

The background features a vibrant, multi-colored gradient. It starts with a dark blue on the left, transitions through purple and magenta, and then into bright orange and yellow towards the right. A diagonal line separates the darker blue on the left from the lighter colors on the right.

AWS
re:Invent

MDS305

Breaking news: Deploy global content distribution in minutes

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It's all about the story...



BREAKING NEWS

LONDON: CAT STUCK IN TREE

Live video distribution today

Live video distribution

Live video remains a **critical component** of broadcast programming

Operators need **robust, secure, live video transport**

Cloud-based workflows are becoming operationally and **commercially compelling**

Content owners are discovering **broader geographical** audiences

Operators are under pressure to find **cost-effective** solutions

Live video transport today, and challenges

Infrastructure providers: **Managed networks, fiber, and satellite**

- Satellite transponders have fixed geographical coverage & bandwidth
- Onboarding channels takes time
- Customers expected to commit long-term



With **self-managed IP-based** solutions, customer must:

- Deploy and maintain complex systems
- Work with multiple vendors for a complete solution
- Build solutions for security, sharing, and more



Why the network matters

High-quality live-video depends on high-quality connections

- IP networks are inherently lossy
- UDP is fast, but prone to packet loss
- ARQ and FEC are QoS based technologies



How do ARQ and FEC affect latency?

- FEC requires additional bandwidth, adds no material latency
- ARQ requires additional bandwidth and adds latency but improves resilience
- ARQ+FEC together bring ultra-resilient transport

AWS Elemental MediaConnect

AWS Elemental MediaConnect is a **reliable, secure, and flexible** transport service for live video that enables customers to build **global distribution workflows quickly and cost effectively**



How customers use MediaConnect

A person in a dark suit and tie is shown from the chest up, pointing their right hand towards a glowing network diagram. The diagram consists of numerous white nodes connected by thin white lines, creating a complex web of connections. The background is a soft, light blue gradient.

Contribution

Reliably ingest content into the AWS network to **enable** cloud-based **live video processing workflows**

Distribution

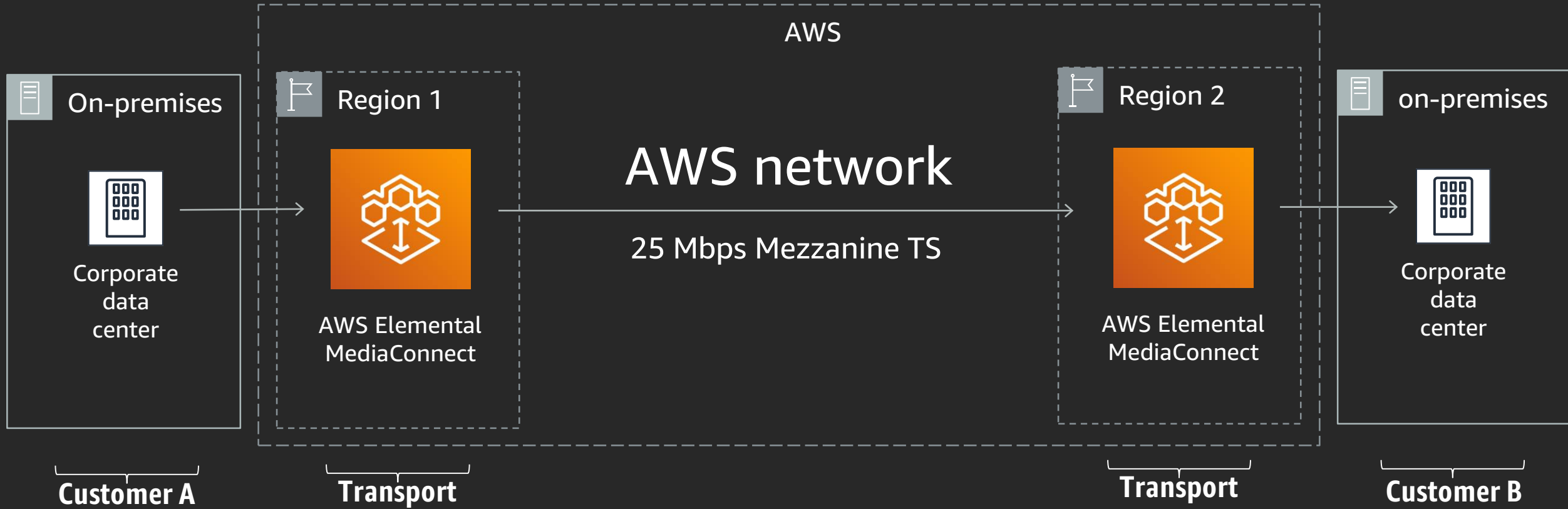
Securely **distribute** content to multiple destinations **inside and outside** of the AWS network

Distribution

Securely deliver content to destinations globally



Business-to-business distribution



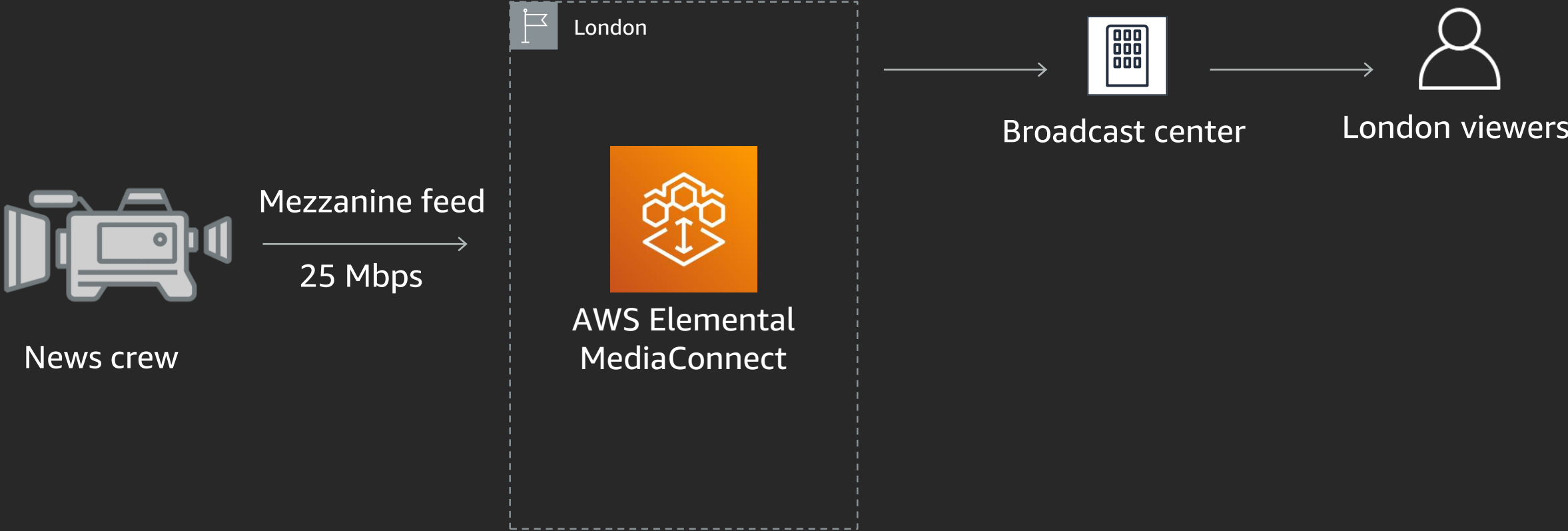
And now back to our story...



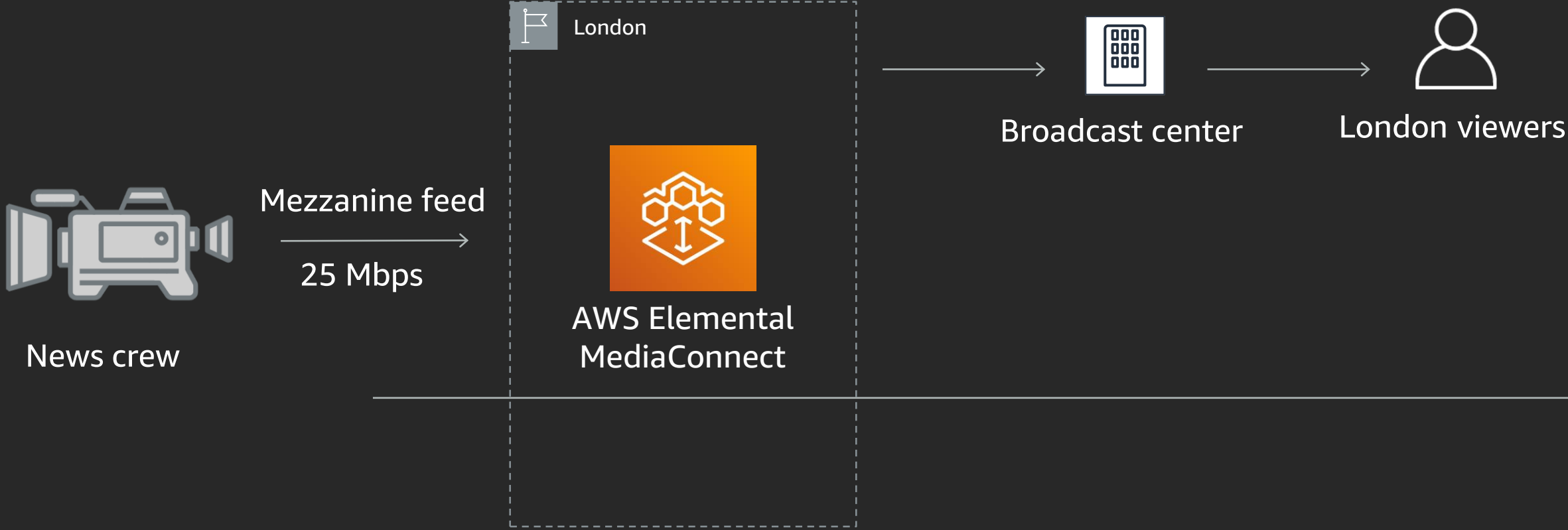
BREAKING NEWS

LONDON: CAT STUCK IN TREE

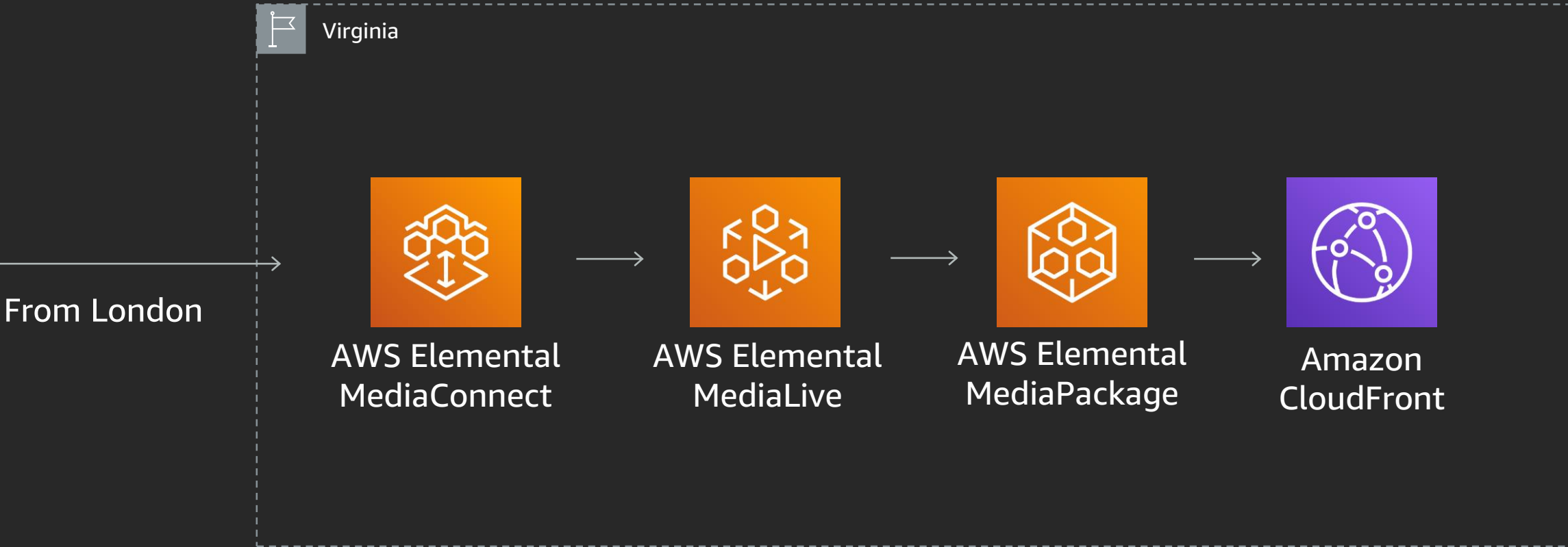
Local news team responds...



New York affiliated network wants coverage



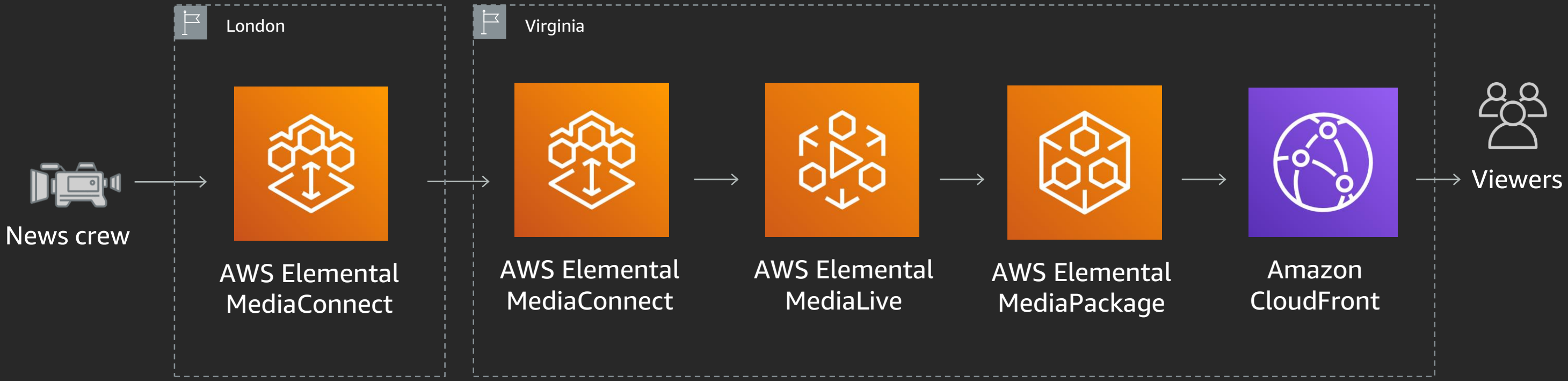
Meanwhile in New York City...



Showtime...



Overview



Want to learn more?

MDS403: Launch a live video channel in minutes

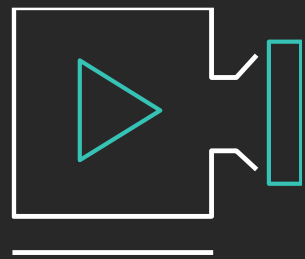
Thursday 3:15 p.m.–5:30 p.m. | Workshop

MDS201: Latest Media & Entertainment industry news from AWS

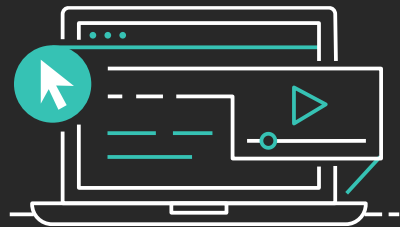
Thursday 4:00 p.m.–5:00 p.m. | Session

Learn media services with AWS Training and Certification

Resources created by AWS experts to help you create professional-quality media experiences



Learn from AWS media experts to advance your skills in streaming and monetizing live and on-demand video



20+ free digital media services courses and hands-on labs built by AWS experts, including Introduction to AWS Media Services and Setting Up and Configuring MediaConvert

Visit aws.amazon.com/training/path-mediaservices/

Thank you!

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Please complete the session survey in the mobile app.

Things to think about (or ask me)...

What about latency?

What bit rates can MediaConnect support?

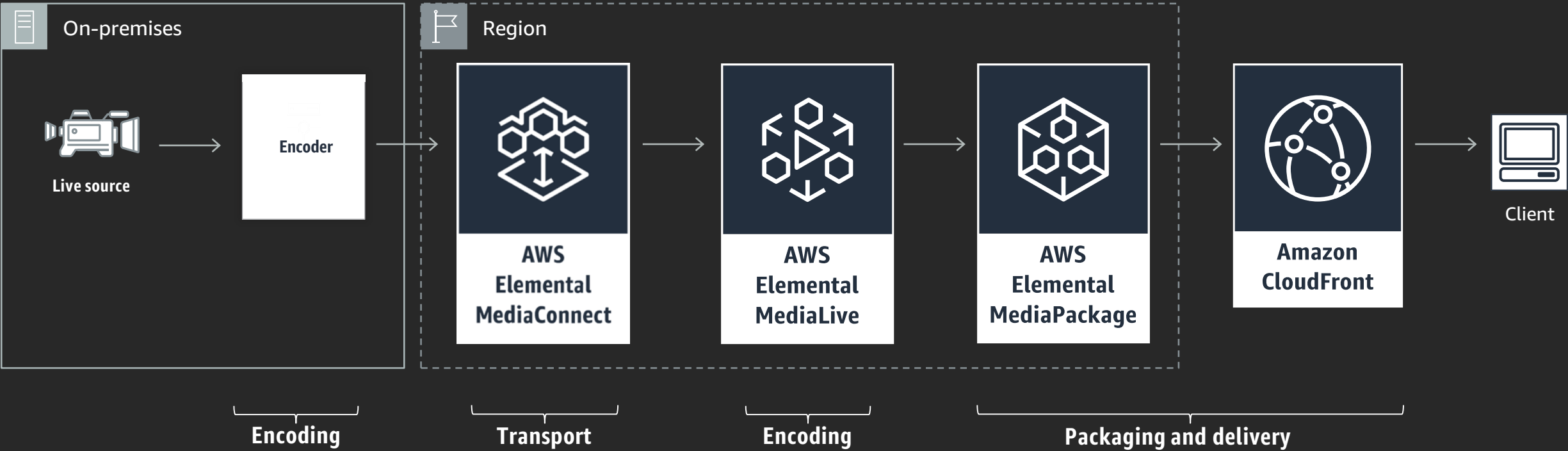
How quickly can this workflow be deployed?

What about encrypted content?

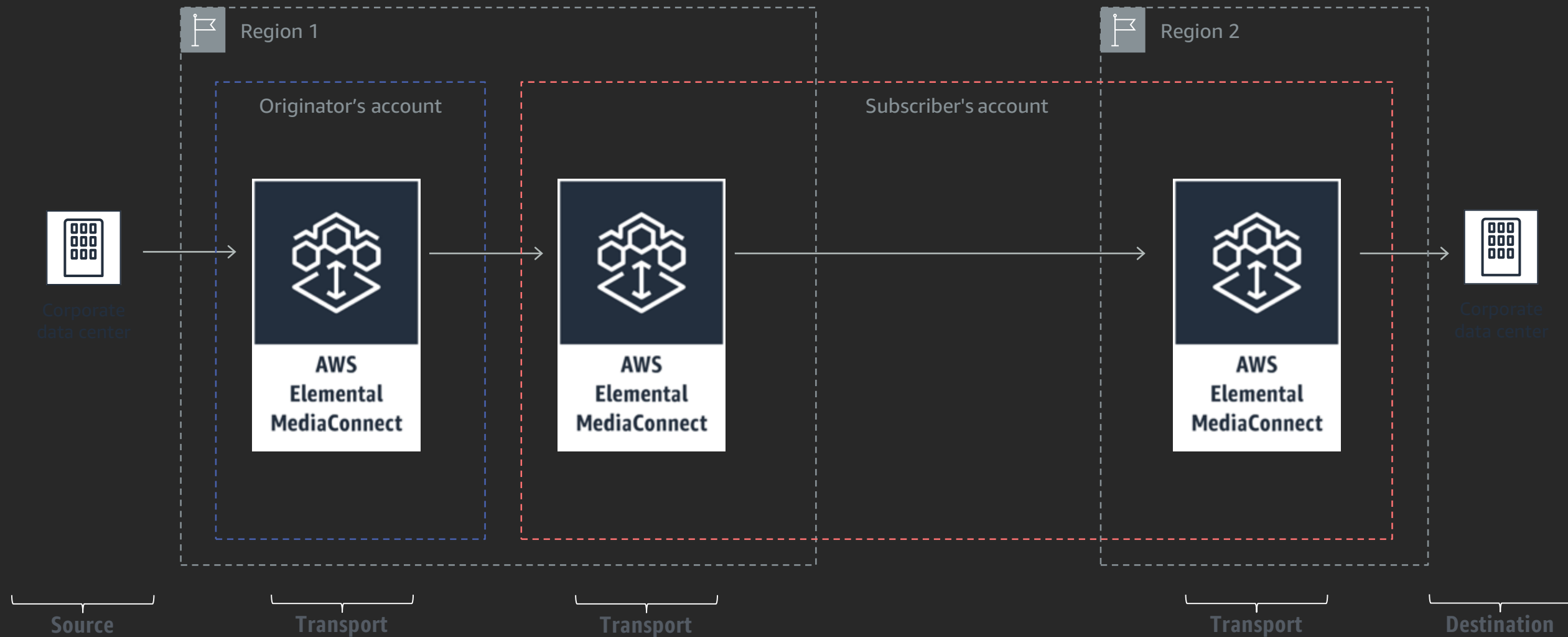
Contribution

Ingest content securely and reliably

Enabling live video cloud-based workflows



The MediaConnect entitlement workflow



The benefits of an entitlement workflow

- Entitlements do not require owners to understand a subscriber's **technology stack**
- The account boundary creates a **clear demarcation** of both operational and commercial responsibility
- **Flexible** commercial models

