Extending Media Production to the Cloud
Top 6 Insights

Tim Claman
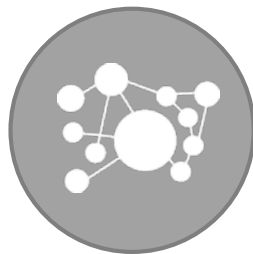CTO, Avid

1. Cloud is a virtualization tool
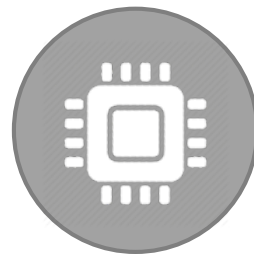
*Abstract the **physical** components of a system...*

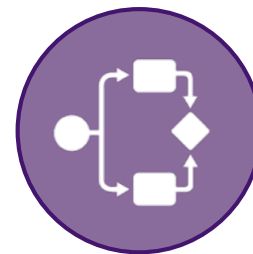| Storage	Network	Compute	Tools	Facilities	Files

*...into pools of **logical** components that can be flexibly managed*

	Projects	Teams	Workflows	Content	Channels

2. Cloud motivations vary

Creative Team

- Access global talent pool
- Provision on a per project basis
- Simplify data management

Individual Artist

- Connect and collaborate
- Work from anywhere
- Focus on creativity

Media Enterprise

- Increase operational agility
- Optimize utilization of resources (media, infrastructure, talent)
- Increase security
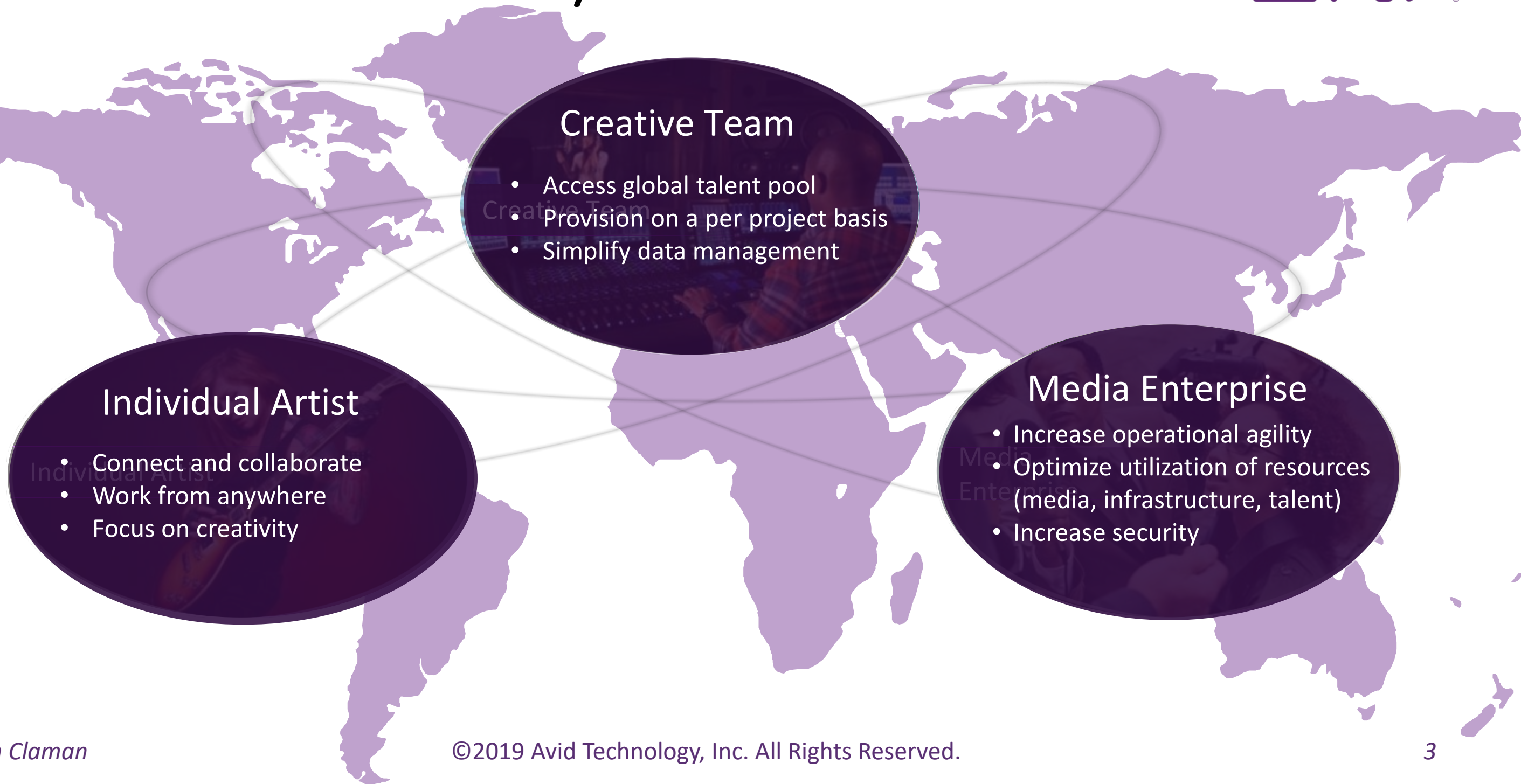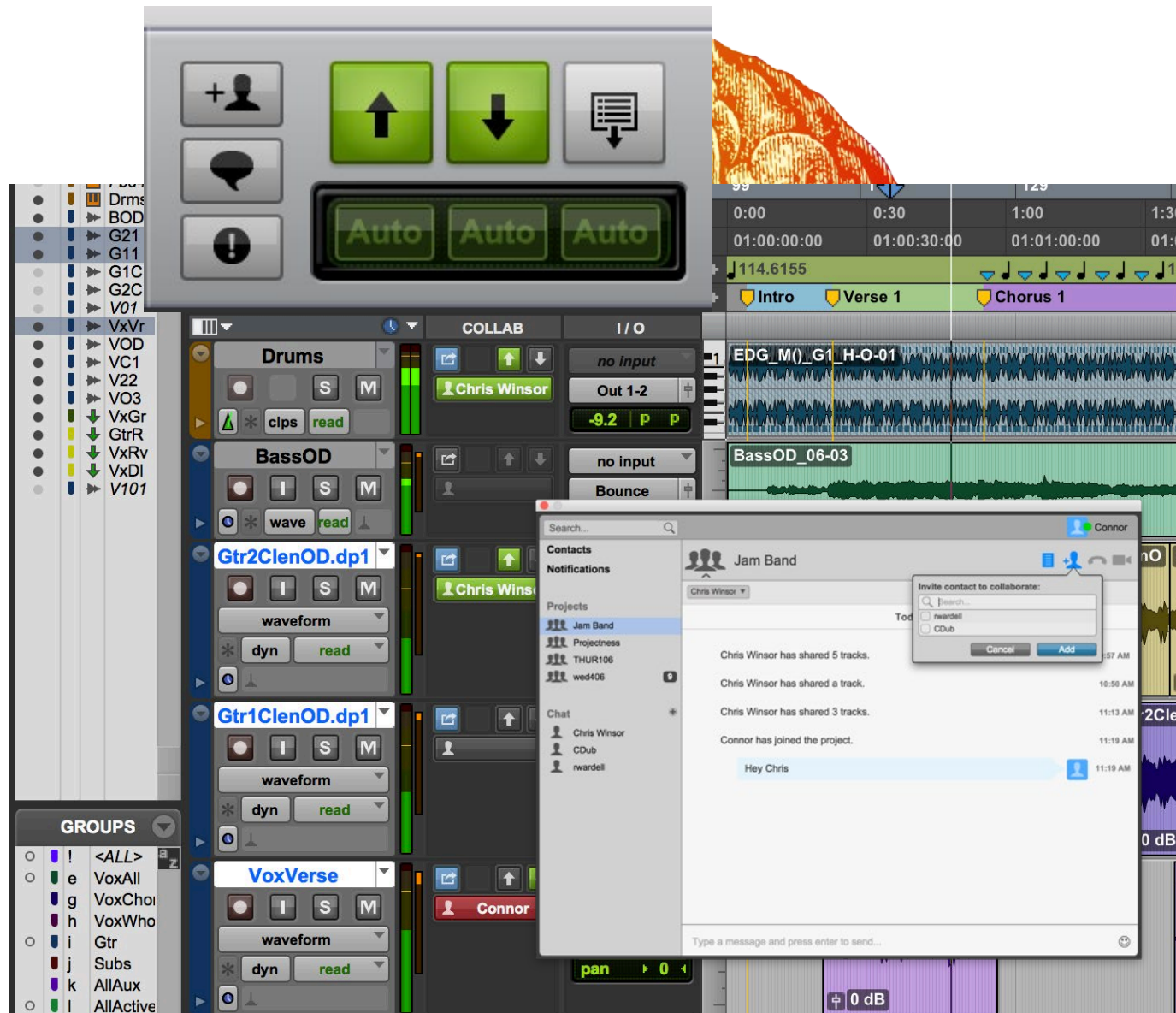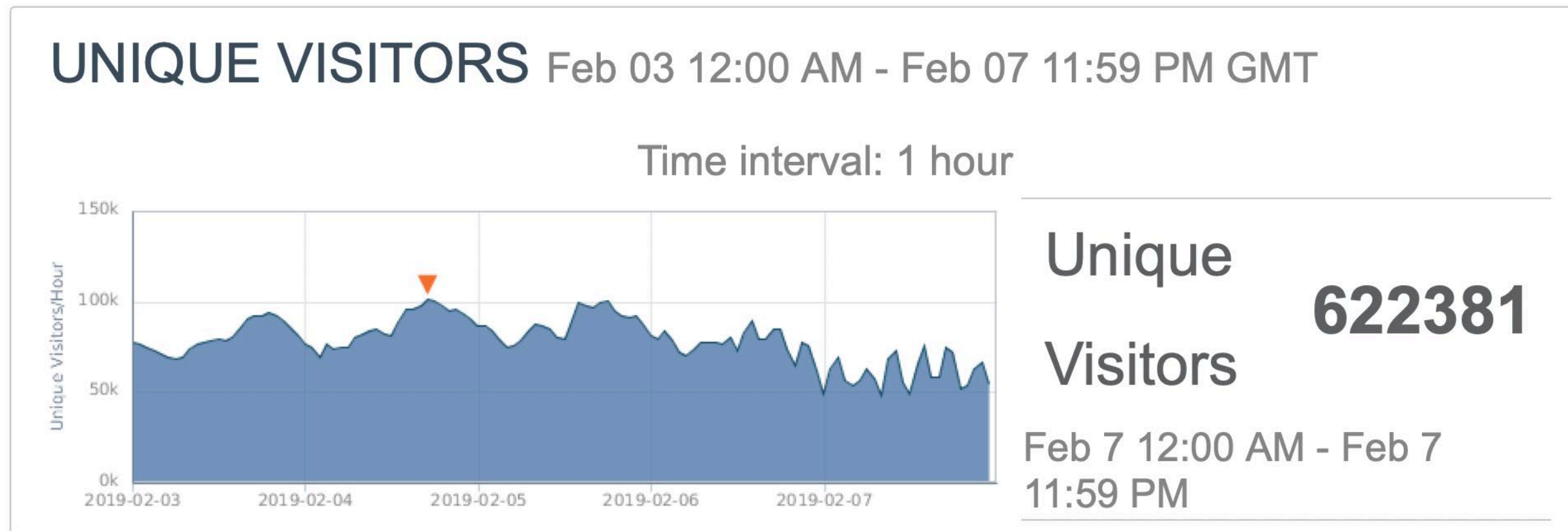
3. User Experience is everything

Avid Cloud Collaboration for Pro Tools

- Multi-tenant platform in the public cloud

- Pay-as-you-go service (SaaS)

- Track-based collaboration

- Projects are mirrored to cloud

- Artist Chat interface with transaction log

- "In App" integrated user experience

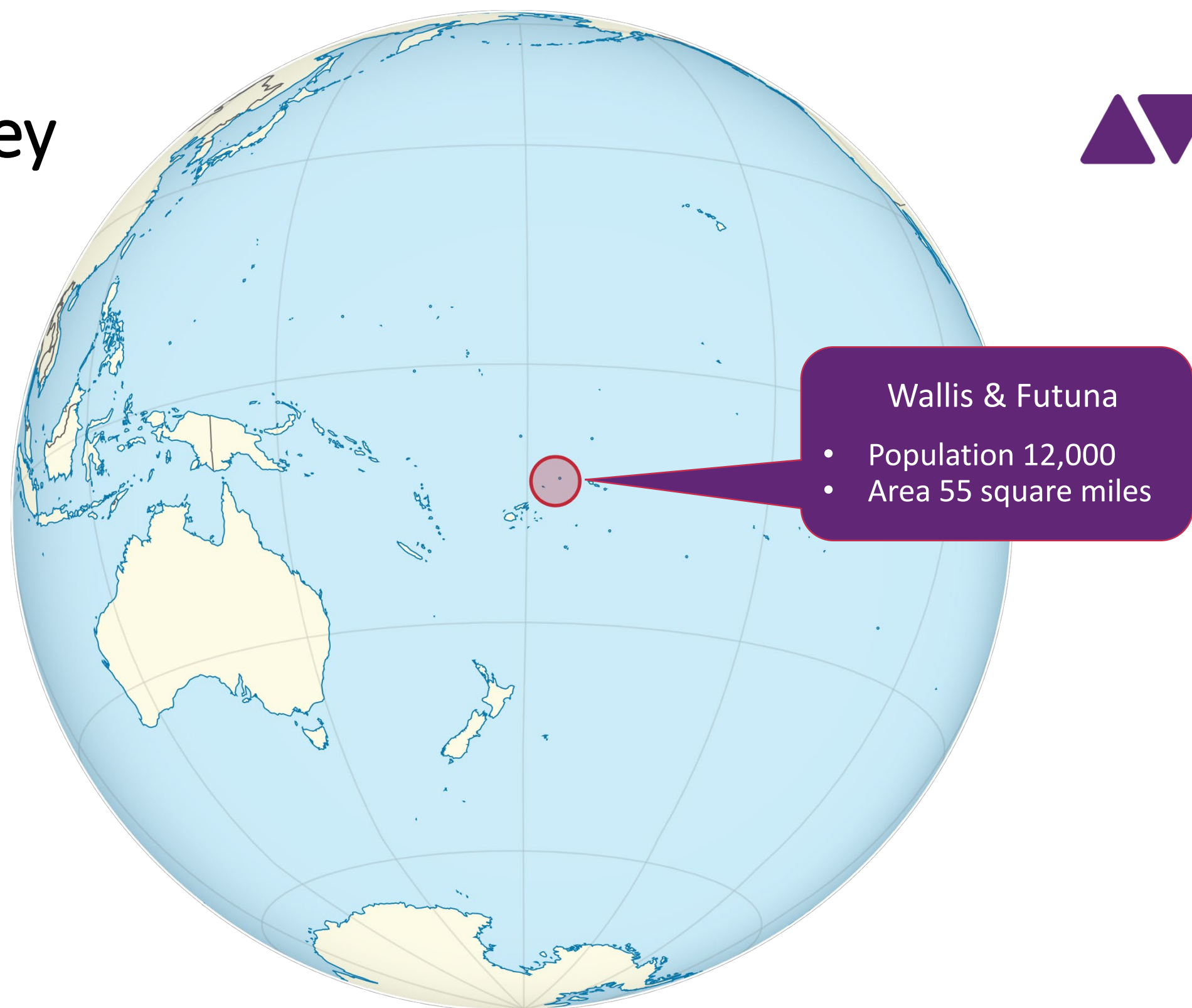- Migration from AWS to Azure was invisible to the end users
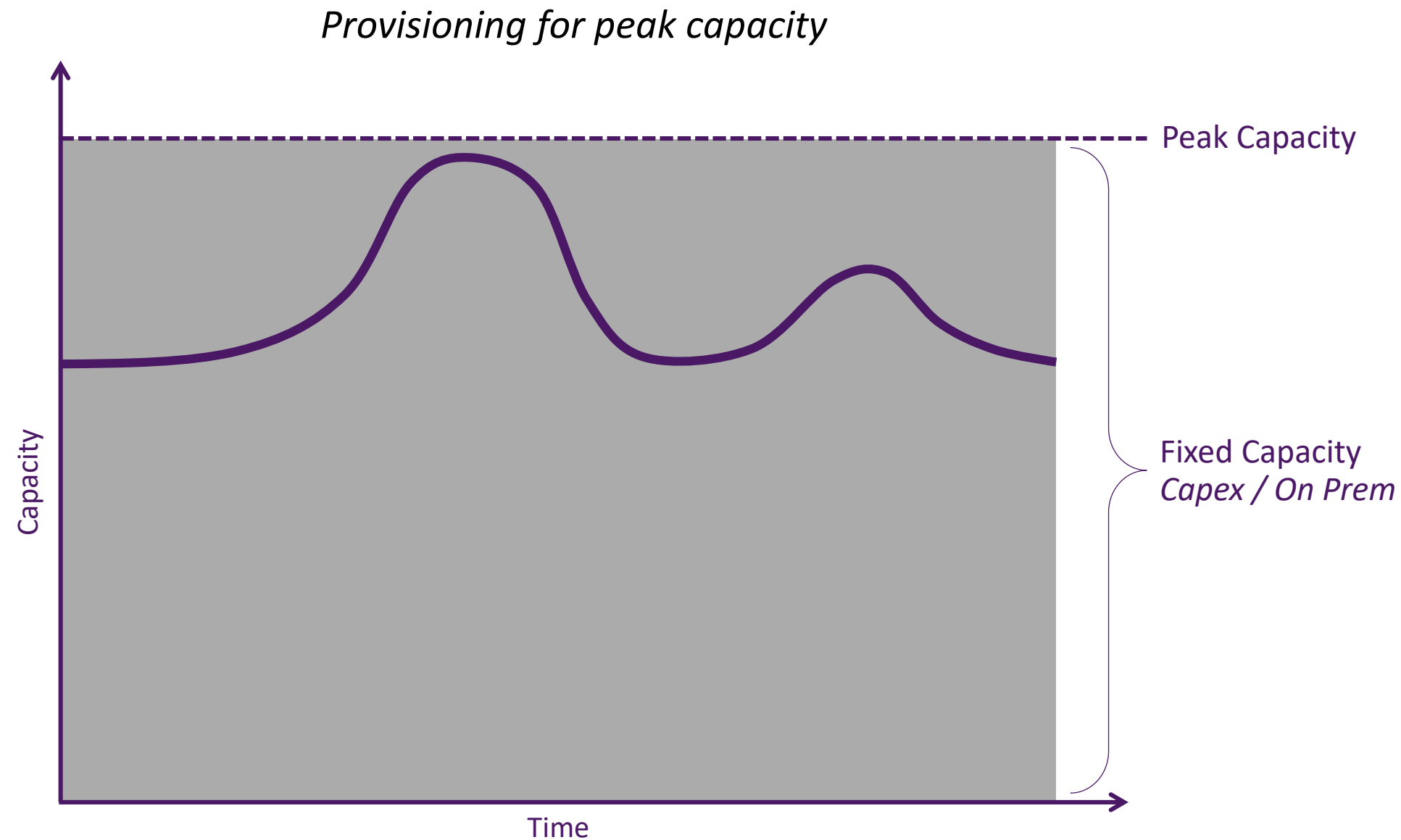
4. DevOps is key

- More than 600,000 visitors per day;
- 100,000 unique visitors per hour
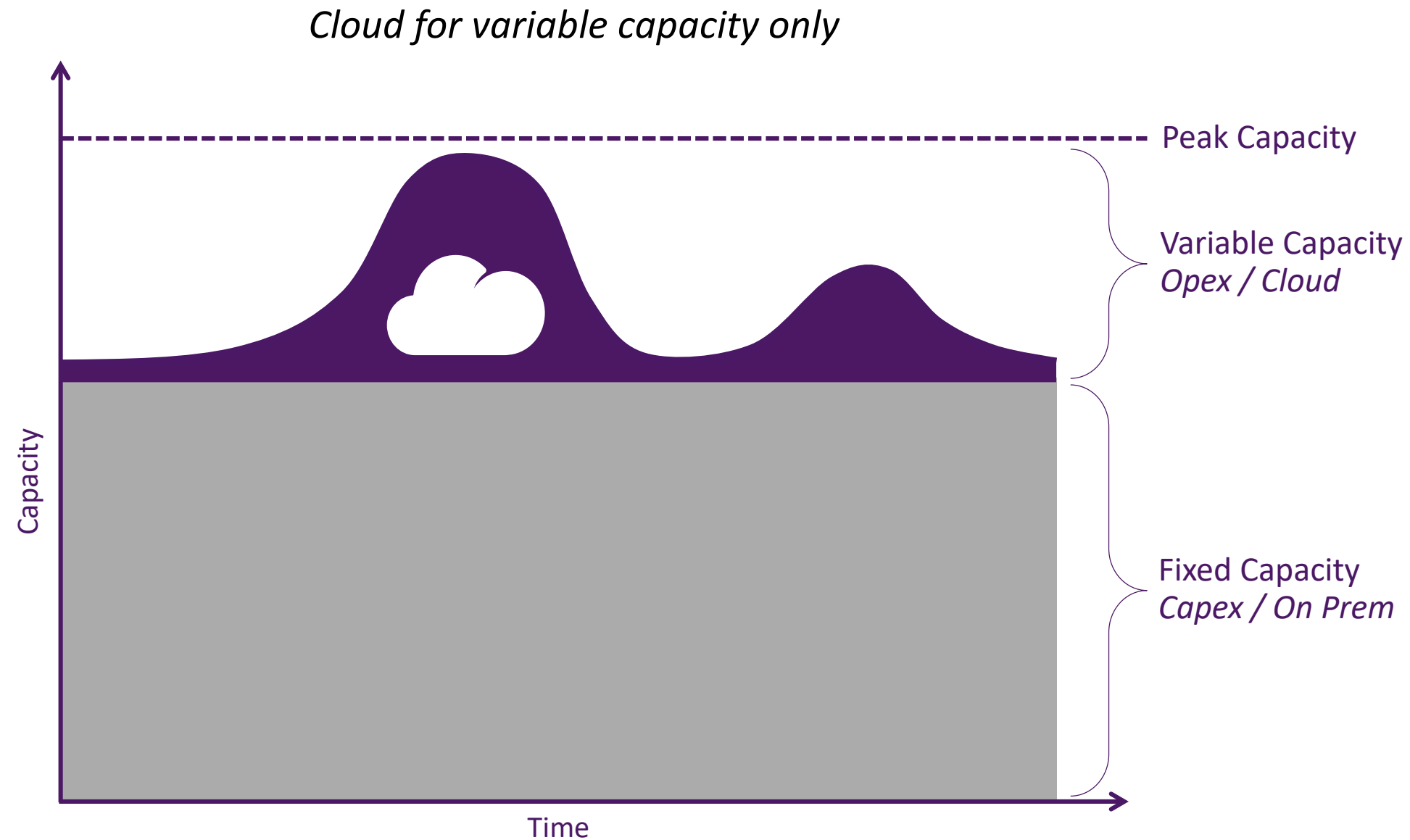- Visitors from 204 countries - #1 USA, #204 Wallis & Futuna

4. DevOps is key

Wallis & Futuna

- Population 12,000
- Area 55 square miles

5. The cloud migration is in full swing

Provisioning for peak capacity

5. The cloud migration is in full swing

Cloud for variable capacity only

Peak Capacity

Variable Capacity
Opex / Cloud

Fixed Capacity
Capex / On Prem

Capacity

Time

5. The cloud migration is in full swing

YOU ARE HERE

Cloud for variable capacity and some fixed capacity

- - - Peak Capacity

Variable Capacity
Opex / Cloud

Fixed Capacity
Opex / Cloud

Fixed Capacity
Capex / On Prem

Capacity

Time

5. The cloud migration is in full swing

Cloud native

Capacity

Time

Peak Capacity

Fixed & Variable
Opex / Cloud
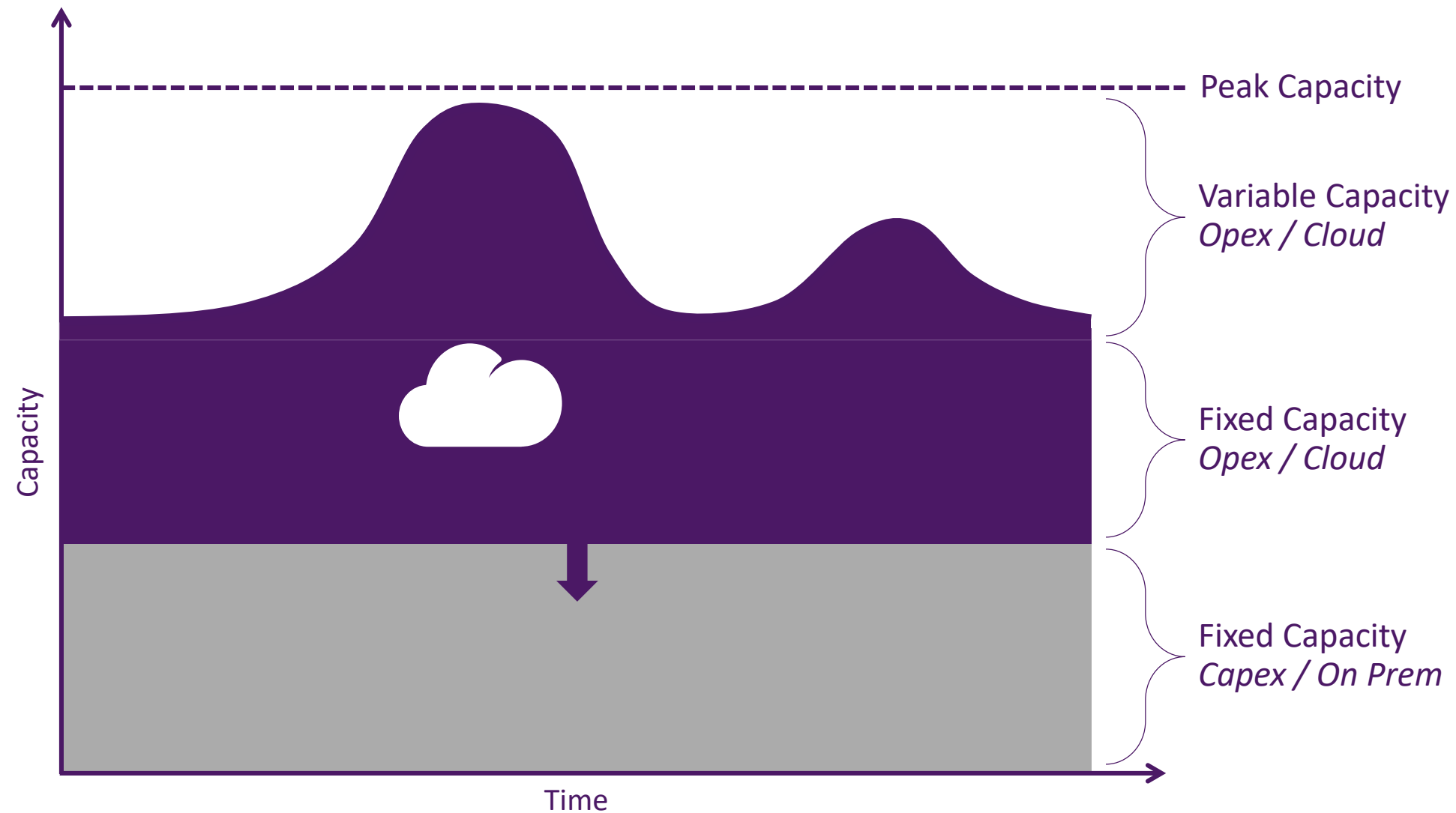
6. Cloud maturity varies by discipline

Audio Recording & Mixing

Picture Editorial

Nearline & Archive

Workflow & Asset Management

Linear Playout

Collab Services

Dailies, Review & Approve

Rendering

Transcode

OTT & Web

Mainstream

Chasm

Innovators · Early Adopters · Early Majority · Late Majority · Laggards
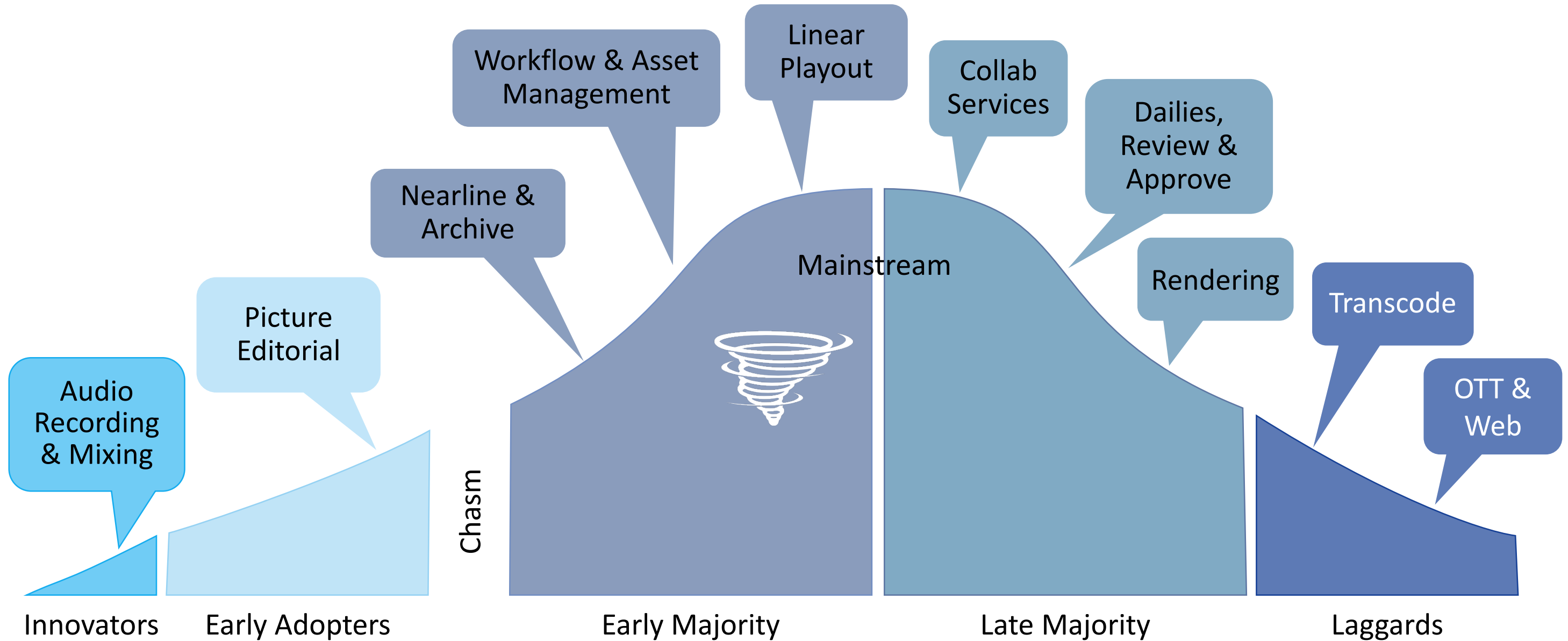
Source: chasminstitute.com

Thank You!

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