



AMAZON WEB SERVICES

Cloud Solutions for Media and Entertainment

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Reinventing the media and entertainment experience in the face of an industry-wide disruption

Skyrocketing demand for streaming content and the shift to a remote workforce during the global pandemic have forced companies in the media and entertainment (M&E) industry to evolve quickly. They are seeking ways to accelerate and enhance output, increase customer engagement, and maximize revenues. This requires interconnecting media assets, partners, and end customers, and being able to work with the best talent from anywhere.

For large streaming services, pre- or post-production houses, visual effects (VFX) and animation studios, content creators, and other media supply chain companies in between, the M&E industry was already in flux. With movie theaters closed, in-person events curtailed, studios saw how they could work with less overhead by reducing real estate and other costs. Inefficient processes like sending film media by courier to partners in a media asset development workflow became unacceptable.

Consumers are in the driver's seat. The churn rate among over-the-top (OTT) media services in the U.S. rose from 35% in 2019 to 41% in 2020¹ and the same high level of churn is occurring globally.² With a shift to direct-to-consumer (DTC) delivery, customer data is highly valued. It's the key to personalizing recommendations and bundles, to helping decide what is produced, and to creating new products, services, and business models. Elsewhere in the industry, the agility to accelerate production launches as needed is a high priority. So is the ability to shift production and post-production to different locations to take advantage of tax credits.

¹ "SVOD Faces its Post-COVID-19 Future," World Screen [article](#), 2020.

² "Perspectives from the Global E&M Outlook 2018-2022," PwC [report](#), 2018.

³ "For the Love of CG: Passion Pictures and their transition to Deadline 10 with AWS Connectivity," AWS customer [case study](#), 2021.

"If we hadn't used AWS for rendering, we would have been very pushed to deliver... Having scalable compute and connectivity is the ambition for a lot of studios right now and having the ability to make decisions about projects without physical rendering limitations is amazing. You can punch above your weight with larger projects that you probably wouldn't have taken on previously."

– Jason Nicholas, Head of CG, Passion Pictures³

Challenges for the M&E industry

Many M&E companies are doing business as usual, continuing to provide the same services, the same way. With the temporary shutdown of live production during the pandemic, many projects were put on hold. Now, many have double the workload as new opportunities join older ones. With overhead becoming their largest expenditure⁴ and customers clamoring for choices and a great experience, M&E companies need to scale out their content production and delivery to engage a global audience, find more efficient ways to produce content, and improve their operational and cost controls.

The reinvention within the M&E industry encompasses many challenges, including:

- **Content creation** in response to unprecedented audience demand for new content
- **Localization** to find new audiences
- **Security**, with more artists working virtually
- **Remote production**, including tasks and workflow
- **Talent acquisition** from multiple, creative partners
- **DTC and streaming services** to provide accessible, high-quality, live, and on-demand sports, news, and other personalized content
- **Media supply chain**, including channel ingest, processing, creation, and distribution, for real-time and non-linear content in various formats
- **Cost-effective video archives** stored in tape libraries and on-premises systems that continue to grow and are expensive to access and susceptible to data loss
- **Lack of cloud knowledge**, since studio IT departments have limited expertise required to set up their studio on the cloud, without the use of software-as-a-service (SaaS) solutions
- **Broadcast workflows** that enable uncompressed video over the network with low latency for end-to-end distributed video solutions to different regions of the world
- **Data and analytics** for customer, product, service, and other information to help to determine audience segmentation, targeted advertising, inventory prediction, context, and to deliver more personalized, highly tailored content recommendations for a better brand experience that inspires loyalty
- **Identifying new revenue** from existing business lines and launching new business models

Digital transformation within M&E is no longer an option. It's now a requirement for doing business.

⁴ "Fuel the Core of Your Media and Entertainment Business: Three growth strategies," Accenture and Ovum **report**, 2019.

“When we calculate the return on investment for a company we are going to acquire, we factor in the simplification and relative low cost of hosting on AWS.”

– Umut Akpınar, CEO, Azerion

Why cloud solutions are vital for M&E

Physical infrastructures and outdated applications don't provide the scalability, simplicity, security, flexibility, and cost-efficiencies of the cloud. Content production, for example, requires continuous processing of large amounts of data in video, audio, and image formats and access by multiple users. In the past, M&E companies struggled with latency, bandwidth, metadata management, access management, software integration, storage and compute capacity, and other issues. Now, the cloud can handle petabytes of constantly changing data. Cloud usage can be optimized and priced based on actual usage and integrated with other technologies and solutions to enhance the experience of media creators and customers.

As cloud adoption becomes mainstream, M&E companies can achieve agility and scale, lower cost, speed innovation, and improve operational efficiency. Creators can produce compelling content more quickly, invent new customer experiences, expand direct-to-consumer offerings, and improve the efficiency of media supply chains with purpose-built capabilities and solutions.

With cloud services, M&E companies can set up a creative studio in hours instead of weeks. They can collaborate with global talent and centralize content storage. They can migrate video assets to the cloud easily and apply machine learning (ML) for metadata to extract insights for downstream apps. They can also run low-latency broadcast workloads and uncompressed video and experiment with new delivery options. Integration of artificial intelligence (AI) into media content workflows can also be used for personalization.



“AWS really stood out for its serverless capabilities, so we could experiment and prove the value of a new service before scaling, developing, and growing it.”

– Anthony Naulls, Head of Technology, Les Mills

Why Amazon Web Services for M&E?

Amazon Web Services (AWS) for M&E helps companies reinvent how they create content, optimize media supply chains, and compete for audience attention across streaming, broadcast, and DTC platforms. Companies around the world use AWS to launch new products and business models. Directly or via AWS partner services, they have access to a robust cloud platform with more than 200+ M&E services and professional expertise.

Customers take advantage of the valuable services and strategies available from AWS and used by other M&E industry leaders, including Warner Bros. Games, The Wall Street Journal, and Netflix with great success. As for smaller M&E companies, Untold Studios in East London became the world’s first cloud-based creative studio on AWS, attracting the best creators locally and from throughout the world. Canada’s Tangent Studios slashed costs by replacing a fleet of aging desktop workstations with virtual workstations on AWS. International creative design and VFX studio Pixomondo uses AWS for remote rendering, file transfer, and asset library services for users in six offices on three contents, maximizing various production efficiencies such as the ability to split jobs to render them on one or more remote server farm.

AWS Cloud delivers:

- **Capacity and scalability that grows as you need it:** AWS automatically adjusts cloud capacity to meet demand, while only charging for what you use, ensuring you have the space to grow without paying for more than you need.
- **Real savings you can see and measure:** Moving to the cloud provides the opportunity to reduce costs while increasing efficiency. Migrating to AWS leads to an average cost savings of 31 percent, according to AWS research. AWS offers free tools and calculators to assess your workload and costs and to measure your migration ROI. Plus, AWS has reduced costs more than 100 times over the last decade, returning more than half a billion dollars to our customers.
- **The highest level of cloud security:** Your cloud is only as strong as its security, but for many businesses there are limited resources dedicated to maintaining it. Built by design, AWS security infrastructure satisfies the highest requirements of the world's leading financial, educational institutions, and governmental institutions that rely on it—assuring you have the same level of security they do. Comprehensive and constantly improved, AWS compliance programs place 230 security features and services at your command, while still ensuring you maintain full control and access to your data.
- **Built-in reliability and resiliency:** We have applied more effort than anyone else to ensure cloud resiliency because businesses like yours cannot afford a breakdown in IT availability. Amazon customers report on average 43.4 percent fewer monthly security incidents, and 69 percent reduction in unplanned downtime.⁵ We have a track record for being the highest-availability cloud, a status built on our extensive investment in global availability zones and redundant networks, storage, and compute. In addition, we bring experience and frameworks to ensure business continuity, including dedicated teams and partners who can provide on-demand expertise and support.
- **Support through dedicated partners, programs, and training:** You need to maximize IT performance with limited budgets and resources. We help you plan, scope, and size your migration, as well as reduce risk and complexity by automating shifting workloads to the cloud. We also offer a free, comprehensive library of digital, self-paced training courses and a range of skill certifications, workshops, and immersion days for your team, while our thousands of certified partners and consultants are here to support and accelerate your cloud migration—at any budget.

⁵ Based on internal AWS research.

Get started with cloud at your own pace

Using the cloud isn't an all or nothing decision. Your company can move at your own pace based on the most pressing challenges and opportunities.

Content producers might start by setting up a creative studio on AWS Cloud. AWS offers near-limitless scale and access to rendering on demand across its global infrastructure. Collaborate with global talent seamlessly. Focus on content instead of the management and overhead of physical infrastructure.

For archiving and media supply chain needs, explore centralizing content storage, processing, creation, and distribution operations with a reliable AWS storage option for media archives. Migrate video assets to the cloud easily and apply ML for metadata to extract insights for downstream apps. Transform your supply chain with the largest network of M&E partners.

Broadcasters can run low-latency broadcast workloads on AWS Cloud with the most agility, elasticity, scalability, and reliability available. Develop quickly and experiment with new delivery options. Send uncompressed video over the AWS network with low latency. Optimize costs and unlock opportunities to expand faster than with physical data centers and playout hubs.

Is your company providing content DTC? Access solutions for content production all the way to DTC streaming on AWS Cloud. Deliver massive video-on-demand catalogs or live stream your content to millions of viewers.

Check out our 15+ purpose-built database engines to match specific M&E analytics use cases. They can easily integrate AI into media content workflows and increase content discovery, accessibility, and personalization.

The AWS advantage

Cloud services have become an essential, competitive tool for M&E companies. Benefits range from reinventing production and delivery processes to interconnecting media assets and partners and lowering costs. Cloud is proven and getting better all the time. It gives M&E companies of all types and sizes the opportunity to reconsider costly capital investments and internal expertise and instead move storage, computing, and networking to a cloud partner with ready-made or custom solutions that can easily scale with changing requirements. AWS offers M&E companies a cost-effective, robust cloud environment and services they can use to create, collaborate, and innovate. Our global expertise in the M&E industry and large and diverse partner network are available to support your company's cloud journey, wherever it begins.

To learn more, visit [AWS Media and Entertainment](#).