

Moving To The Cloud With Your Media Supply Chain

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Media Supply Chain

Purpose:

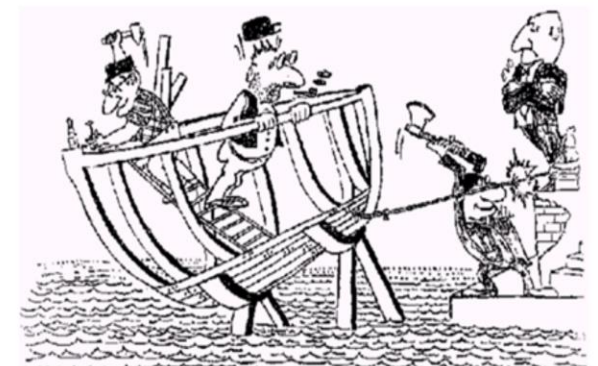
- Re-imagine and simplify the life cycle of media and its associated workflows
- This is a chance to re-examine all current workflows and practices



Media Supply Chain

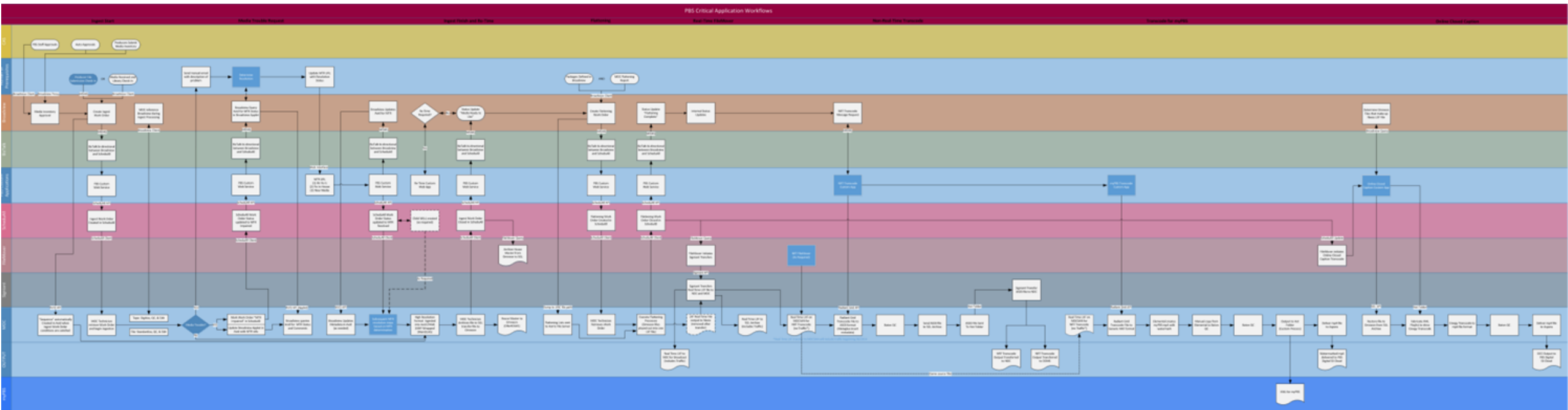
The Reality:

- Support legacy business rules & workflows
- Aim for entirely new and improved workflows while doing the aforementioned

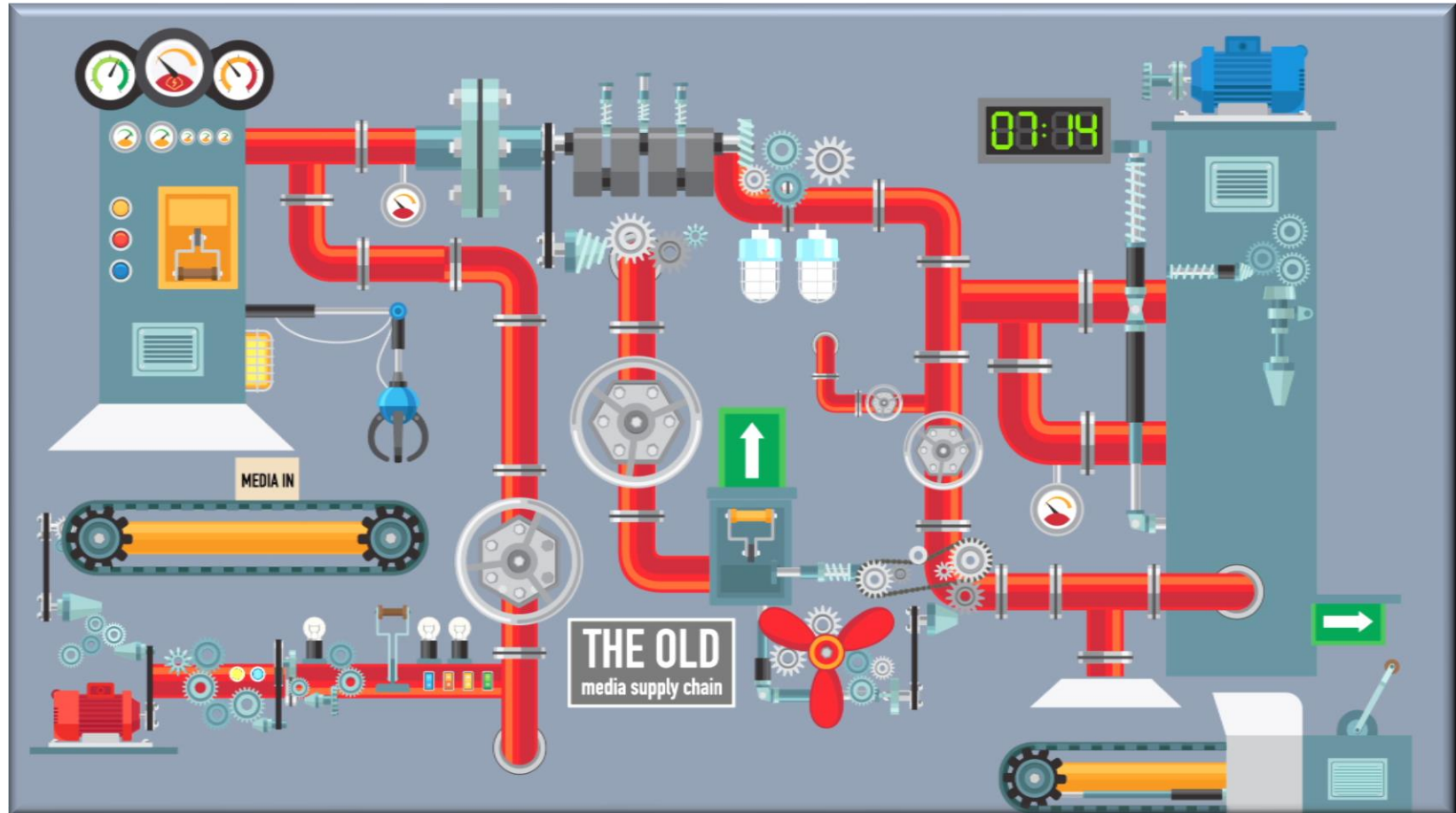


Deadline is deadline !

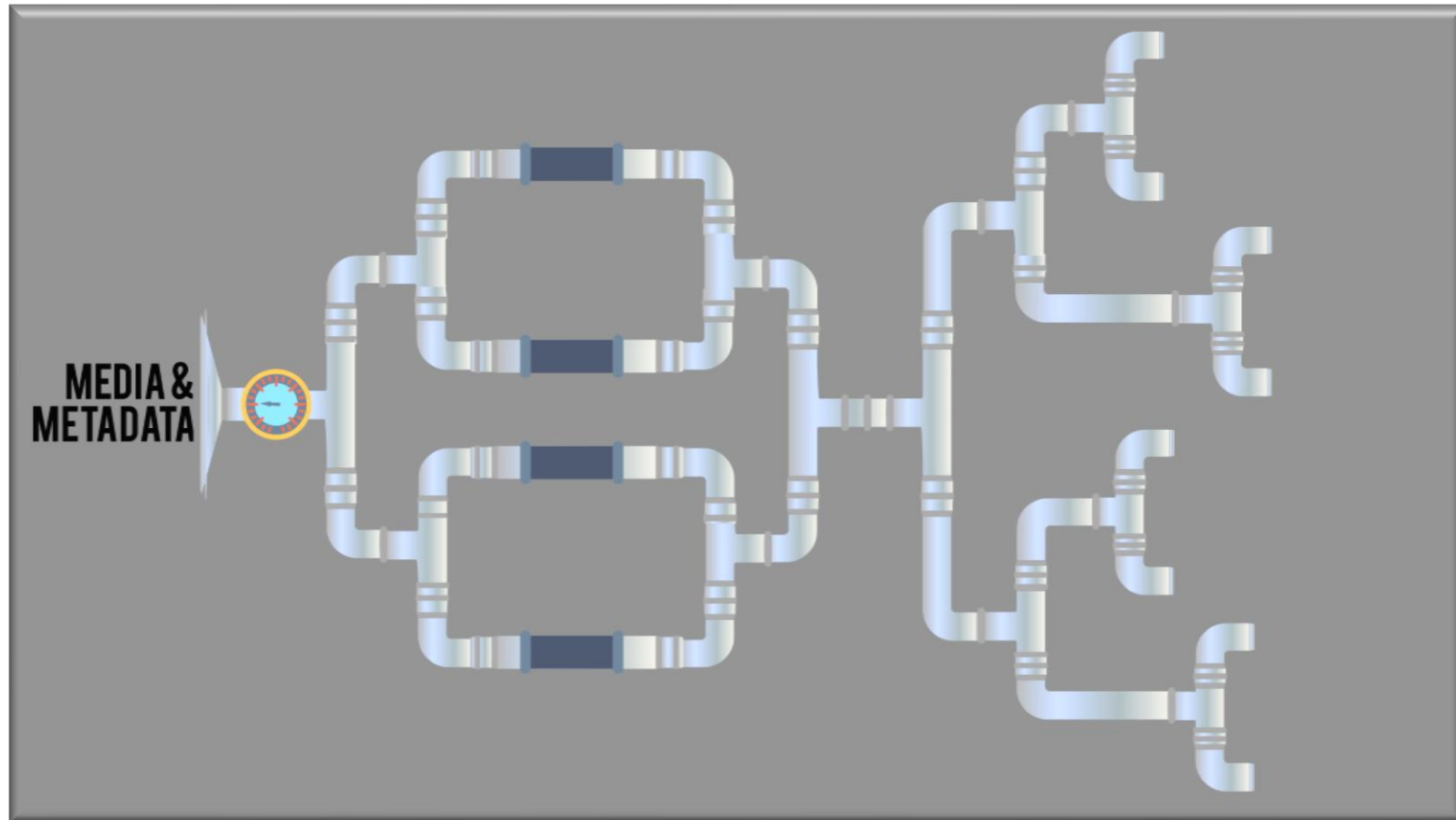
A Typical Current Workflow



As Designed by Wile E. Coyote

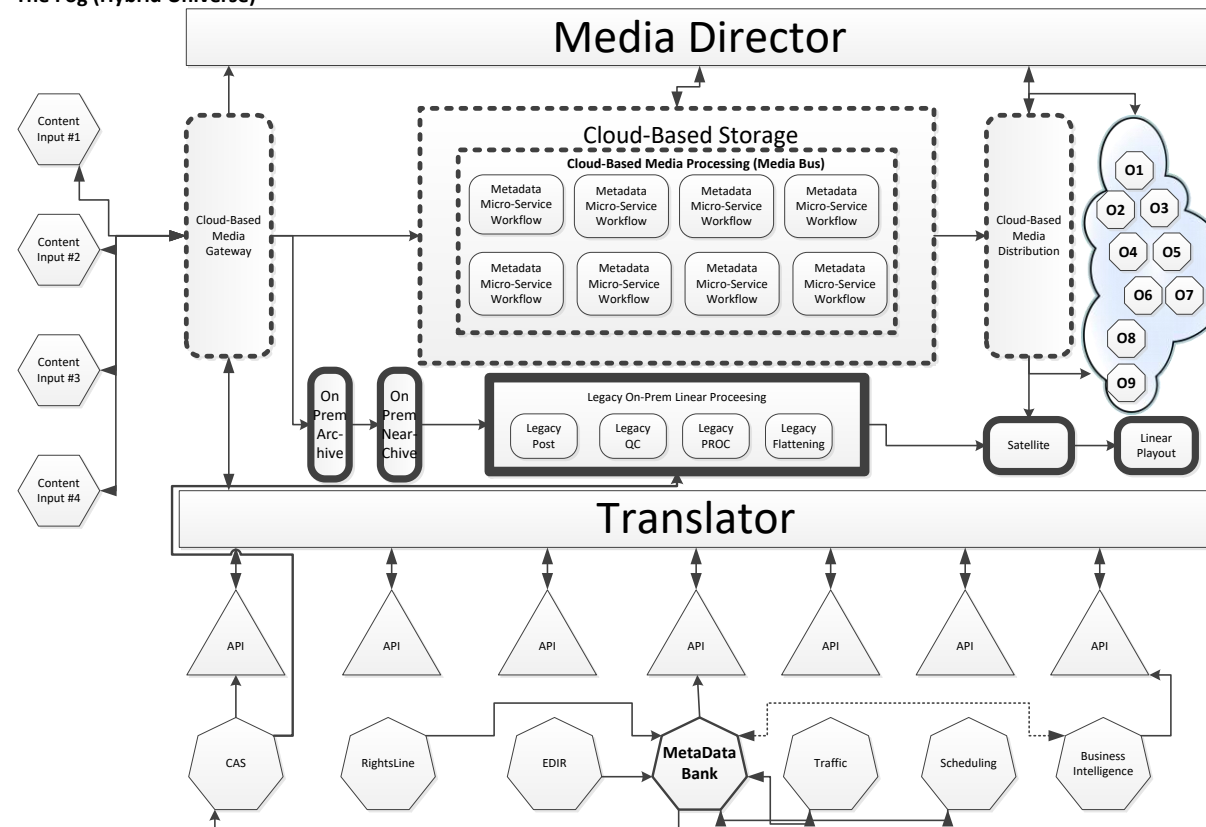


As Designed by Eggbert



Media Supply Chain – A Vision

Media Supply Chain 5.0
The Fog (Hybrid Universe)



Media Supply Chain

- Three components:
 - Media Gateway
 - Media Orchestration
 - Media Distribution



Media Gateway

- Single content gateway
- Streamline all incoming content processes
- Facilitate the creation of metadata-driven workflows and efficient media orchestration

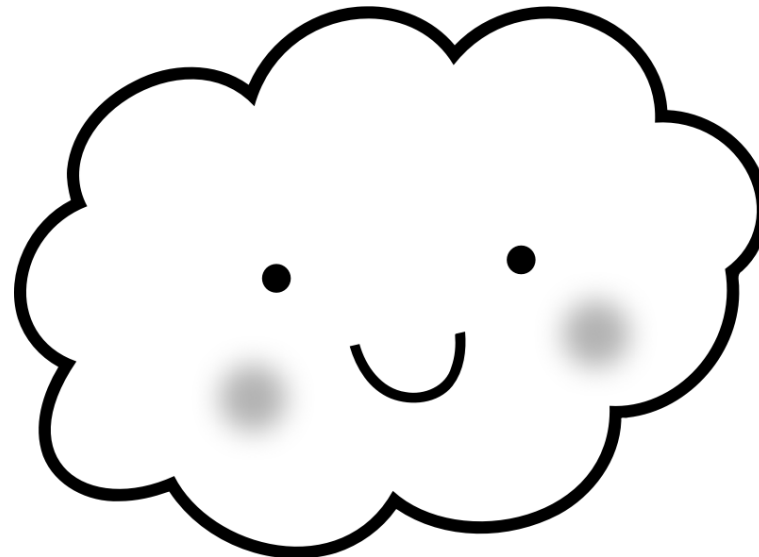


Media Gateway

- Make the process of onboarding media as simple as uploading to YouTube
- Ensure compliance with your content delivery specifications
- Create proxy
- QC the media
- Deposit media on prem and on S3
- Provide dashboard to monitor all of this

Media Gateway

- For maximum efficiency, do this using cloud-native products
 - Ability to initiate and terminate services at will
 - Most efficient use of hardware resources
 - Flexibility with microservice level integrations



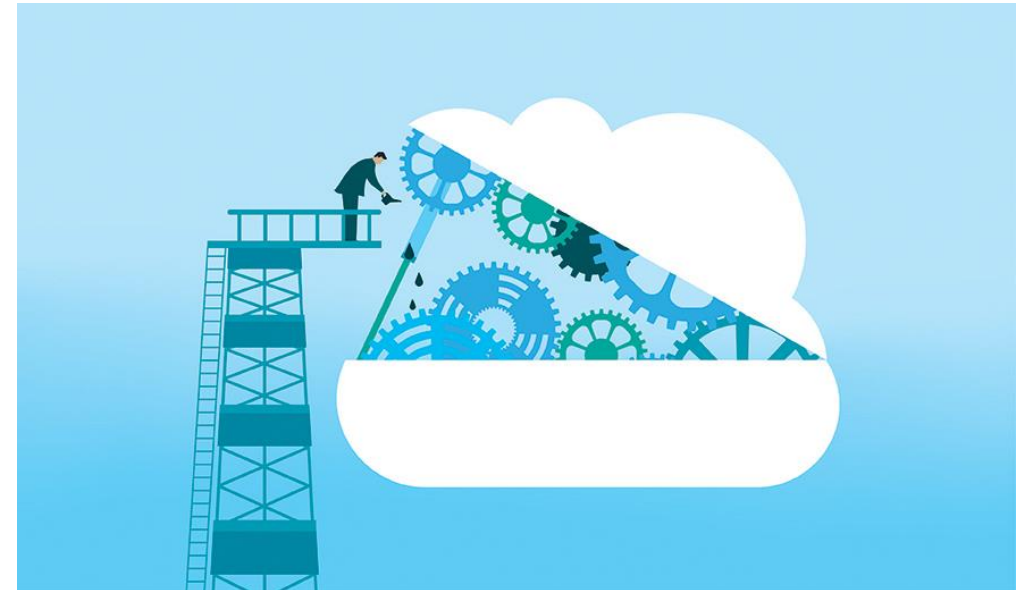
- Moving applications and content associated with the media supply chain to “The Cloud” offers several advantages:
 - Scalability
 - Flexibility
 - OpEx vs CapEx

- Media Gateway provides a conduit from the outside into your organization
- However, Air Gaps are necessary
 - For Security Purposes
 - Isolate mission critical items on the network



Media Orchestration

- Manage all media workflow from Media Gateway handoff to Distribution
- Metadata is key – with minimal human input
- Metadata isn't just data!



Media Orchestration

- Leverage standards wherever possible
 - BXF – Content, Content Transfer
 - IMF – More efficient versioning
 - EIDR – Content Identification

Media Orchestration

- Leverage the latest technologies
 - Blockchain
 - Microservices
 - Artificial Intelligence

Media Distribution

- Hybrid public cloud-based and on-premises linear playout system
- Integrated OTT digital delivery
- Address the playout requirements today and in the future.
- Scalability, adaptability, flexibility, speed of deployment, resilience and an OPEX business model with associated cost savings.
- Includes a refresh of the on-premises NOC master control system, ideally as a virtualized IP-based playout running on commodity (COTS)
- IT hardware

Blockchain

- Distribute processing
- Enhance security



Blockchain

Use Cases:

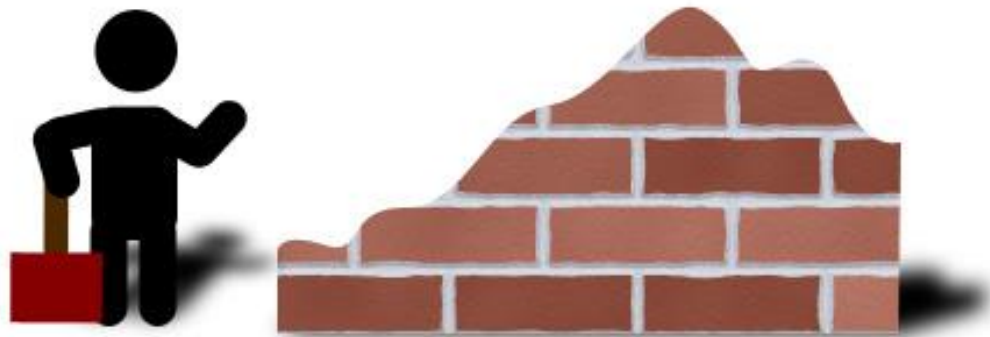
- Rights Management
- Authentication
- Identity Management
- Royalty Management

Microservices

- One of the big enablers of cloud-native applications
- Replace monolithic applications with a series of smaller services, each focused on a specific business task
- Link these together to form workflows
- Stand up, stop, and scale with ease
- Only use the resources you need

Microservices

- Breaking down web services into the smallest useful chunks possible



Macro vs. Micro

- An API under a traditional SOA model



Macro vs. Micro

- APIs under a microservices model



3 Principals for Survival

Live by Them or Die by Them

- **IT is NOT IP**
 - It all starts with a properly tuned MEDIA BASED network design
 - Do NOT build for data transfer but build to minimize packet loss
- **The Lift & Shift is Not a Viable Long-Term Solution**
 - Build or Find Cloud Native Solutions
 - If you MUST, Define a HARD Transition Deadline
- **Linear Workflows Lead to Non-Linear Problems**
 - Enough Said!

Thank You!

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