



Optimizing channel creation, content distribution, and monetization with Amagi and Amazon Web Services (AWS)

Deliver content to global audiences and increase revenue generation

The TV landscape is changing...again

Audiences' viewing habits and media consumption continue to evolve, and media providers must find ways to adapt by creating, delivering, and monetizing quality content in new ways.

Connected TV (CTV) devices account for 49 percent of time spent streaming video globally. The Big 4—Netflix, Amazon, YouTube, and Disney/Hulu accounted for 79 percent of Over-the-Top (OTT) viewing hours. However, 4.5 million consumers canceled their streaming subscriptions in the last quarter of 2021, effectively reducing streaming penetration to 85 percent.

Free ad supported TV (FAST), part of the ad supported video on demand (AVOD) market, has gained momentum. In fact, 53 percent of TV viewers utilized FAST services in October 2021—a 15 percent uptick over the last two years, and revenues are estimated to triple between 2020 and 2026 to \$31 billion.

Traditional TV viewing is falling by the wayside and streaming services are seeing a change in customer habits as well. Pay TV (cable and subscription TV) lost over 5 million subscribers in 2020. Nearly 30 percent of US consumers planned to cut the cord in 2021, and more cancellations are expected in 2022.

TV is still evolving with consumers embracing new forms of content consumption. Now is the time for media and content organizations to enter the FAST and live linear channel arena to capture and stay connected to audiences.

What's the best approach to FAST and OTT?

As organizations expand their FAST and OTT models, it is wise to focus on creating channels, delivering content quickly and securely, providing an exceptional user experience in broadcast-level quality, and monetizing the content through dynamic ad insertion (DAI). This requires a vast distribution network that's connected to the top OTT platforms and a powerful, secure content delivery network (CDN).

In collaboration with



Key benefits of Amagi on AWS

- Widest network of distribution to OTT platforms
- Reduced time to market with single unified workflow for managing broadcast and OTT
- One-stop solution offering channel creation, distribution, and monetization of live, linear, and VOD content
- Feature-rich advanced graphics
- Ease of scheduling/programming



AWS Partner and media SaaS technology company Amagi offers an extensive suite of solutions to help content brands create, distribute, and monetize linear channels on connected TV, broadcast, and cable.

Faster time to market:

Configure and manage a new channel in less than 30 minutes using a web platform with 24x7 support.

Greater consumer/audience reach:

Amagi has the widest distribution network with over 50 FAST platforms and over 100 AVOD and direct to consumer (D2C) platforms.

More monetization opportunities:

Amagi features intelligent monetization with dynamic ad insertion and support for innovative ad formats including DBI and contextual video ads. Amagi THUNDERSTORM detects ads in the absence of any ad markers or can utilize any of the industry standard ad triggers such as SCTE, DTMF Cue Tones, Packet31 and Amagi Watermark.

Lower total cost of ownership (TCO):

Amagi reduces TCO, offering native cloud workflows from ingest to delivery along with flexible managed services.

Support for multiple input/output formats:

Amagi CLOUDPORT enables versatile playout and output options.*

Deep integration with OTT platforms:

Amagi can optimize schedules for each platform's maximum ad load requirements.

Ability to support live streams:

Amagi LIVE enables frame-accurate live switching with the ability to simultaneously ingest from IP and HD-SDI and dynamically entering or exiting from live breaks.

Reduced latency of broadcasts:

Amagi LIVE enables remote orchestration of live events with low latency, minimizing any lag between the broadcast and viewers.



*** Supported playout formats:**

MXF, MOV, MPG, PCM, Dolby Digital AC3, AAC, IBMS, ELG, XML, TXT, and CSV.

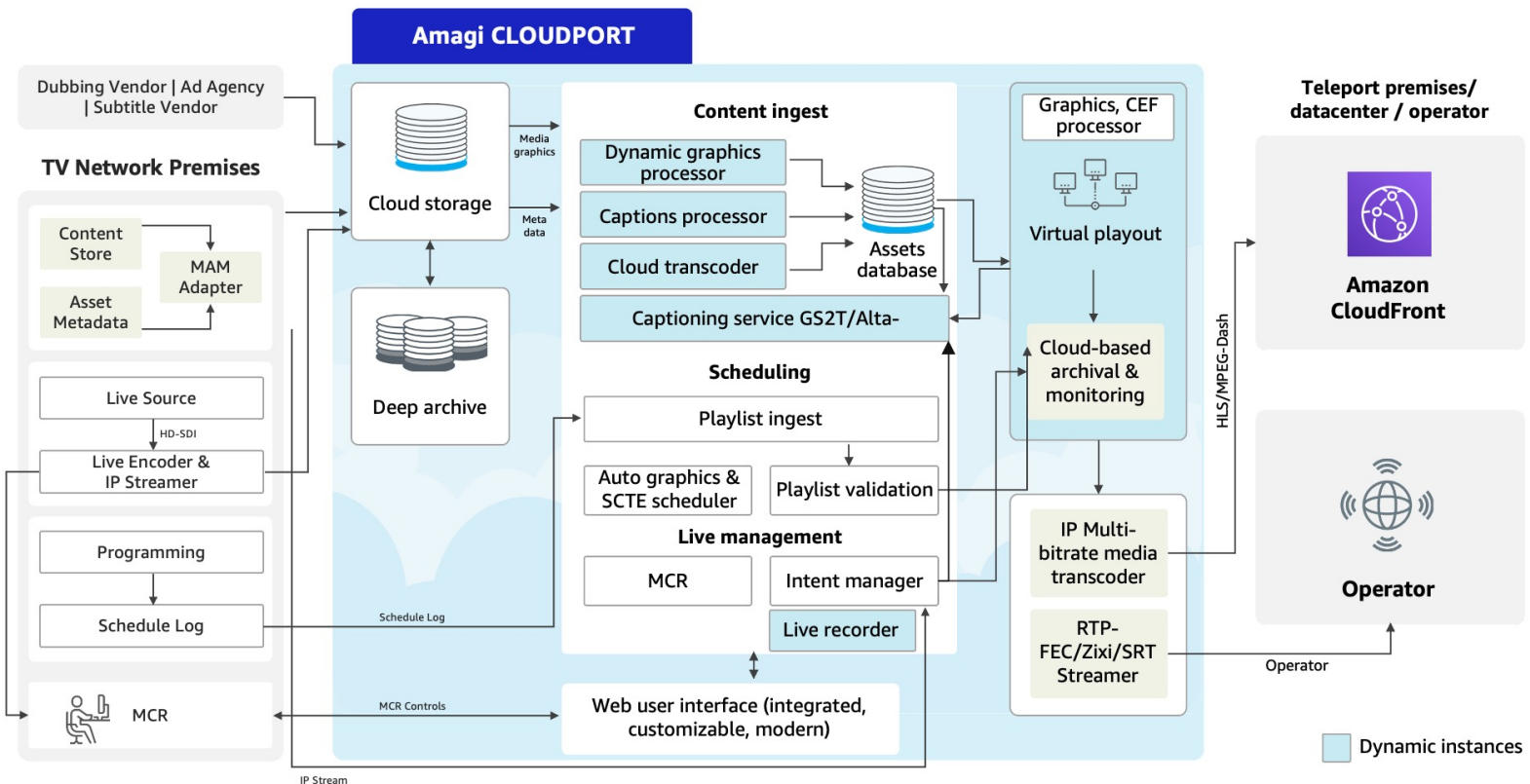
*** Supported output formats:**

Supported output formats: RTMP HLS, UDP, and HD-SDI.

Amagi's solution is architected on the AWS cloud, offering one of the largest cloud deployments on AWS for broadcast with over 650 channels.

Amagi ingests media files onto the AWS Simple Storage Service (Amazon S3) bucket and archives them using Amazon Glacier. Amagi undertakes media processing through AWS Batch and AWS Media Convert. Amagi orchestrates playout using AWS Elastic Compute Cloud (Amazon EC2) and AWS Lambda and delivers content through AWS Direct Connect and AWS Media Live. All of this is then delivered to the edge with Amazon CloudFront.

Using Amazon CloudFront, organizations can distribute content globally while maintaining the highest levels of security, affordability, and availability with over 310 globally dispersed points of presence (PoPs.) Amazon CloudFront offers built-in security features such as traffic encryption, access controls, and AWS Shield Standard to defend against distributed denial-of-service (DDoS) attacks—so your assets are not only delivered quickly but also protected along the way.





Virtualizing broadcast operations: How Amagi enabled A+E Networks European operations to transition to the cloud

Needing to transition its entire broadcast operations in the EMEA region to the cloud, A+E Networks turned to Amagi. The company needed to support 23 channels from A+E Networks UK and seven from A+E Networks Italia.

Amagi transitioned A+E operations to the cloud in two phases.

Phase 1:

- Cold business continuity playout
- Limited cost commitment
- Systems and workflow integration, media ingest workflows, and test playout

Phase 2:

- Full playout transition
- Channel delivery to affiliates in days rather than in months
- Set up redundant playout and move to fiber-based delivery
- Managed services with 24x7 monitoring Impact delivered
- Easy scalability due to cloud tech stack across playout chain
- Remote access to entire broadcast operations in times of COVID-19
- Collaboration with geographically distributed teams and 3rd party partners for broadcast workflow and ad sales
- Fully virtualized broadcast operations with complete control and visibility

As a result, what originally began as a business continuity option, expanded into Amagi becoming the primary solution for A+E Networks' digital broadcasts in EMEA.

About Amagi

Founded in 2008, Amagi is a global leader in media SaaS technology providing end-to-end cloud managed live and on-demand video infrastructure for TV and OTT. Amagi has worked with AWS for more than 10 years, evangelizing cloud adoption across the media and entertainment industry.

Make the most of your content

FAST is the future of TV and the sooner organizations leverage its expanding power, the better. As a leader in FAST and linear channel creation and monetization, Amagi enables media organizations of any size to create channels quickly, maximize ad revenue, and deliver a broadcast-grade linear TV experience for growing audiences. This is made possible by the speed, security, and scale of AWS services including Amazon CloudFront and more.

Get started with Amagi in AWS Marketplace.

Learn more about Amazon Cloudfront.

