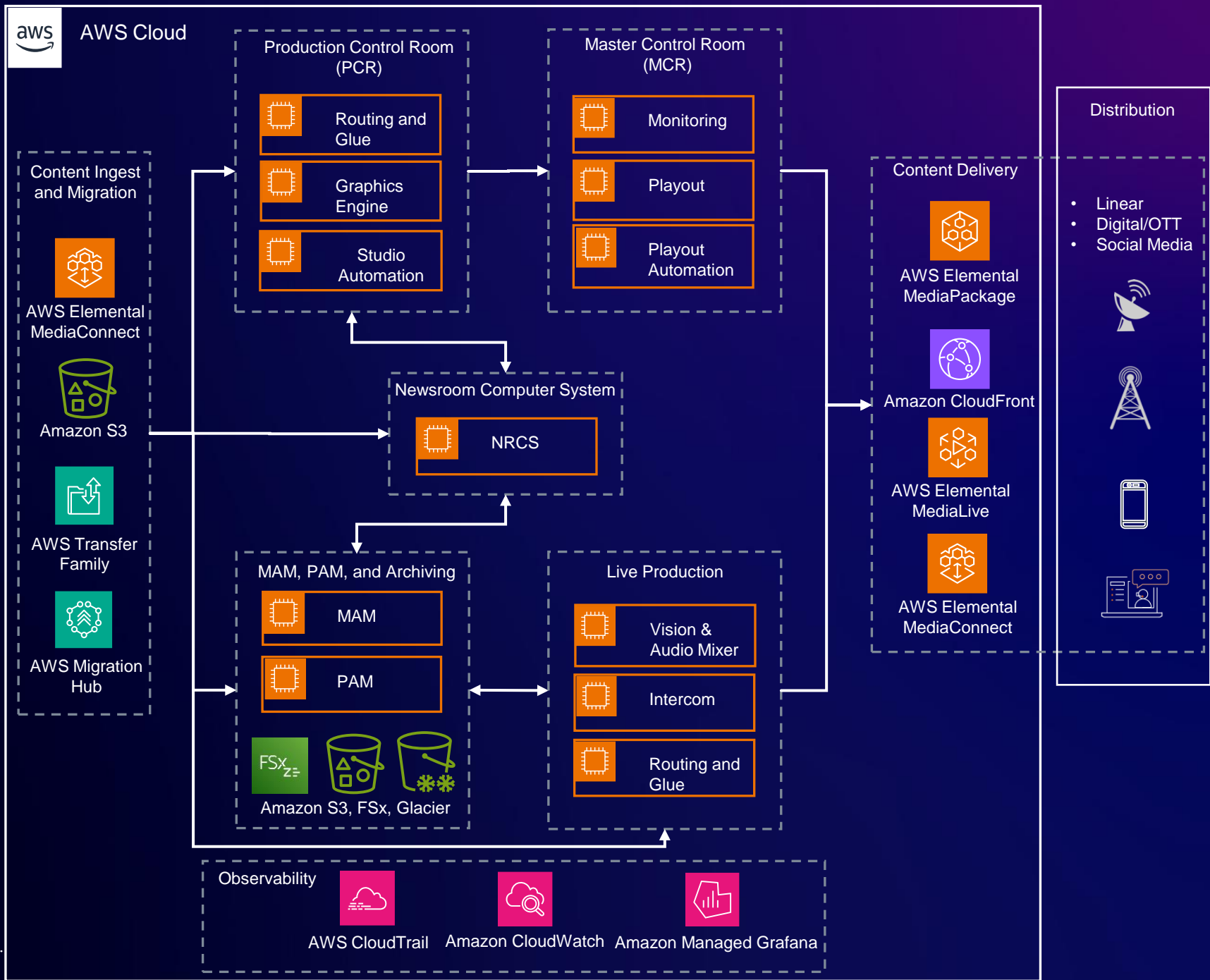
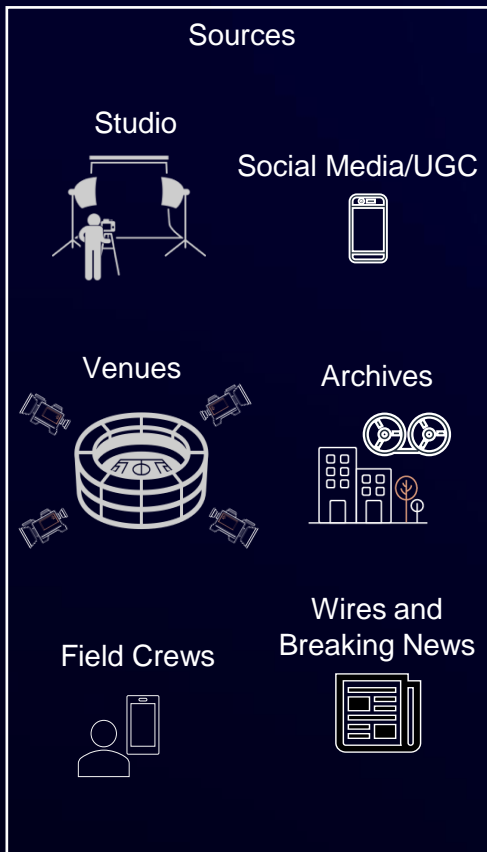
Agenda

- Key challenges facing news organizations
- News workflow – from story creation to distribution
- Innovation using AI/ML

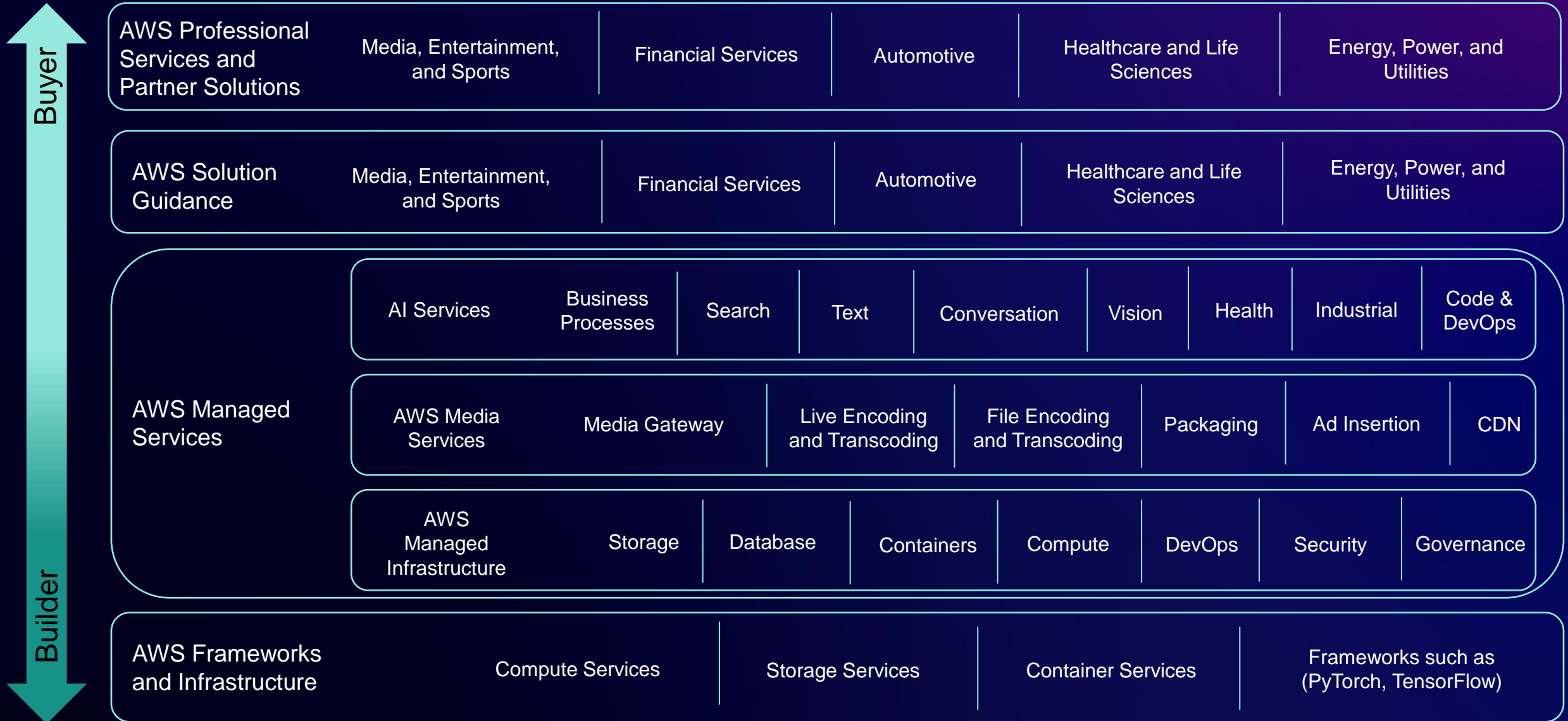
Newsroom workflow

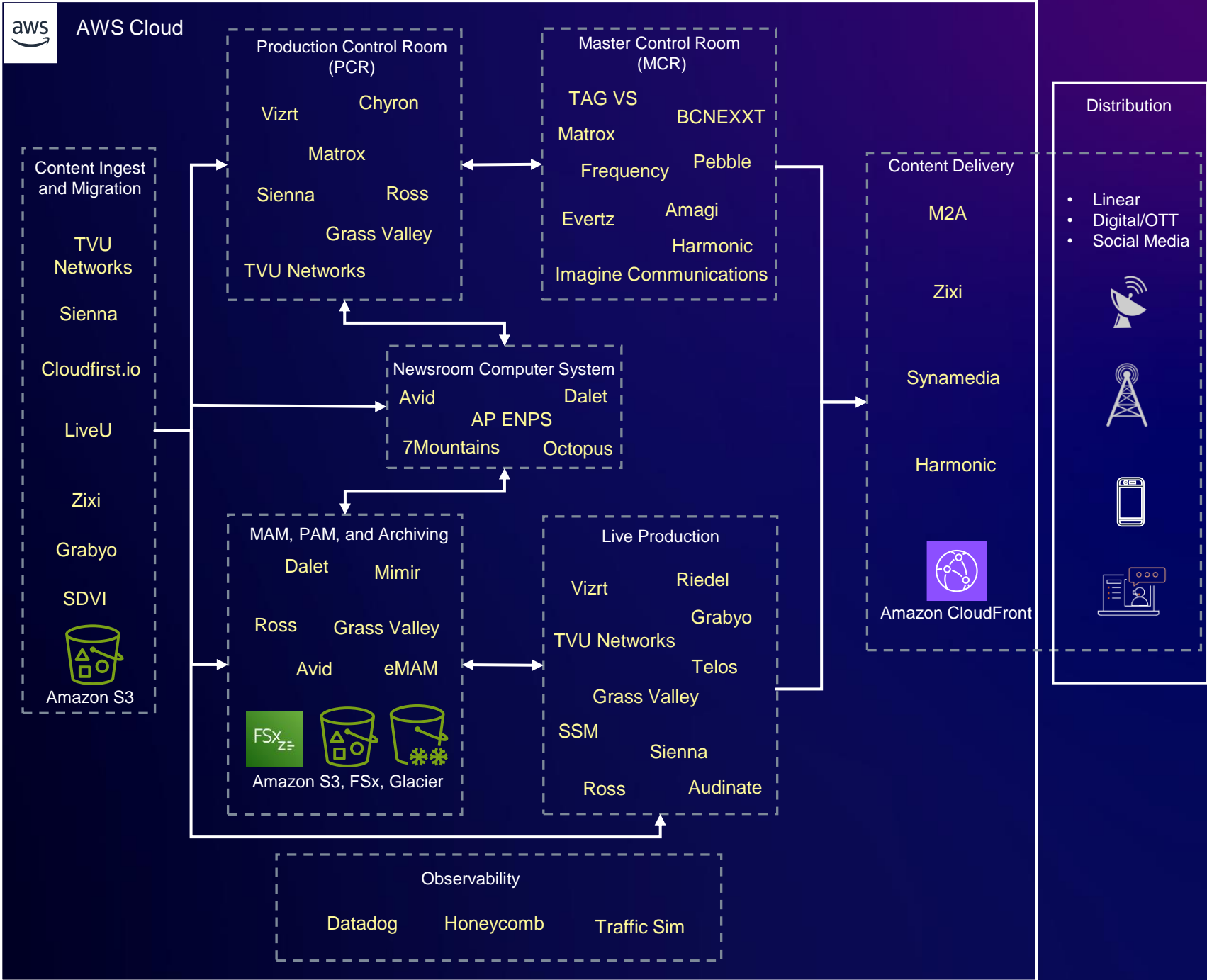
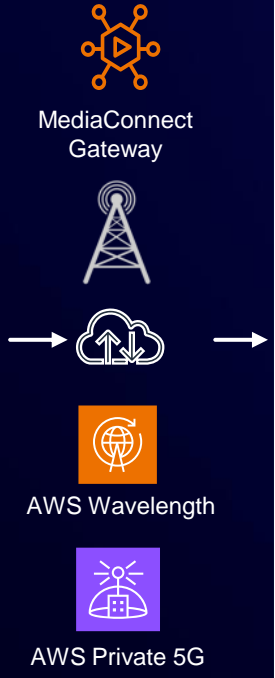
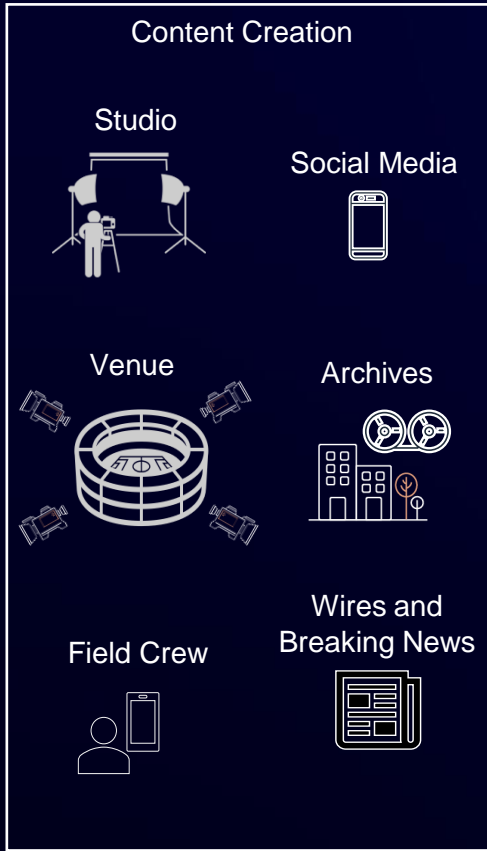


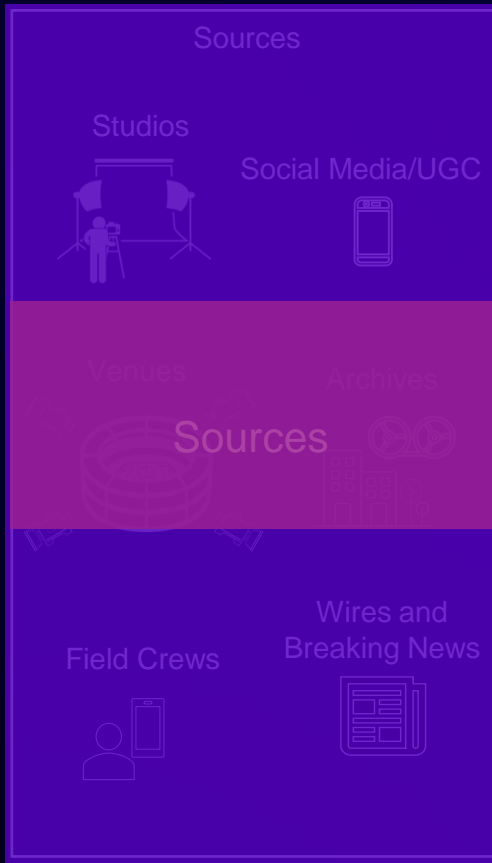




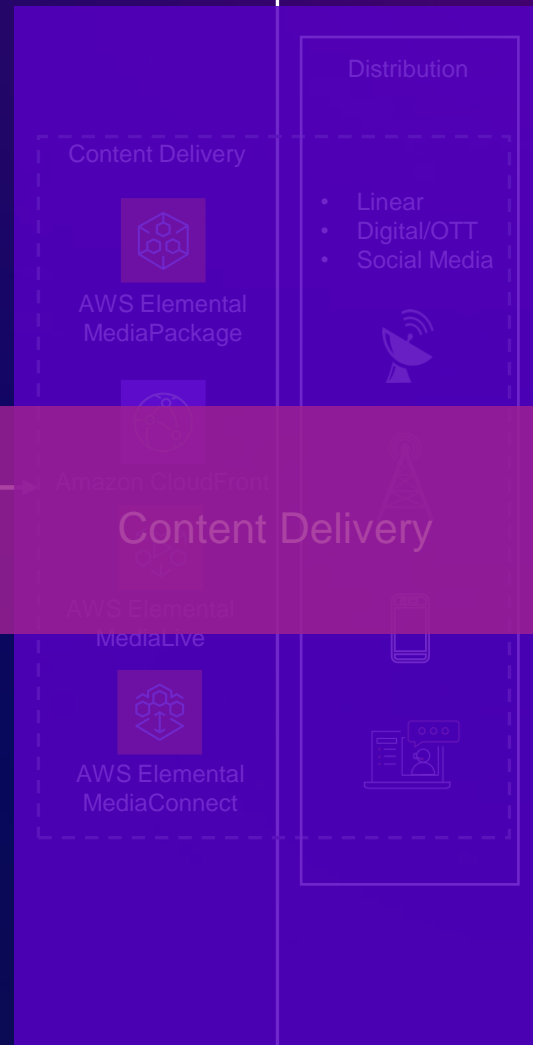
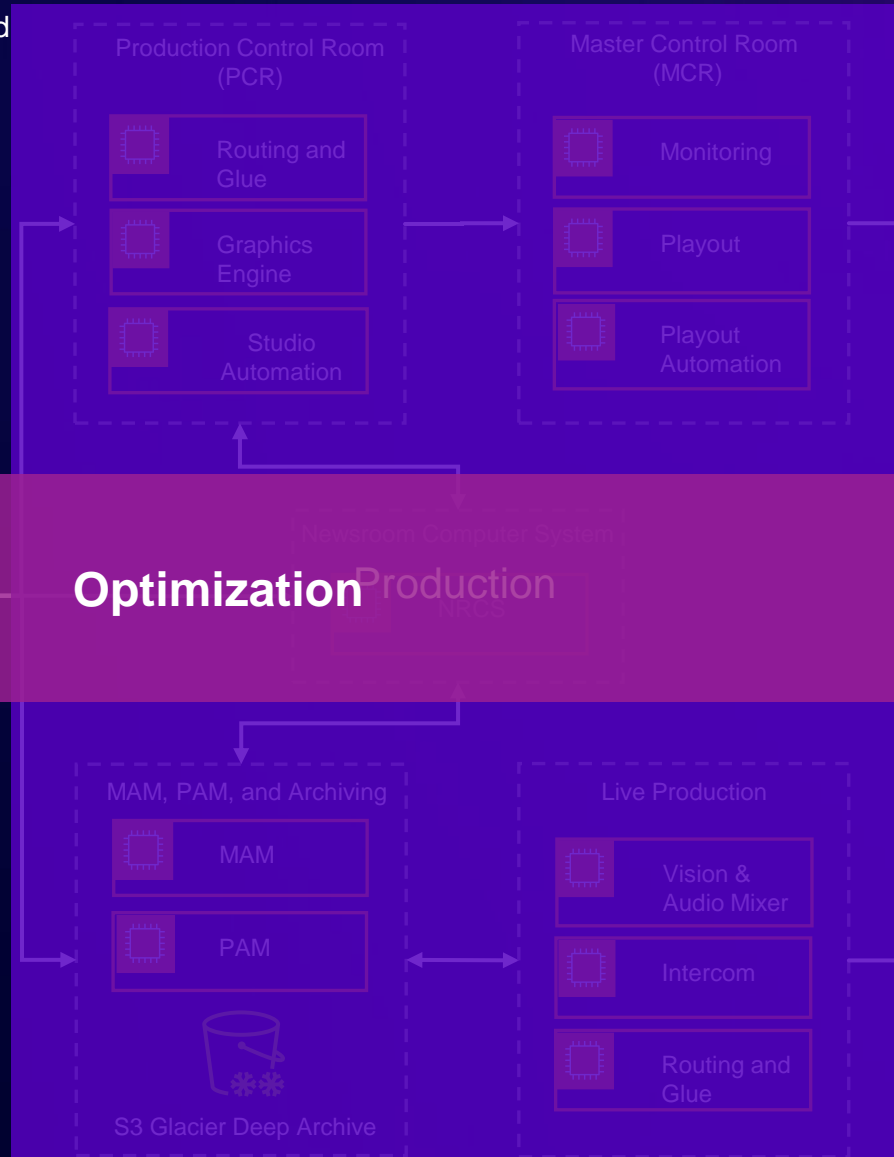
Broad set of solutions and capabilities



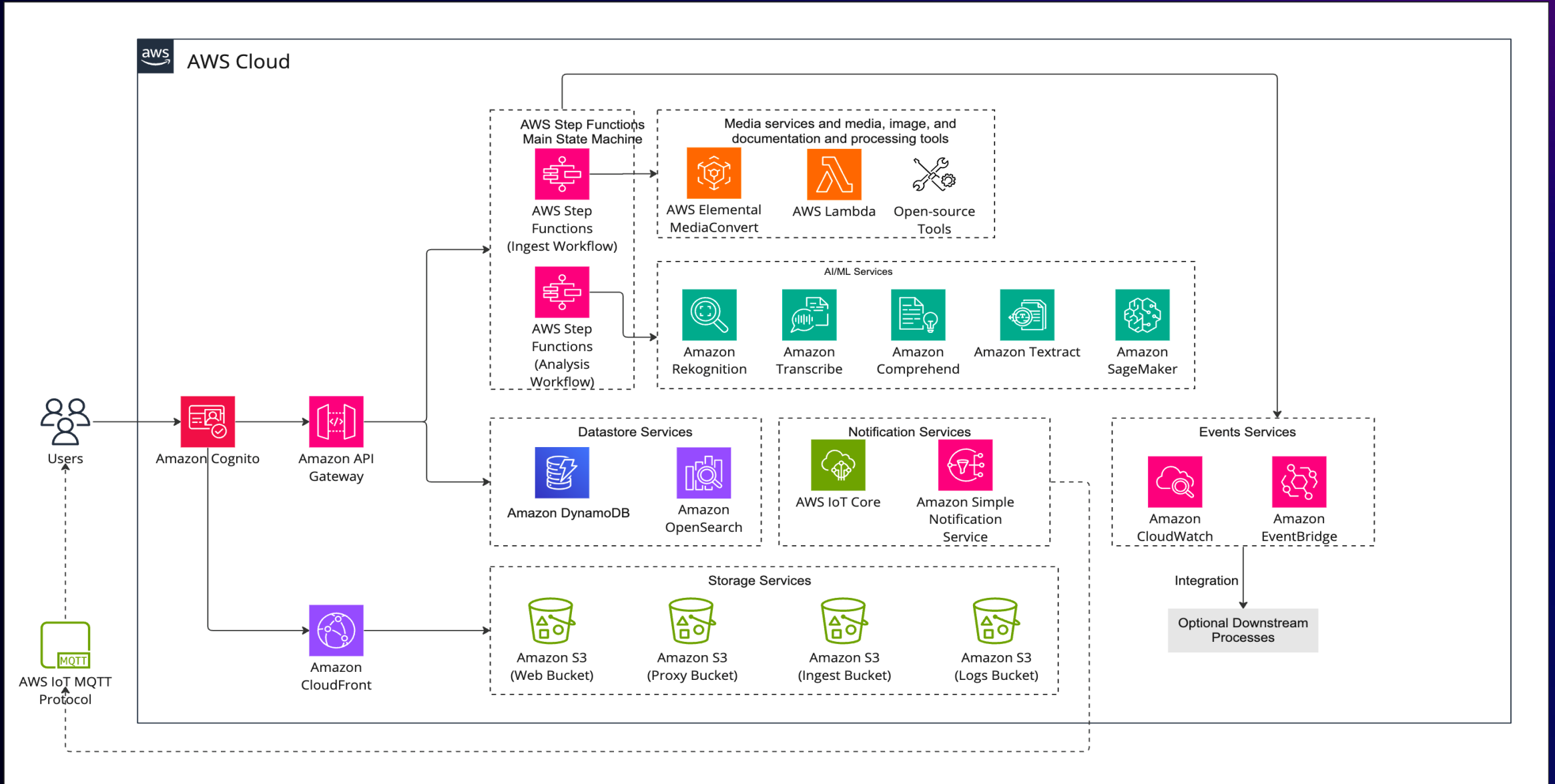




aws AWS Cloud



Content analysis



DEMO



Content analysis – Text summarization

The screenshot shows a video player interface. At the top, there are navigation tabs: "Collection", "Processing", and "Stats". Below these are media type filters: "Photo", "Podcast", and "Document". A search bar is located in the top right corner. The video player itself shows a dark scene with a person wearing glasses. To the right of the video is a metadata sidebar for the file "Goliath_short_6m (00:06:49)", with expandable sections for "General", "Proxies", and "MediaInfo". Below the video player is a large white area, likely for a transcript or subtitles. At the bottom, there is a panel titled "Large language model (LLM)" which contains a description: "Demonstrates using LLM model(s) from Amazon SageMaker JumpStart Foundation Hub to automatically generate text summary of given transcript (created by Amazon Transcribe); ask genre or sentiment of the given text, or create a headline of the text." Below this description is a text input field containing "==" Original transcript ==".



Content analysis – Transcription



- stics
- Knowledge Graph
- AI
- scribe
- brity
- ment
- eration
- reaks
- al
- Match
- phrase
- y

▼ Large language model (LLM)

Demonstrates using LLM model(s) from Amazon SageMaker JumpStart Foundation Hub to automatically generate text summary of given transcript (created by Amazon Transcribe); ask genre or sentiment of the given text, or create a headline of the text.

== Original transcript ==

It's open. Hey, Billy. Yeah, back here. Yo you got a second? Yeah, I guess so. How you doing? Same old shit. Yeah. Yeah, I hear you. OK. Um uh I've been going to these, these meetings and um I just came to apologize to you. I've been apologizing to a lot of people lately and um you're at the top of my list. So I'm sorry for everything I put you through because the thing is like I know what I did was wrong but I don't even know why I did it. I just, I was just mixed up in my own shit and uh and I took it out on you and I betrayed you. I guess I didn't deserve your friendship and I'm sorry. OK. OK. Um Well, in case I never see you again, I just know that I love you. OK, bye. Hey Brittany. Hang on a sec. Got something for you. Mhm. It's for the Orange Tech case. That's what I owe you. Are you serious? But I stabbed you in the back. Well, it's for your work. It's not a humanitarian award. OK. Thank you. You're welcome. Hey Brittany, thanks for coming. Over. It was big of you just say all that. What's up Oscar? How you holding up, buddy? I didn't tell you everything about my sons. All right. Well, my younger son got arrested. Your younger son. You want a fiddle player? Cello? Yeah. Yeah. Julio, what the hell for the cops are saying that he killed somebody that has gained retaliation for my other sons. But it don't make any sense. No, they were in the gang. Julio's not, he's a good kid. I don't have any money for a good lawyer. I mean, I can, I can give you some money. I mean, I'll help you any way I can like that. But I mean, if you're talking about me, I, I kind of gave up murder cases of cocaine right around the same time. Really do that. Of course, Einstein, I don't know what the lawyer does, what? I don't know, he's got a public defender, right? Yeah, just looks like he's going down public defender just means you're fucked, doesn't it? Well, not necessarily when they handle those cases all the time, they know the ins and outs, you know, I mean, I, I can go down and check on it for you and talk to the lawyer and see that everything is square, you know. Thank you, Billy. Not so bad. I'm sorry. Oh, don't be, I'm happy to sorry. You sure you don't need any money. Thank you, sir. Oh yeah, I don't know. I just don't drive hardly at all now. Not too much traffic, uh All kind of fucking reasons. But you're wondering where the hell people are going? No, I do. I just assume they're going nowhere in a hurry. Yeah, thanks, man. There they are.

Drama

Model name

Parameters to adjust the output:

Template

Prompt

MaxLength

Temperature

Top-K

Top-P

Send request

d3o1mfvyf2ns0a.cloudfront.net/#tabcontent-2fd8d2b3



Content analysis – Celebrity detection

The screenshot displays a video player interface for a video titled "Hey, Billy.". The video frame shows a person's torso and arms. A large, semi-transparent "CELEBRITY" label is overlaid on the video. Below the video, there is a control panel with the following elements:

- A toggle legend: "Toggle a legend to show or hide data points of the selected label. Click on individual data point to seek to the timestamp on the video to see the detection results."
- Two toggle switches: "Toggle all labels" and "Enable text overlay".
- A search bar: "(Search specific label)".
- A list of celebrity names with corresponding colored dots: Billy Bob Thornton, Tania Raymonde, Lou Diamond Phillips, Jacques Zabor, Amy Winehouse, Maria Joana, Kubra Sail, Ayden Mayerl, Camden Toy, Zuoxiao Zuzhou.
- A large rectangular area representing the video frame with the "CELEBRITY" label.
- A vertical scrollbar on the right side of the interface.

On the left side, a sidebar contains a list of navigation options, including "Statistics", "Knowledge Graph", "AI", "Describe", "Celebrity", "Segment", "Generation", "Reactions", "Match", "Phrase", and "y".



Content analysis – Label detection

Revealing Clothes
Suggestive
(100%)

-6:55 1x

Toggle a legend to show or hide data points of the selected label. Click on individual data point to seek to the timestamp on the video to see the detection results.

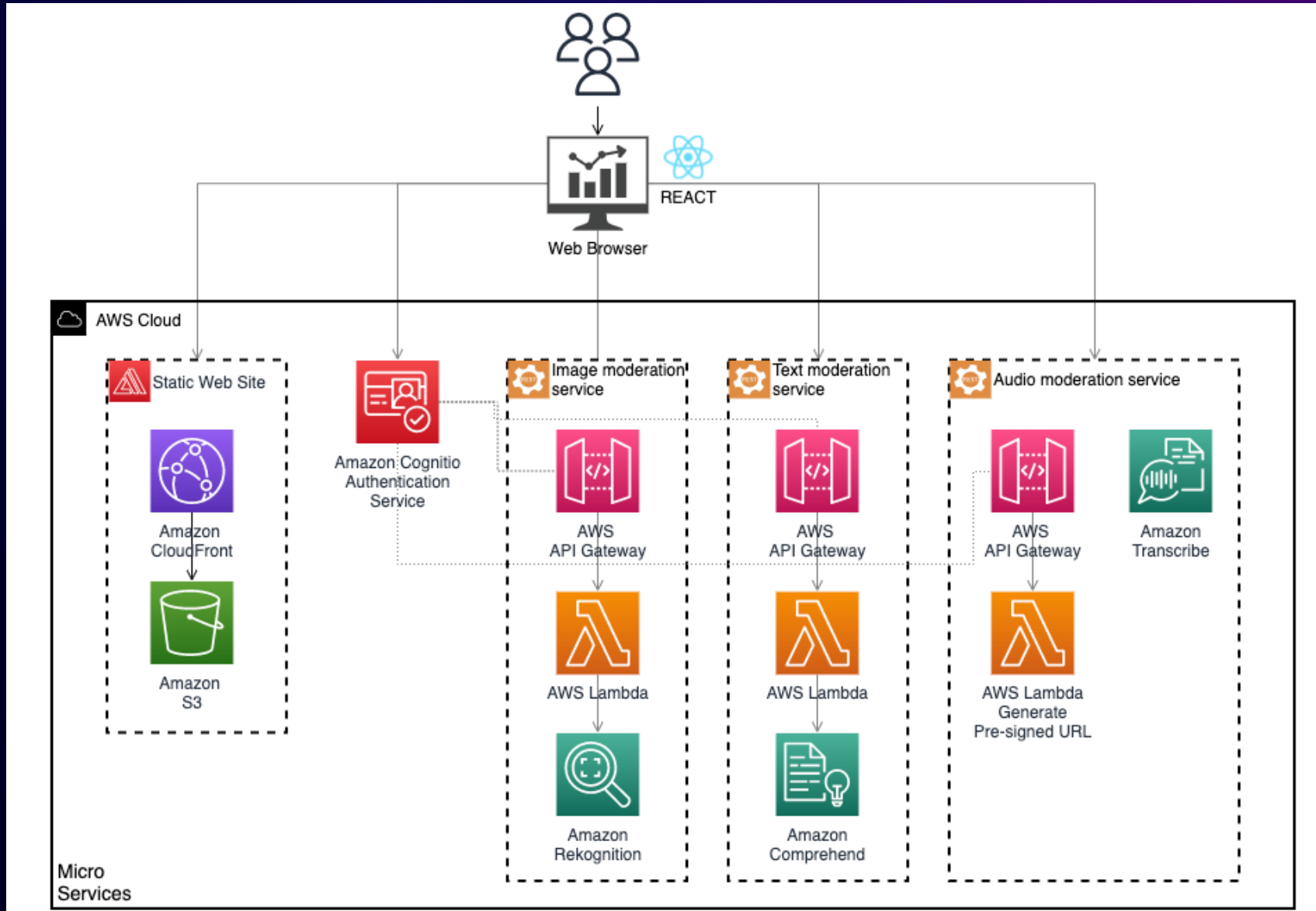
Toggle all labels Enable text overlay

(Search specific label)

LABEL



User Generated Content (UGC) – Content moderation



DEMO



User Generated Content (UGC) – Content moderation

The screenshot shows an AWS live stream interface. At the top left is the AWS logo and a 'Show Password' button. At the top right is a 'Close Demo' button. Below the navigation bar, the stream title is 'demo' and the location is 'Live Stream'. The main video area displays a first-person shooter game. A red overlay at the top of the video indicates a content moderation event: '109.1 s: Violence/Weapon Violence (77.3%)' with a 'Time 90' counter. A green 'Health' bar is visible above the video. In the top left of the video, a 'Score 2,000' is shown. A small inset video in the bottom left of the main video shows a woman, the streamer, looking at the camera. On the right side of the interface, there is a 'Pause Video' button and a chat area with the message 'demo: Welcome to the chat room'. At the bottom of the video player, there is a channel name 'demo' with the tagline 'A fun stream to watch', and buttons for 'Subscribe', 'Follow', and 'React'. A warning at the bottom right of the chat area says 'Do not share personal information for'.



Content analysis solution references

Media2Cloud



Content Moderation



Benefits of cloud-powered newsroom



Operational & economic flexibility, elasticity & agility



ML-accelerated workflows



Leverage data to inform operational & editorial decisions



Enable new ways of working & enhanced collaboration



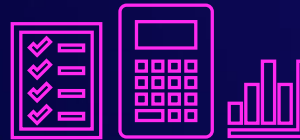
Engage audience on their platforms of choice

Takeaways



Discovery Workshops

- Deep-dive discovery sessions around core workstreams
- Identify pain points
- Target solution state / Envisioned success criteria



TCO Data Gathering & Analysis

Total Cost of Ownership (TCO) modeling of current and target state costs.



Solution Design

- Technical solution definition and workflow recommendations
- Partner discussions
- Industry insights
- Transformation plan

Thank you!

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Please complete the session survey in the mobile app