HPA

2025 | 30TH

TECH RETREAT | ANNIVERSARY

Re-thinking fast turnaround workflows for the cloud

Chris Swan, AWS


Imagine if you can…
THE WHITE HOUSE
WASHINGTON
TV
PRESS
MEDIA
TV NEWS
RADIO
NEWS

Why me?

Where we've been

BBC R&D

Time-Addressable Media Store (TAMS)

2023

CNAP
Cloud Native Agile Production

2024 – 'Phase 1'

Adobe

CuttingRoom

techex.

vizrt

drastic.tv

An open, interoperable, cloud-native solution for fast turnaround workflows

Cloud Media Storage Challenges

Content

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Content

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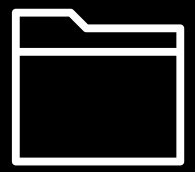
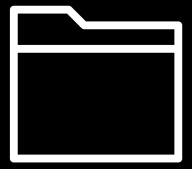


Hi Res



Proxy

Cloud Media Storage Challenges

Content

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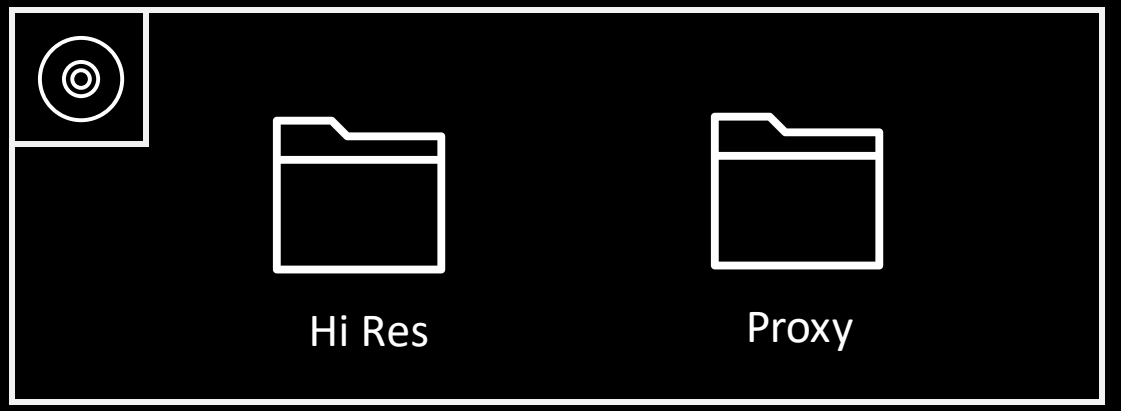

Cloud Media Storage Challenges

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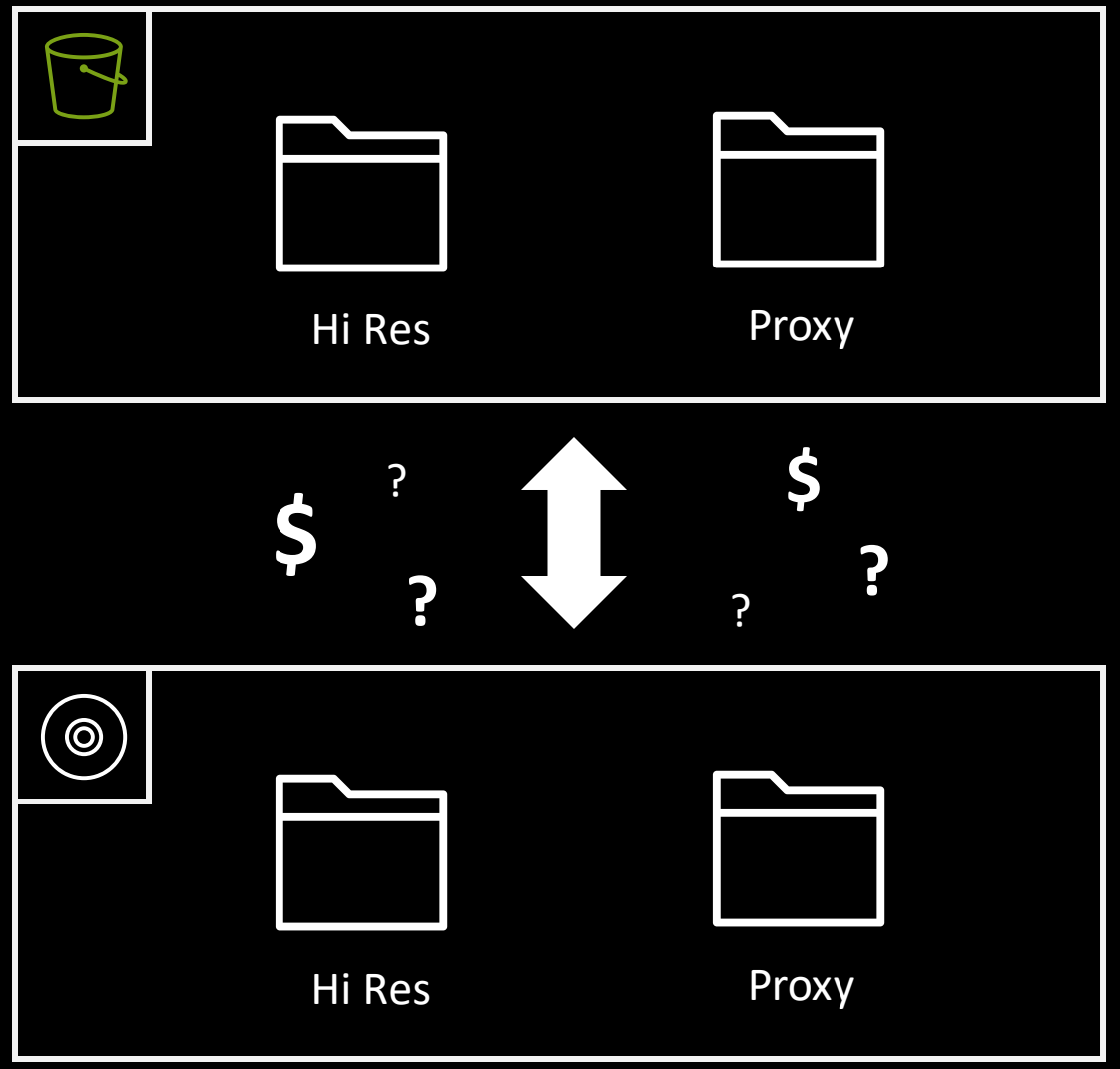


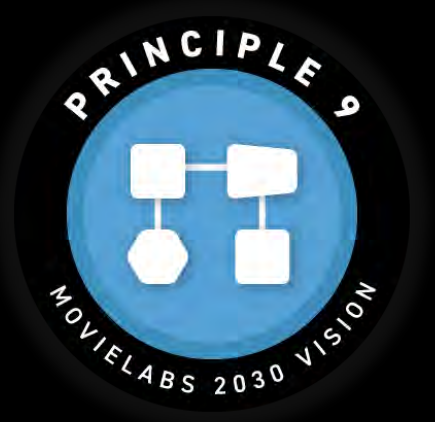

“The most dangerous phrase in the English language is: ‘We’ve always done it this way…’”
– REAR ADMIRAL GRACE HOPPER

“What if we could change the workflow to suit the cloud, rather than simply move existing solutions to the cloud?”

MovieLabs 2030 Vision

MovieLabs 2030 Vision

Individual media elements are referenced, accessed, tracked and interrelated using a universal linking system



Media workflows are non-destructive and dynamically created using common interfaces, underlying data formats and metadata

MovieLabs 2030 Vision

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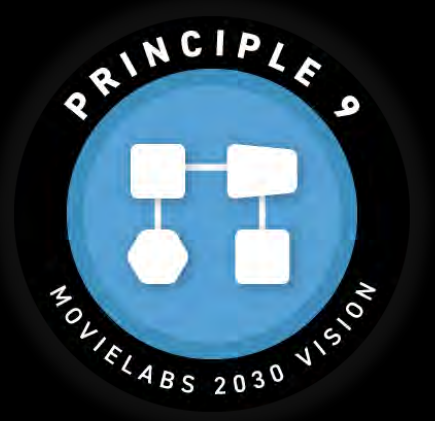

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MovieLabs 2030 Vision

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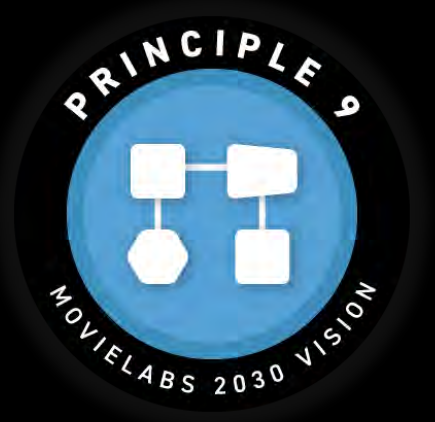

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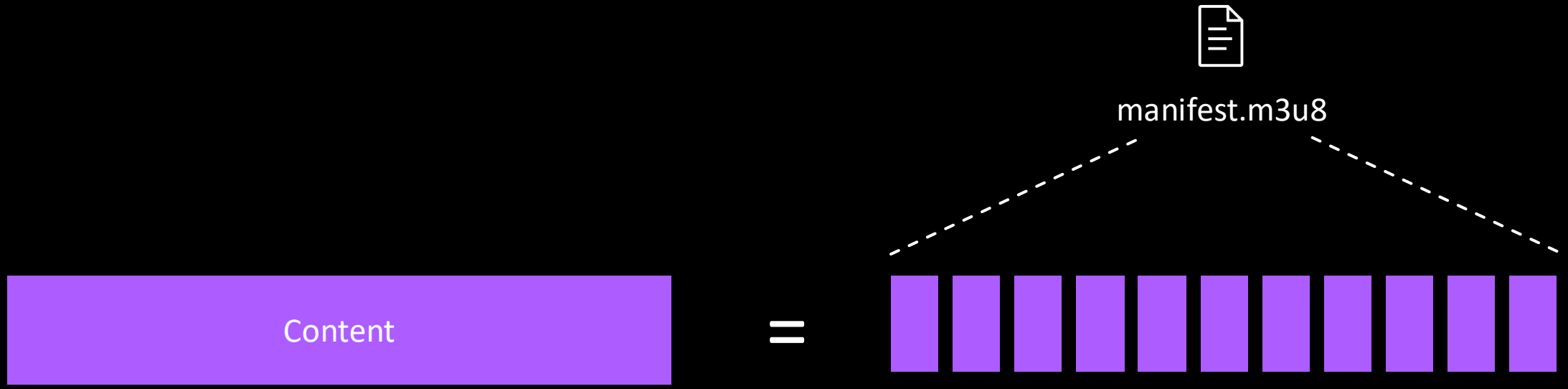
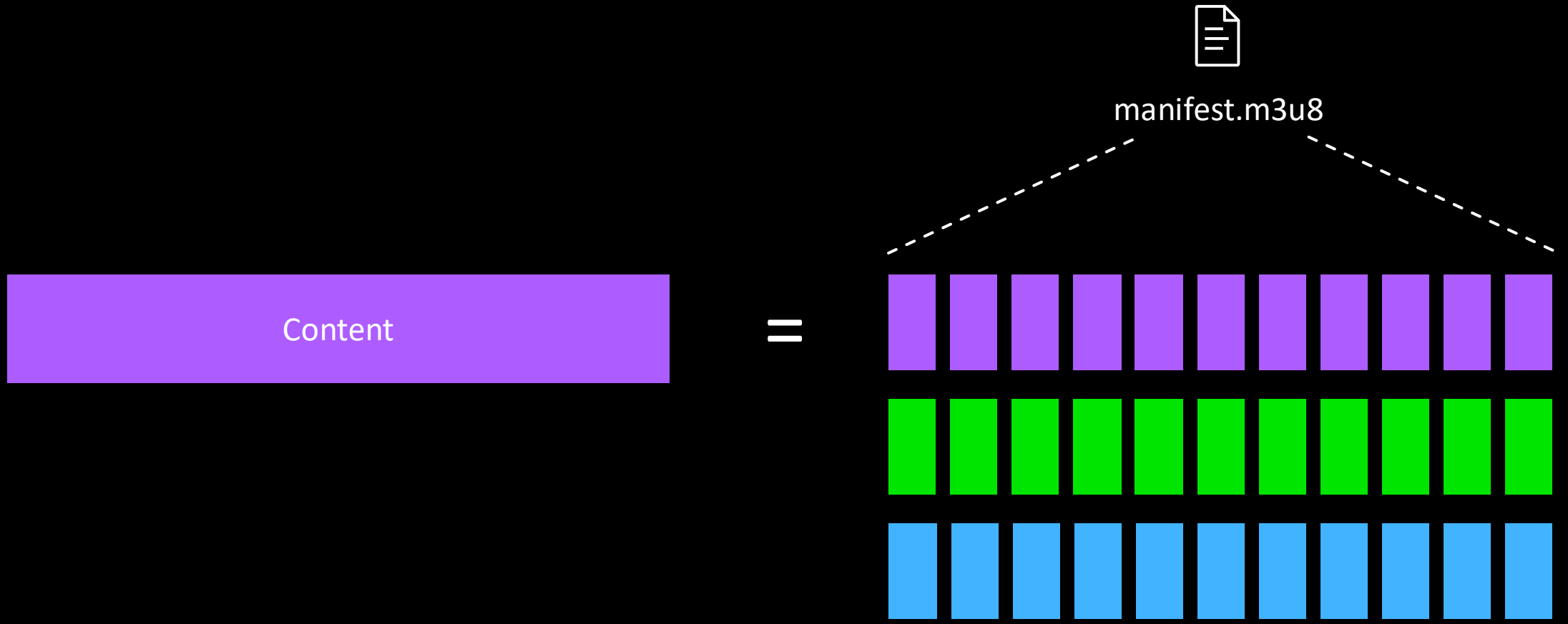
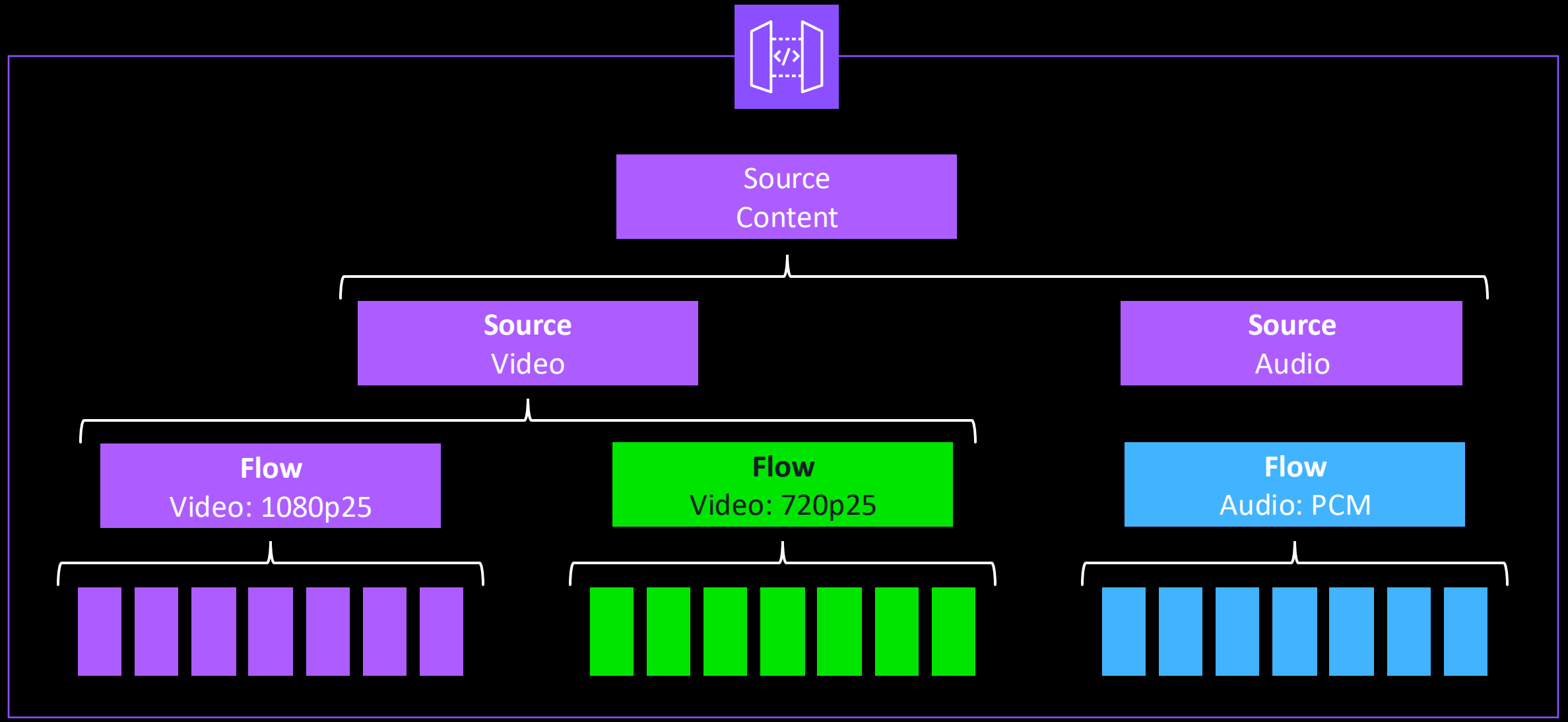
Streaming Media



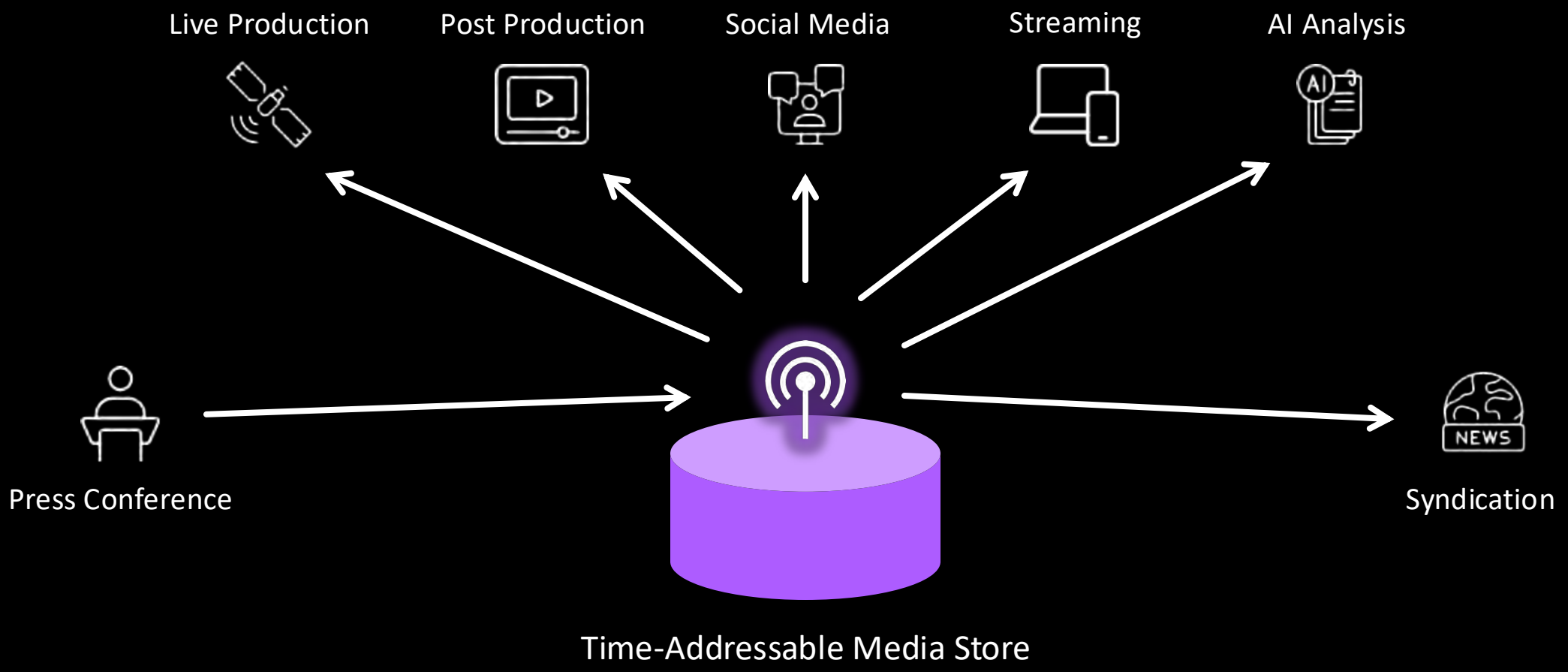
Streaming Media



The Time-Addressable Media Store



Convergence of use cases



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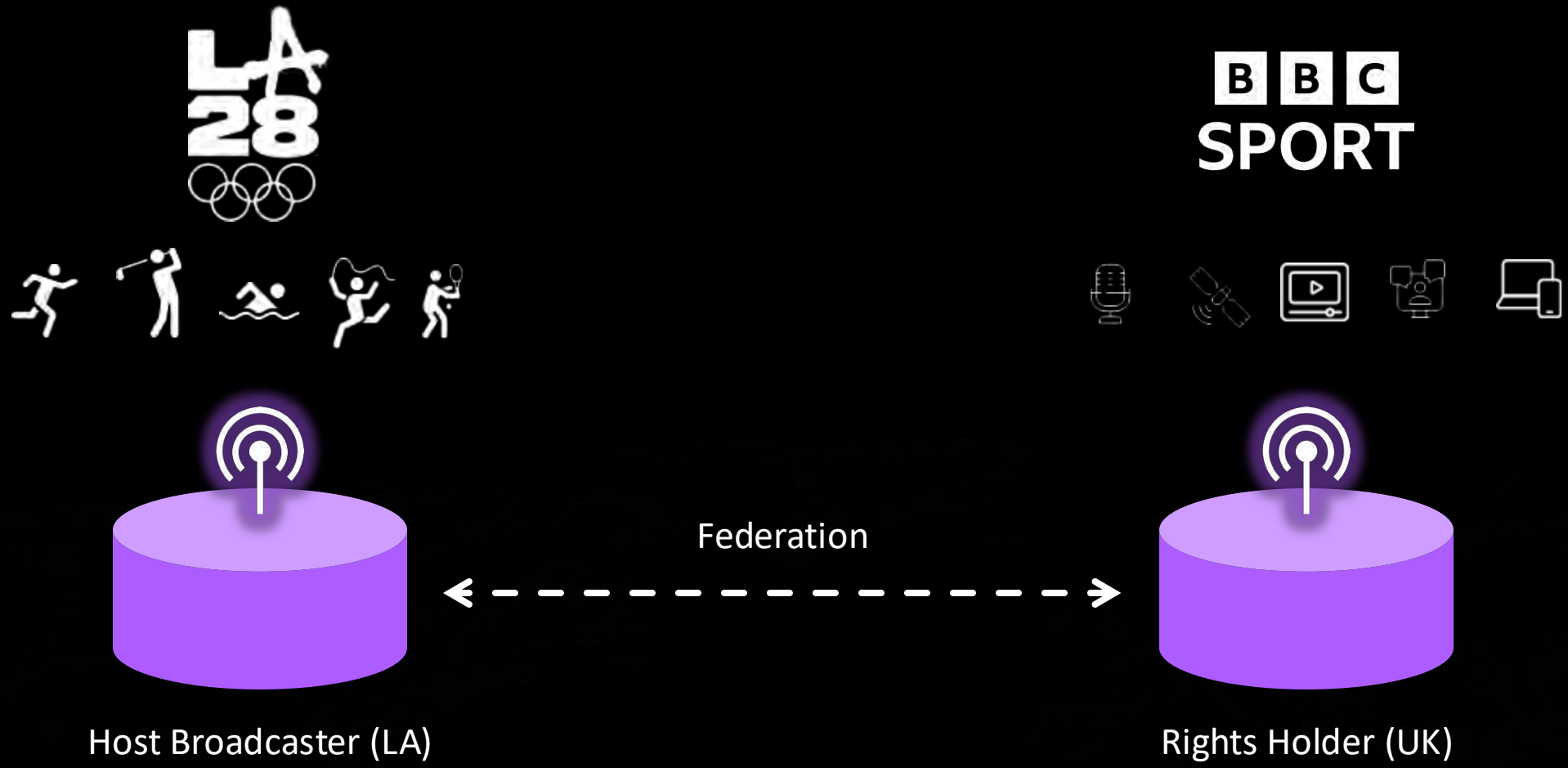


Time-Addressable Media Principles

Timelines are the main currency
Common thread that binds together media and metadata

Media is stored once and referenced
Instead of shipping it from place to place

Identity & timing the same for streams and stored
Enables discovery, indexing and synchronisation

Timelines support any format or type of media
By providing an abstract interface that hides the detail

Timeline-centric media packaging
Supports efficient versioned interchange of content

Timelines support annotation and segmentation
Enhanced search, navigation and flexible composition

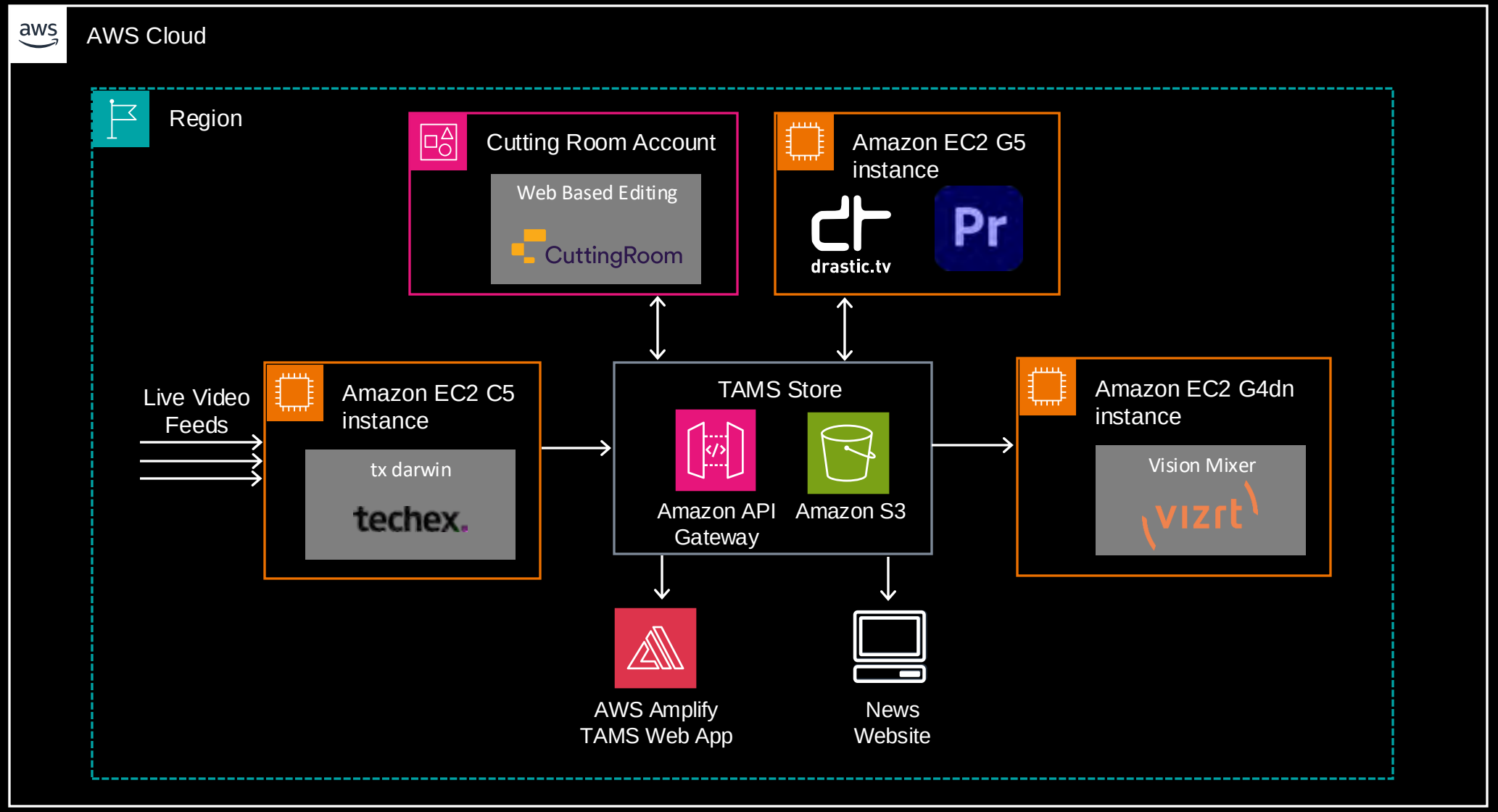
Media may be stored in short duration chunks
To support nearly-live and efficient random access

Media components may be stored separately
Related together through a common timeline

Built using web technology
Modular, shared software capabilities with web APIs

Storage may be physically distributed
Unified via Wide Area Networks and shared indexes

CNAP IBC Demo



Where we're going

BBC R&D

Time-Addressable Media Store (TAMS)

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Cloud Native Agile Production

2024 – 'Phase 1'

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CuttingRoom
techex.
vizrt
drastic.tv

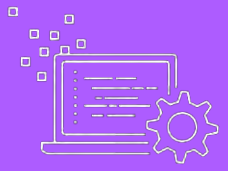
2025 – 'Phase 2'

Customer Engagement
Partner Enablement
TAMS Workshops US & UK

Edit by Reference (OTIO)
Time-Addressable Data Store (TADS)

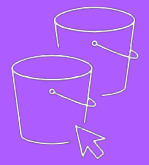
Customer Benefits

Remove constraints and vendor restrictions



An open, interoperable approach

Reduces costs, increases flexibility



Removes duplication of content

Accelerates workflows

How to get involved

SAVE THE DATE

TAMS Workshop and Hackathon

London – 3rd/4th March
New York – 11th/12th March

Email:
aws-cnap-team@amazon.com

IBC Microsite
Blogs, GitHub Links,
Reference Architecture

Breakfast Roundtable

Table 6
Tomorrow, 7:30am

Let’s connect!

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