

The background features a dark blue gradient with large, overlapping, semi-transparent shapes in shades of purple, pink, and orange. The shapes are curved and layered, creating a sense of depth and movement. The text is positioned on the left side of the image.

AWS re:Invent

NOV. 27 – DEC. 1, 2023 | LAS VEGAS, NV

SPT205

NASCAR adds 60 video feed angles to fan app for in-venue viewing

Chris Wolford

Managing Director, Media & Event
Technology
NASCAR

Andrew Reich

Sr. Sports Consultant, Global
Professional Services
Amazon Web Services



Agenda

- Introduction
- NASCAR Tracks app
- Chicago Street Race – Unique course
- Video solution
- Recap
- Questions and answers throughout!

Speakers



Chris Wolford

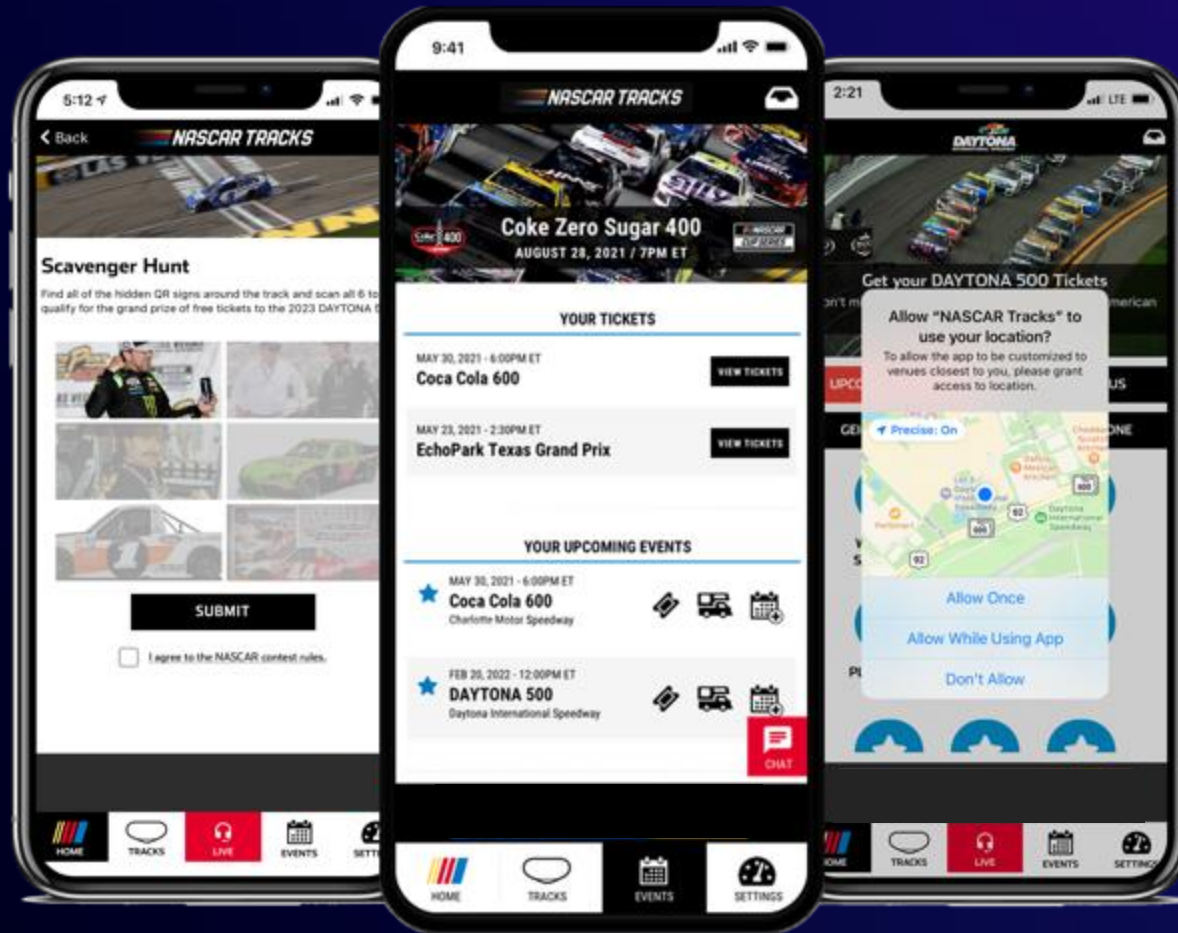
*Managing Director,
Media & Event
Technology, NASCAR*



Andrew Reich

*Sr. Sports Consultant,
AWS Global
Professional Services*

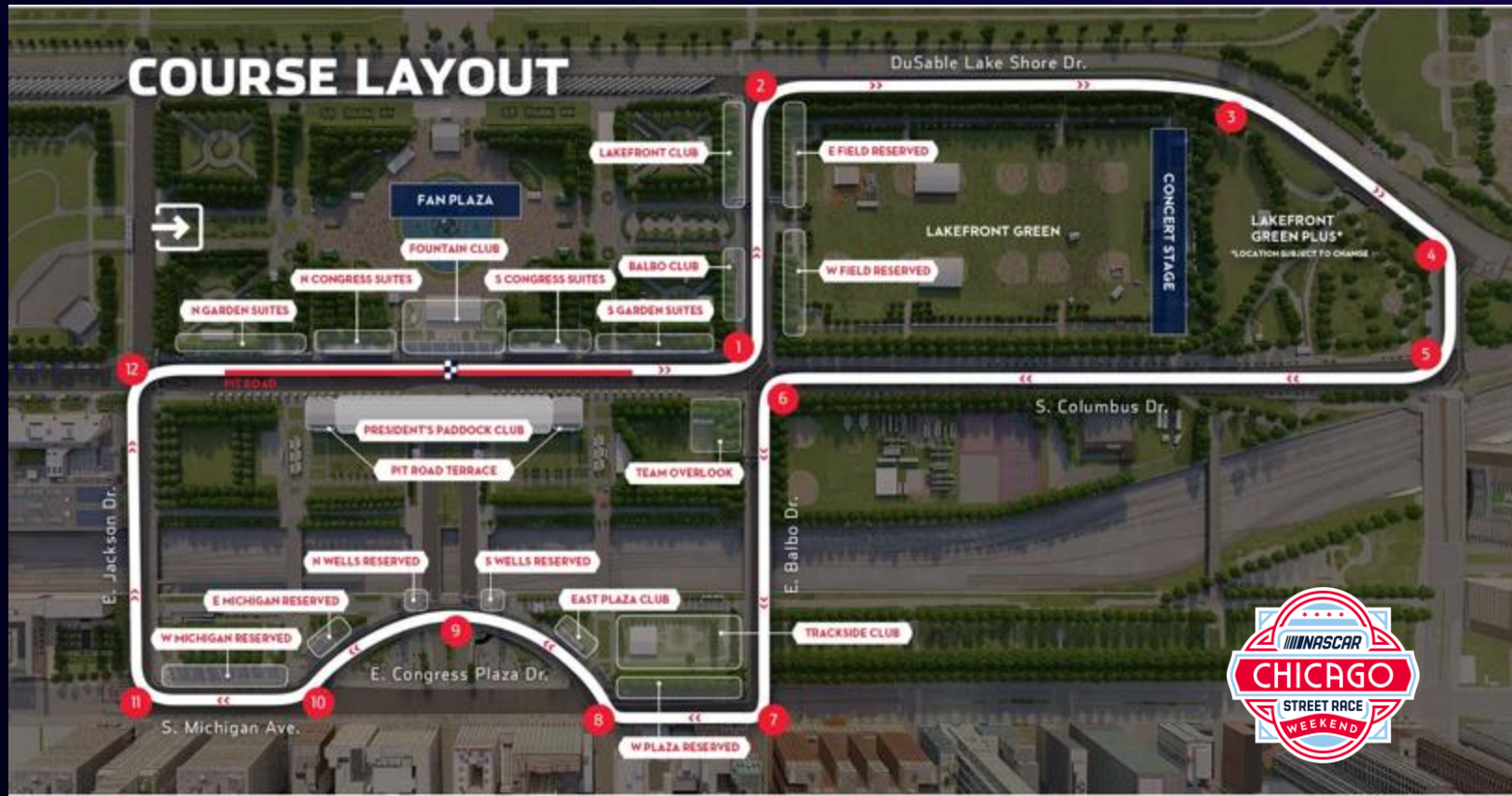
NASCAR Tracks app



NASCAR racetracks

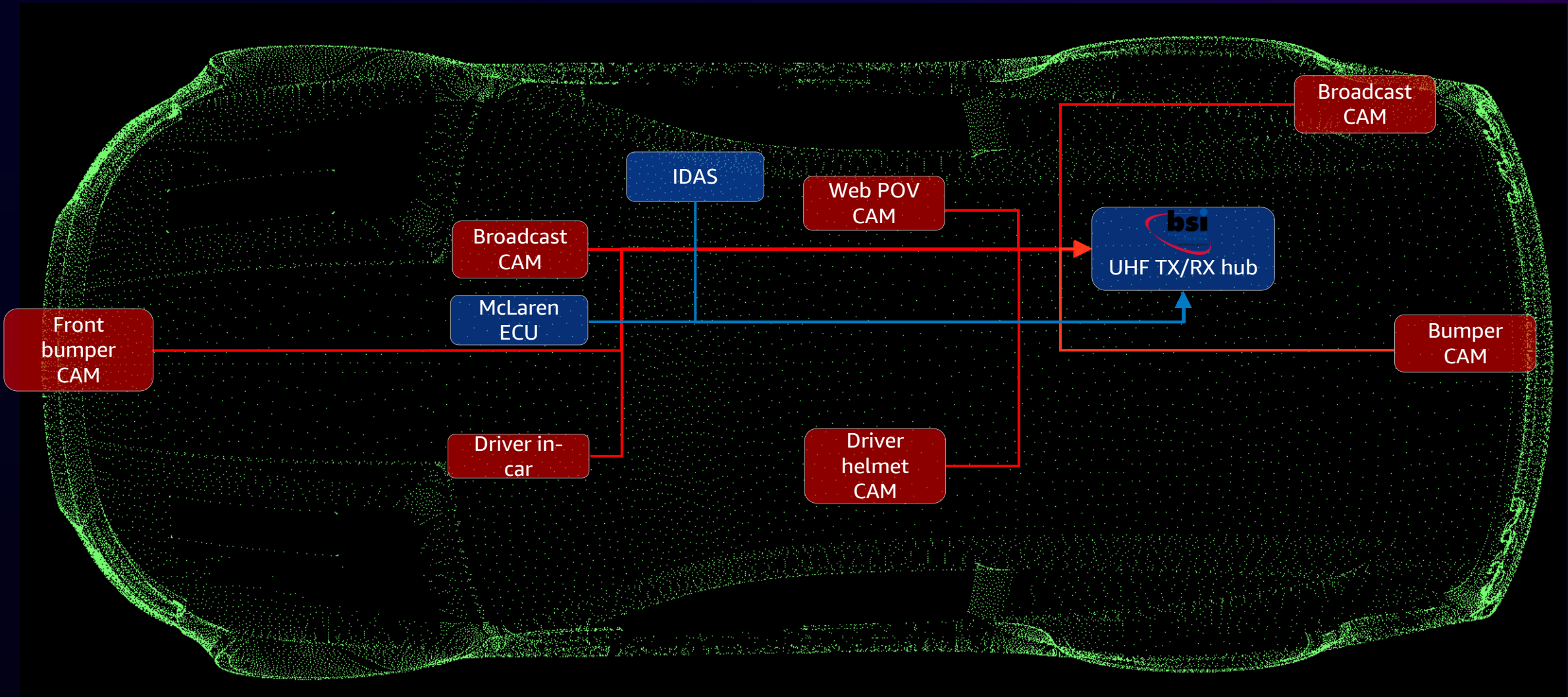


NASCAR Chicago Street Race course



- First of its kind race for NASCAR
- 2.2 miles through the streets of Chicago

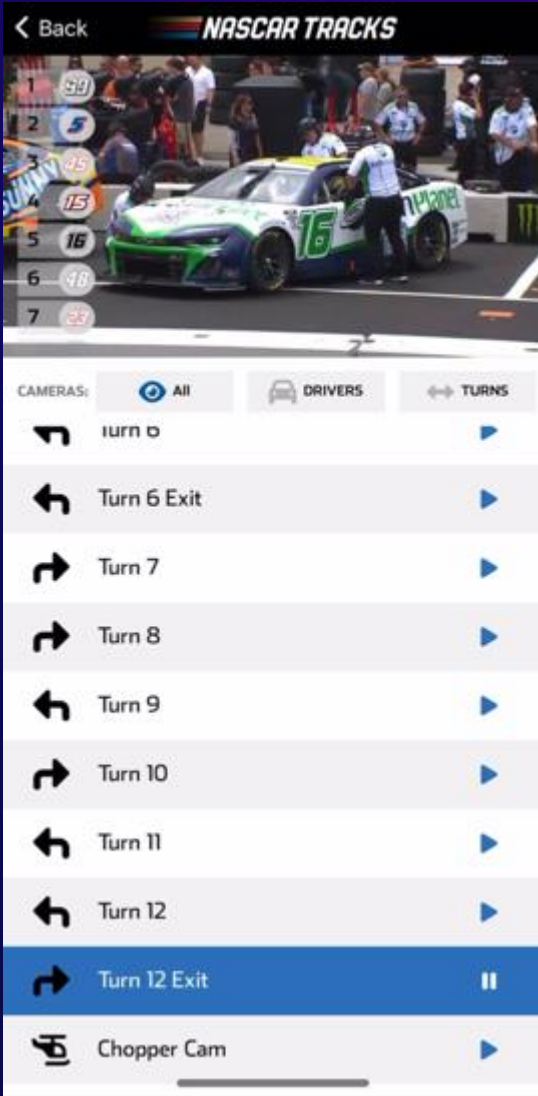
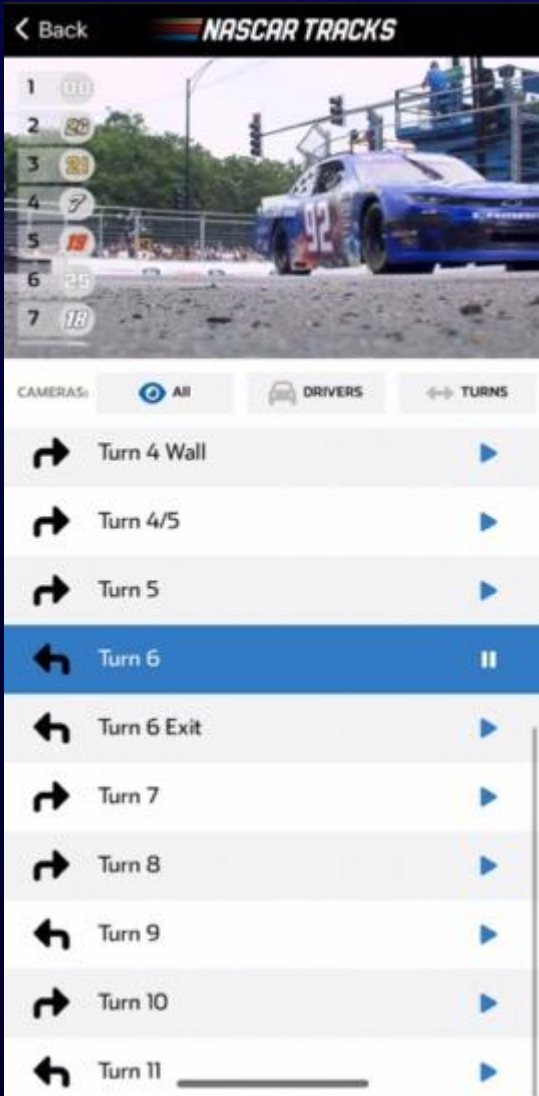
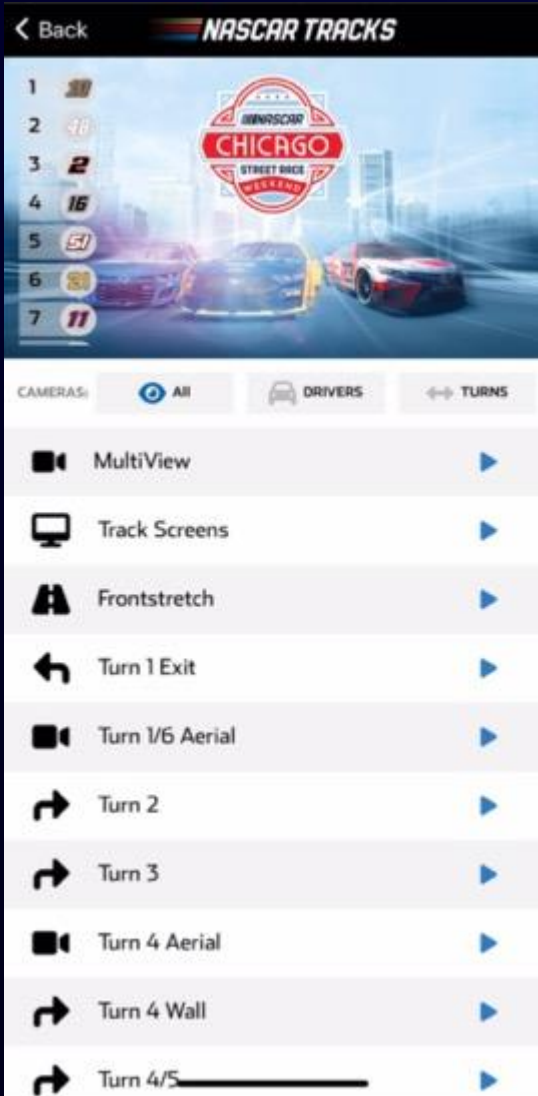
NASCAR car connectivity



Contribution and encoding



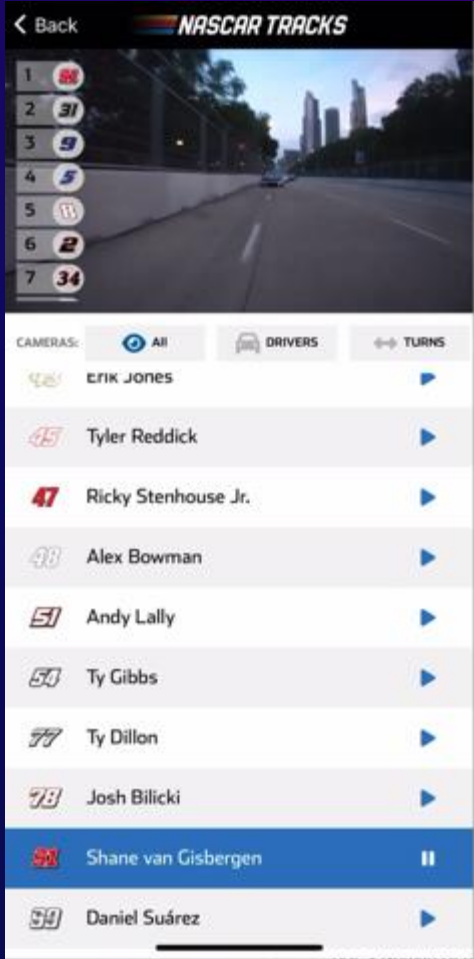
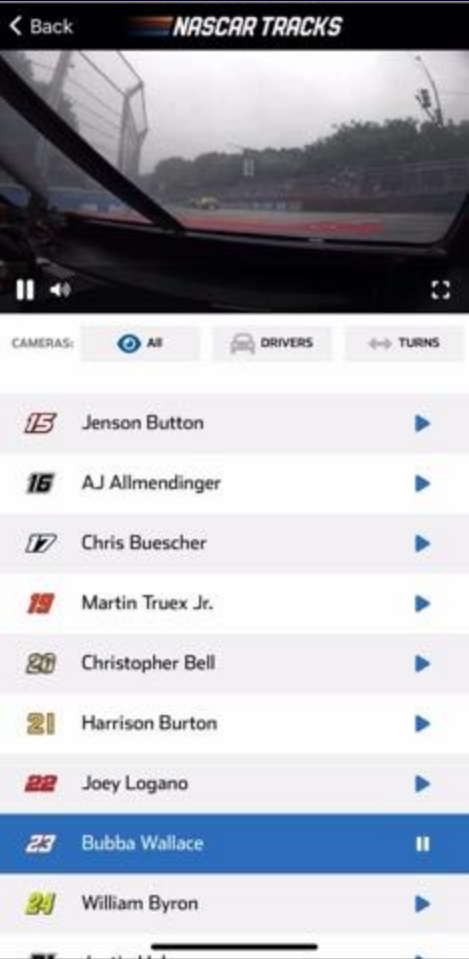
Customized view



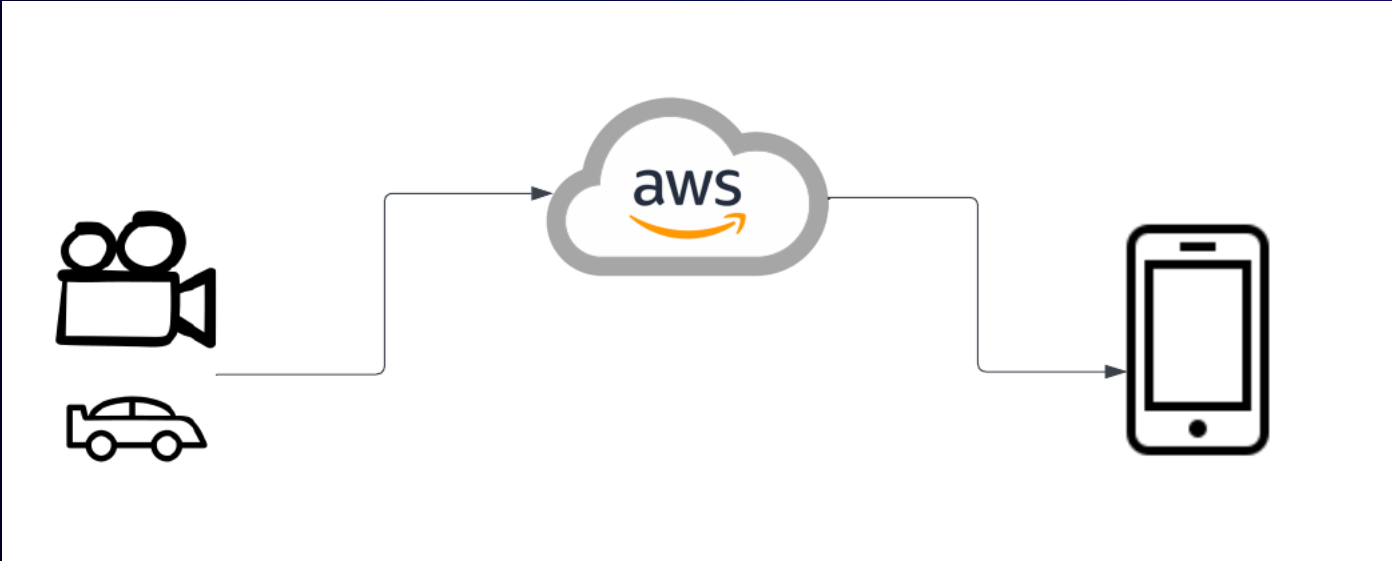
Customized view



Customized view



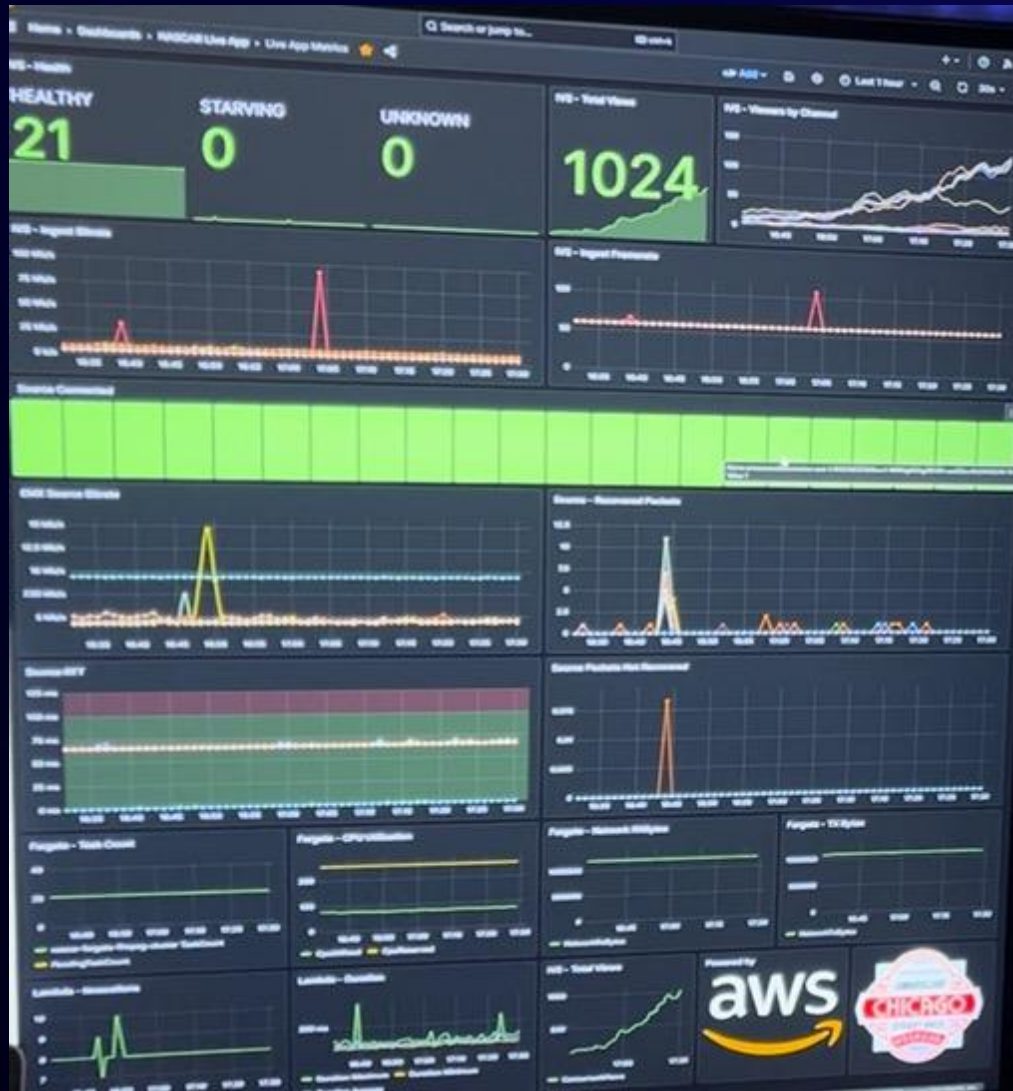
How we got there



Monitoring



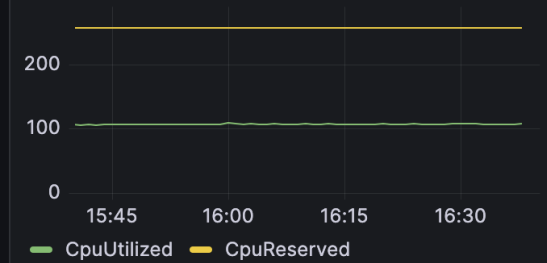
Monitoring



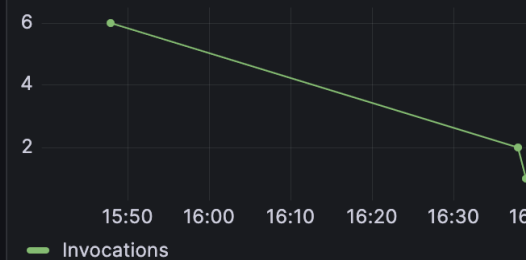
Fargate - Task Count



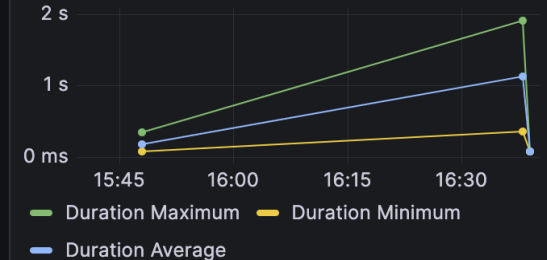
Fargate - CPU Utilization



Lambda - Invocations



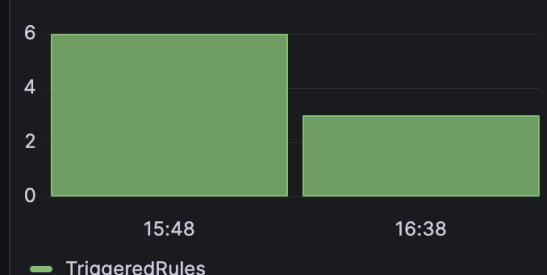
Lambda - Duration



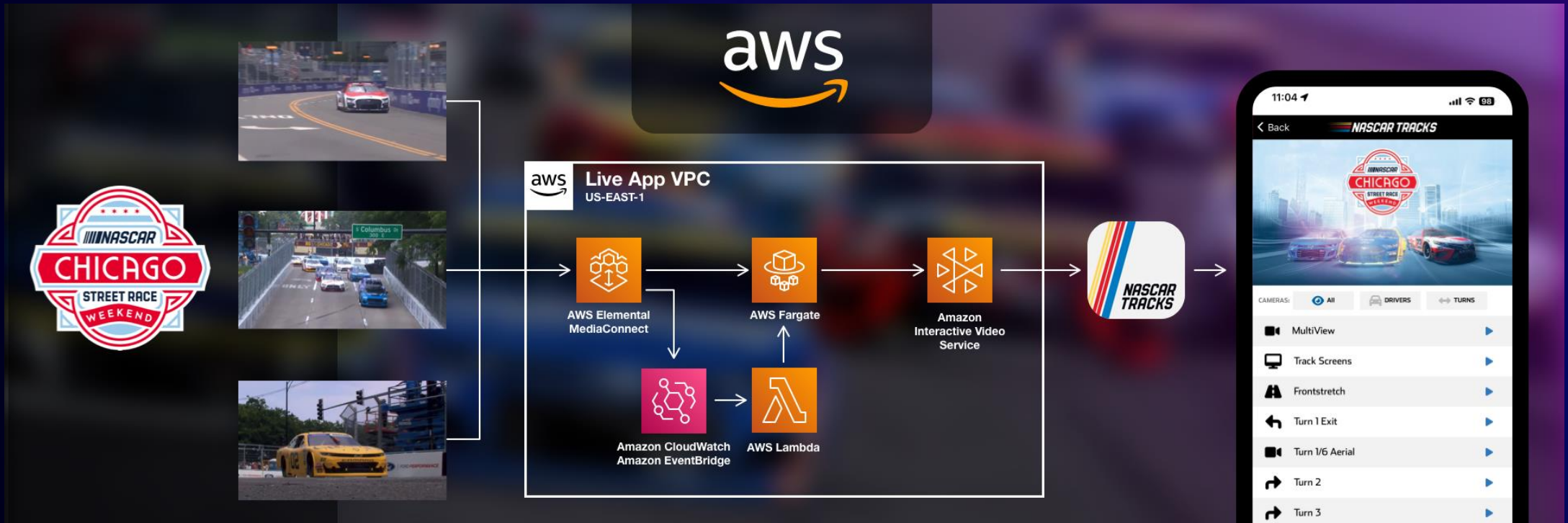
Lambda - Errors



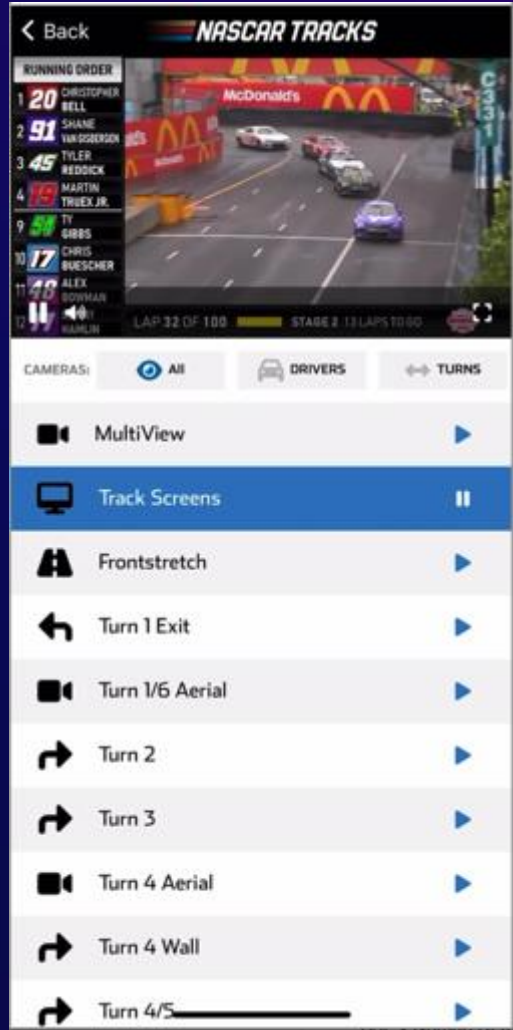
Triggered Rules



End to end

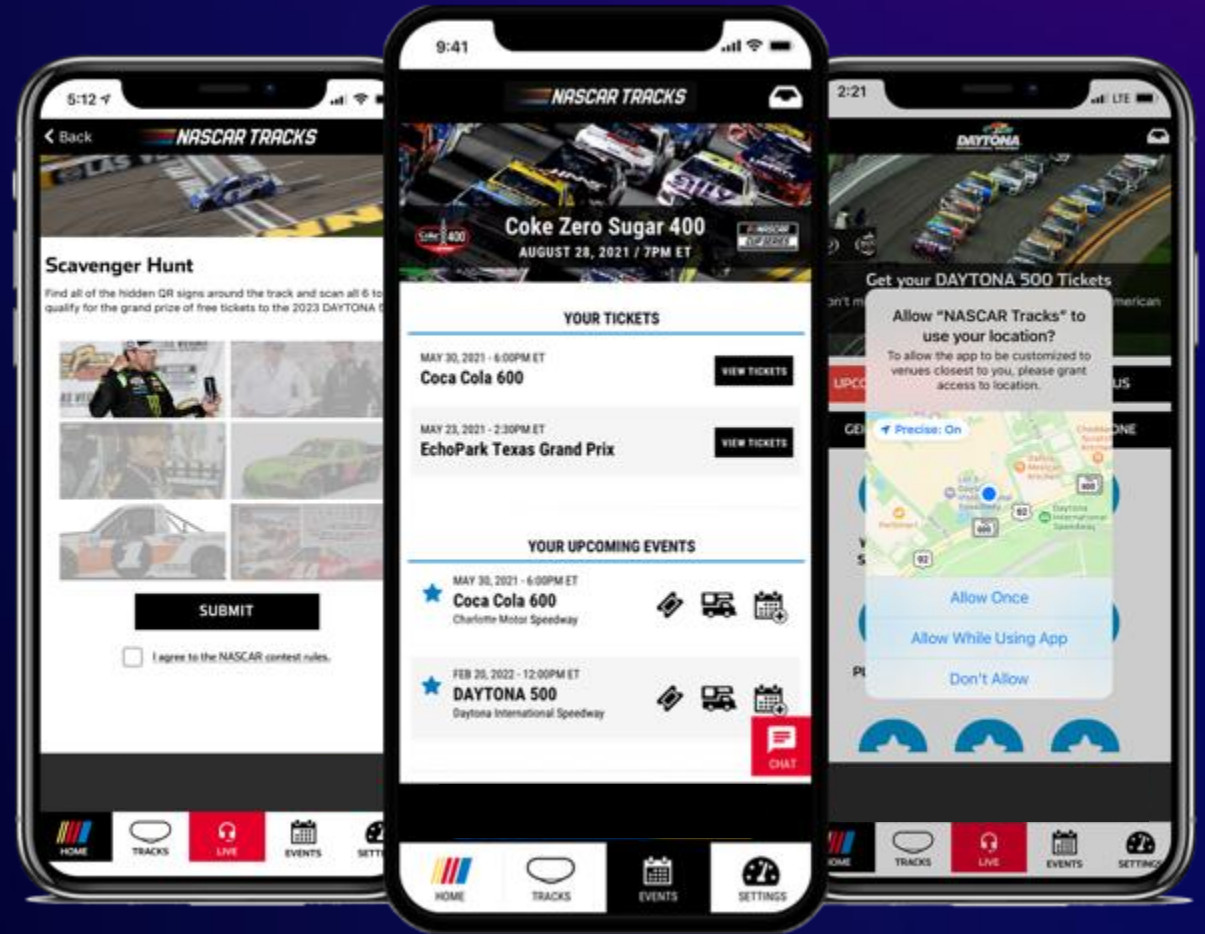


Customized view



Recap

- 60 unique camera angle feeds available in NASCAR Tracks app at venue
- Allowed fans to consume more action
- AWS Elemental MediaConnect used for distribution
- Amazon IVS used for video player solution
- Approximately 1–3 seconds of latency



Thank you!



Please complete the session survey in the mobile app