



Seamlessly stream on-demand and live content with Nomad, Amazon CloudFront, and AWS Elemental Media Services

Generate value, drive growth, maximize efficiency, and improve customer experiences



Navigating the streaming explosion

Companies have a lot of media on premises, on hard drives, and in various cloud-based storage—scattered all over the place on disparate systems. This makes it difficult for companies to organize, find, and share what they're looking for across these various sources.

After they find it, distributing this content is also challenging. Businesses are dealing with many different file types and formats along with a variety of player and playout platforms. They need to transform it into a web-friendly, play-anywhere format for streaming.

Live streaming and broadcasting present its own set of challenges including flexibility, reliability, and availability. Cloud deployments across multiple services require skill sets and orchestration that is not readily available within many organizations. Organizations face engineering limitations/knowledge gaps and on-premises infrastructure costs. It's difficult to broadcast quickly, easily, and in a cost-effective manner at scale.

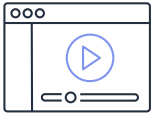
In addition to streaming and broadcasting, assets contain rich information that benefits both the organization and the end user. Ensuring this metadata is being uncovered and utilized to generate better user experiences as well as further monetization opportunities is critical.

How do you get this content to people around the world quickly, securely, and seamlessly?

The Nomad Platform powered by Amazon Web Services (AWS) offers AI-driven metadata enrichment, user-friendly live-video management, and an intelligent content search engine that enables organizations to efficiently manage, distribute, and monetize content on a global scale without extensive cloud or video expertise.

In collaboration with

NOMAD



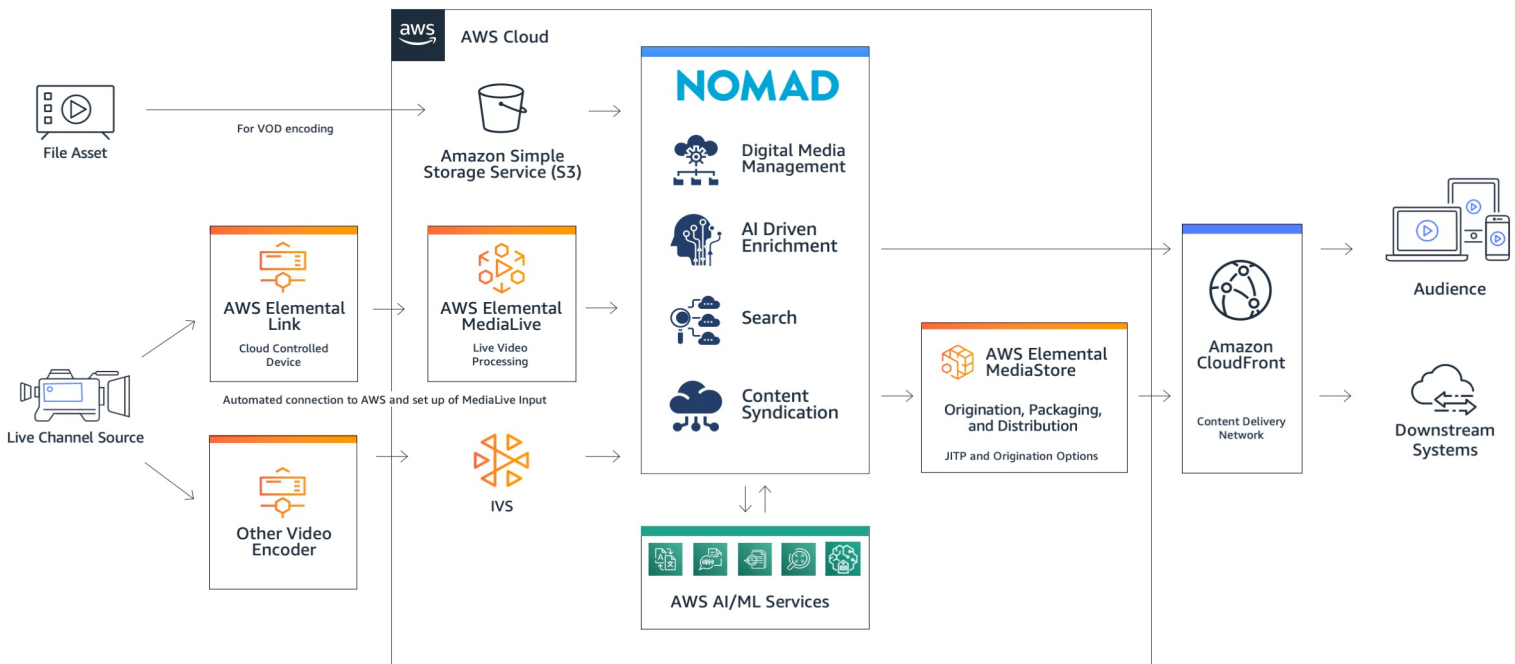
On-demand, anywhere

By leveraging Amazon Simple Storage Service (Amazon S3) as a foundation for housing your assets, Nomad helps consolidate media into a cloud-based centralized library making content easily manageable, searchable, organized, and accessible to all users from any location. Nomad then utilizes Amazon CloudFront, a global Content Delivery Network (CDN), for global distribution of static and dynamic assets.

Nomad utilizes AWS Media Services to transform media into a web-friendly format and optimize the user experience. Nomad does all the heavy lifting. Regardless of the original format, Nomad uses AWS Elemental MediaConvert to take high-resolution mezzanine quality files and convert them into virtually any streaming format such as HLS, DASH, or MP4 proxies. Using additional AWS Elemental Media Services such as MediaTailor and MediaPackage, Nomad manages the distribution of video-on-demand (VOD) and live streaming content globally using Amazon CloudFront. MediaTailor enables content to be monetized, easily adding context sensitive ads into streams. MediaPackage enables live content to be packaged into VOD assets or provide cloud DVR functionality.

Using artificial intelligence (AI)-powered metadata enrichment, Nomad automatically uncovers transcriptions, subtitles, and full facial recognition for greater accessibility and searchability.

Video file and live input streams with Nomad



Drive content management, enrichment, deep discovery, and distribution.

Live streaming made easy

Using its unified user-friendly interface, the Nomad Platform enables companies to easily manage the originating live input source, seamlessly control all the complexities and details in the middle, and then broadcast the stream for immediate consumption.

Nomad leverages several services within AWS Media Services, such as AWS Elemental MediaLive, MediaPackage, and MediaTailor, to handle live ingesting, encoding, and packaging and then distributes it out through CloudFront's global network of over 310 edge locations. In addition, Nomad can utilize Amazon's Interactive Video Service (IVS) to provide online interactive experiences for video streaming by end users. Nomad makes streaming live as simple as pointing your camera, turning it on, and Nomad takes over. Within seconds, users are live streaming across the world on the backbone of the AWS network and services. Using AWS Media Services, live content can be connected and automatically converted into a VOD asset, or provided with CloudDVR functionality with no effort, for deeper viewer engagement and further monetization opportunities.

Efficiency, flexibility, security, and affordability with Nomad

Nomad and AWS capabilities help optimize and simplify workflows and create efficiencies by consolidating disparate systems without coding, video, or cloud expertise. Thanks to AWS, Nomad enables customers to scale on-demand. As your audience changes, you only pay for what you use, as Nomad's platform allows customers to scale up or scale down depending on their unique requirements. This helps customers optimize cost, because you are not paying for unused resources like costly on-premises servers.

Nomad operates within a customer's AWS account and in conjunction with AWS's serverless architecture, allowing customers to have complete control over service utilization and scalability demands. Because AWS services are priced on consumption, customers only pay for the AWS services they consume, and have the ability, using the Nomad Platform, to easily turn on or off specific services based on their custom requirements. This architecture also allows customers to retain ownership of all data and maintain their existing security requirements. Customers can now take back their assets without having to lose performance for viewing, and more so, not give up monetized options to third-party streaming platforms.

Key benefits of Nomad and AWS Services

- Manage, enrich, distribute, and deep search content and asset libraries on the cloud
- Easily live stream and broadcast content globally
- Seamlessly convert streams into VOD assets for further monetization opportunities
- Transform media into web-friendly formats automatically
- Automatically extract metadata from the assets using AI, making search, distribution, and monetization much more powerful
- Create an AI-powered discovery experience that enables end users to easily discover content, search libraries, or watch live streams
- Utilize Amazon CloudFront and AWS Elemental Media Services with the Nomad platform for increased flexibility, high-scalability, and high-reliability
- Maintain autonomy and control of your data with SaaS that deploys and runs in your account



Case study: ON AIR scales rapidly

ON AIR, a live streaming venue provider, needed to rapidly expand to meet the increased demand during the start of the COVID-19 pandemic. Broadcasting their live events online increased exponentially. They needed a turnkey solution that reliably scaled with user demand and was simple to execute. AWS in partnership with the Nomad Platform solved their needs.

Nomad provided the content management platform for live event streaming and metadata management. A combination of Live and VOD streaming support was leveraged through APIs to power the ON AIR front-end experience for its customers. The solution is built entirely on AWS and leveraged many AWS services including CloudFront and Elemental Media Services.

ON AIR reported up to a 60 percent time savings in event setup and execution. The company was able to leverage the Nomad platform to bring a solution from concept to production in three months and deliver a high-end presentation to a global customer base.

Nomad and AWS: the stream team

Nomad and AWS make all the world a stage for media organizations with an intelligent, user-friendly platform and robust set of services that make organizing, managing, distributing, and monetizing content simple and efficient. With the help of CloudFront, Nomad enables organizations to scale their media distribution for a global audience. Utilizing additional AWS tools such as AWS Elemental MediaLive, MediaPackage, and MediaTailor, Nomad allows end users to easily discover content, search archive libraries, or stream high-quality on-demand, and live content anywhere in the world. Regardless of size, organizations can scale to meet the demands of audiences, continue driving growth, and improve customer experiences while saving time and lowering costs.



About Nomad

Nomad is an intuitive cloud-based content and asset management platform powered by AWS and AI technology that transforms the way you manage your ever-growing content libraries. The platform helps you manage, enrich, discover, and distribute your content like never before. See how Nomad can help you maximize your productivity and increase your ROI.

Find us on [AWS Marketplace](#).

Contact us: sales@nomad-cms.com

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