



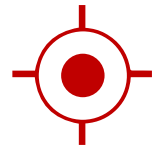
# Limitless Creativity in the Cloud

*(Secure and on Schedule)*

Joel Sloss, Sr. Program Manager, Microsoft

Content Protection Summit 2018 - NAB

# Emerging Threats



Specific/sequential targeting



Sophisticated planning



Effective reconnaissance



Social engineering



Practiced tool usage



Advanced & persistent



Lack of Preparation!

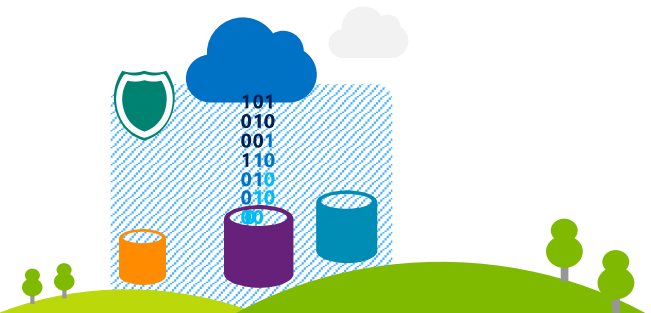


# Understanding Threats in New Media

File Not Found

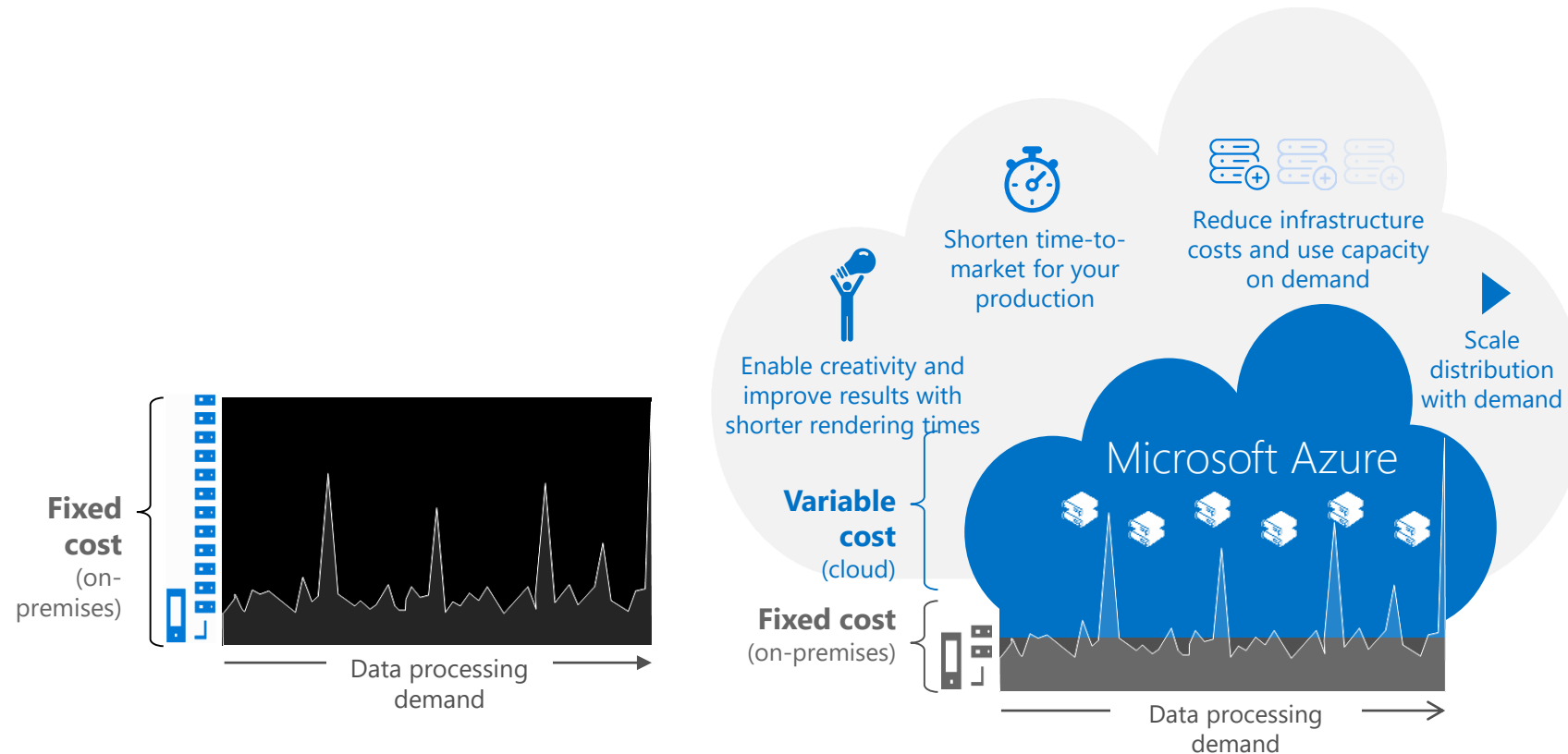


- Motivated by economic gain, voyeurism, political gamesmanship
  - Data tampering, theft, loss
  - Service disruption / destruction
  - Competitive advantage
- Multiple attack vectors
  - In-transit: on the wire, portable media / devices
  - At-rest: in storage / archive, on workstations
  - In-use: at the source, on the capture device, in a service / application
- Multiple attack types
  - Admin breach / insider threat
  - Malware
  - And the list goes on ...



# Scalable post-production infrastructure

Leverage cloud elasticity and scalability to address changing production needs



A cloud-based solution enables media companies to deploy and manage infrastructure for editing, rendering, and content processing in a flexible, secure manner with optimal total cost of ownership (TCO).

# Cloud-Based Production

## Cloud scalability and global reach



### Media Asset Management

Avid **MediaCentral** media management on Azure enables VoD and OTT delivery of content to web, mobile, and social platforms.

### TV / Film Production

Avid **MediaCentral** on Azure provides virtualized tools for content aggregation, editing, management, processing and distribution, with automated cloud resource provisioning.

### News Production

Avid **MediaCentral** news on Azure enables cross-site, cross-team collaboration on assets, stories, newsfeeds, remote journalism, and production.

### Disaster Recovery

**MediaCentral's** disaster recovery on Azure provides a shared virtual DR site in the cloud, providing better protection at lower costs.



# Avid solutions on Azure

---



Apps and services for private or public cloud deployment

## **MediaCentral® | Cloud UX**

Graphical User Interface for cross-platform, cross-device collaboration.

## **MediaCentral | Panel for Media Composer®**

MediaCentral | Cloud UX panel within the Media Composer user interface, enabling users to drag and drop content from MediaCentral directly into Media Composer.

## **Media Composer | Cloud VM**

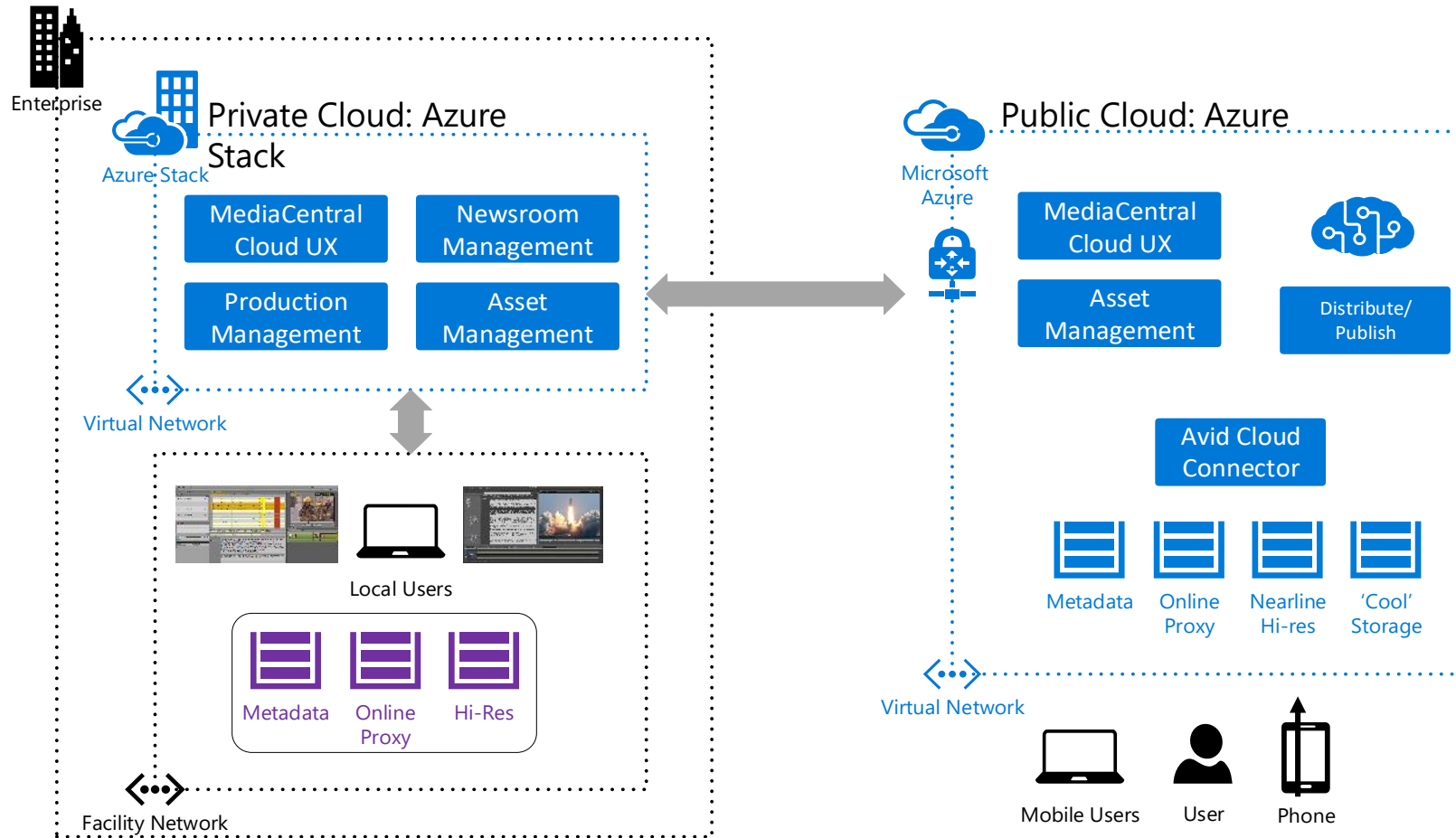
Provides the full Media Composer editing experience to multiple clients from a single server on premises via a high-speed network connection.

## **Media Composer | Cloud Remote**

Enables users running Media Composer on their workstation or laptop to mix local and remote content in the same timeline—no matter where they are located.

# The journey to the cloud

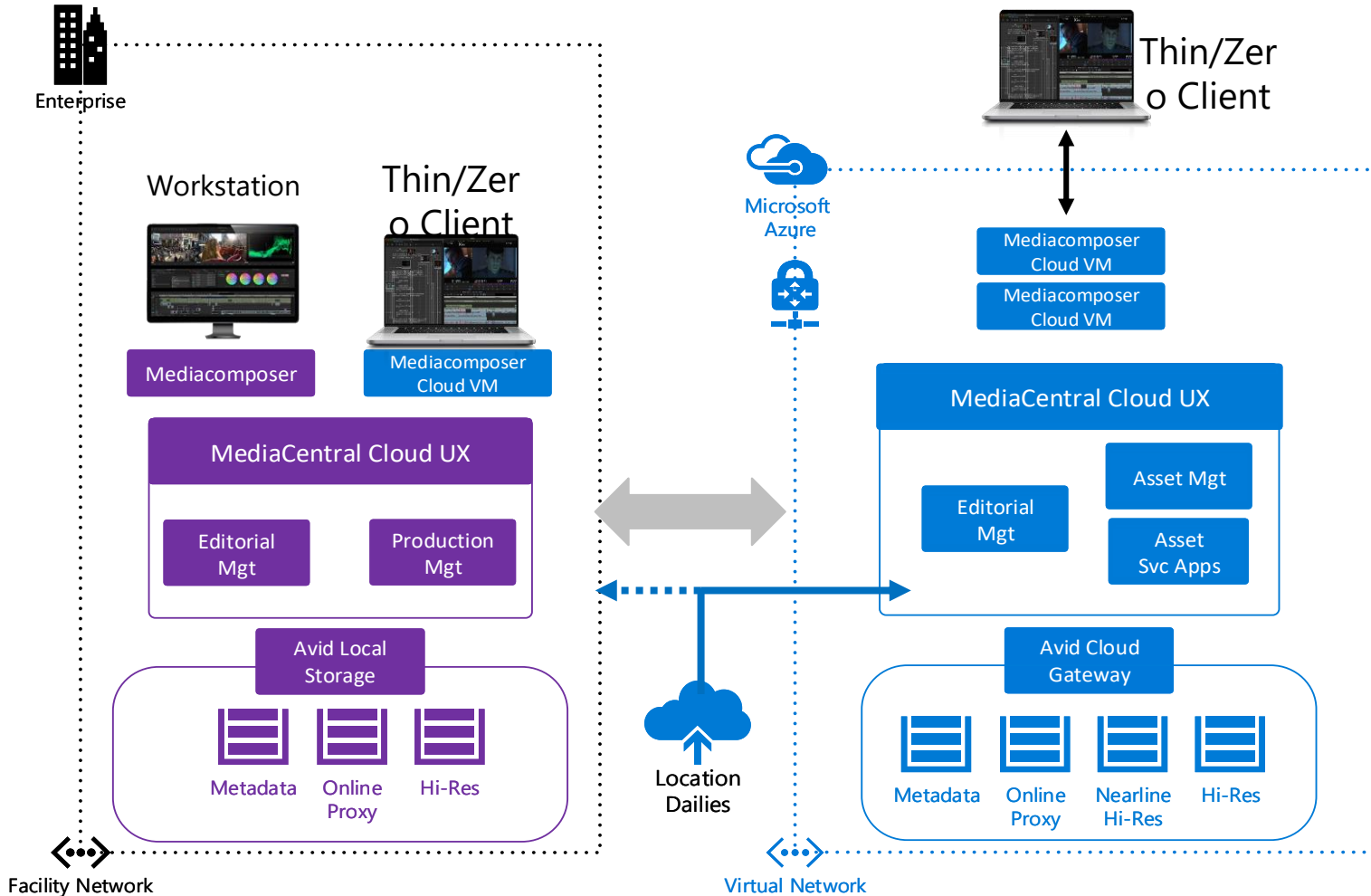
Virtualizing local deployments with Azure Stack and connecting to the Azure Public Cloud



On-premise workloads & local users

Cloud workloads & remote users

# Post Editorial - Cloud Production

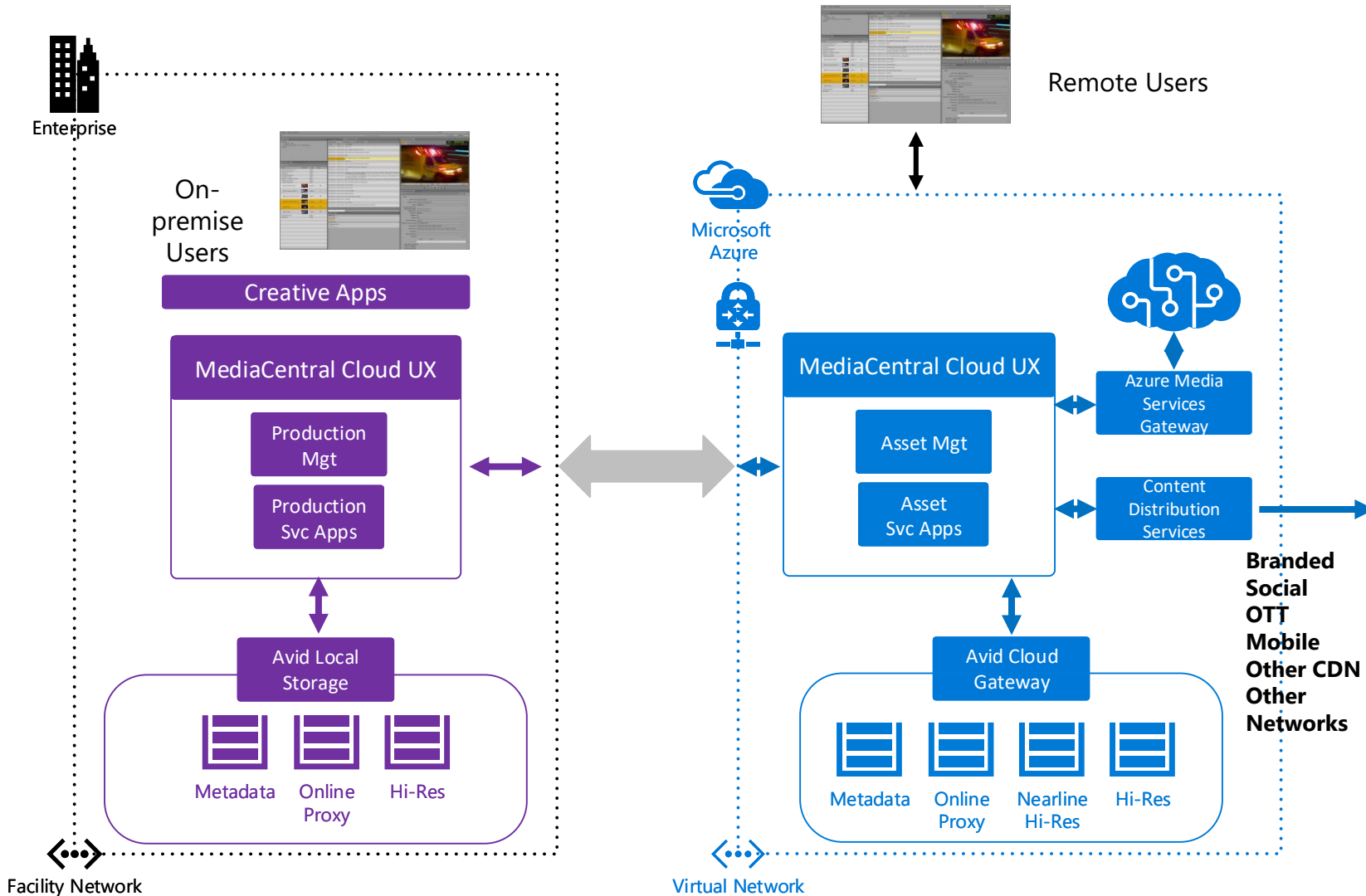


## Post Value proposition

- Scale resources to match workload on-premise or to accommodate remote workers
- Potential for efficient direct delivery of location dailies proxies reducing delay and costs
- Flexibility for balancing on-premise vs cloud storage costs and footprint
- Offload ancillary post workflows using thin/zero client technology, greater options for user flexibility



# Post Editorial - Cloud Asset Management



## Post Value Proposition

- Extend collaboration beyond editorial users – rights, review, transcription, localization etc.
- Utilize secure tiered storage for media staging and archive matched to content usage – proxy vs hi-res vs shooting ratio vs cost
- Streamline packaging workflows for distribution and campaigns
- Augment ancillary processes using Cognitive services

# Questions?

Raffle-time!





# Unlocks creativity



- Best inking experience
- Work naturally with touch



- Perfect balance of power and mobility
- True to life displays
- Most versatile form factors



**91%** say Surface helps them express their creative ideas more effectively<sup>5</sup> +9% over Apple  
+26% over Windows

**93%** say Surface makes them feel like their company is investing in them<sup>5</sup> +14% over Apple  
+17% over Windows



# Intelligent security



- Session wipe with Hub
- Always updated



- Firmware-level security with SEMM
- Work anywhere securely with eSim
- Biometric identification



Windows 10 and Surface, when used in a layered solution, can meet the strictest security requirements for use in classified environments such as the classified programs at the NSA

