



# Entertainment Production in the Cloud

Scott Bounds  
Media Industry Lead  
Microsoft  
[sbounds@microsoft.com](mailto:sbounds@microsoft.com)

# Track Agenda

Time	Session
9:45 – 10:00	The Cloud Creative Process: from Concept to Device to Screen
10:00 – 10:45	<b>Cloud-Scale Rendering for Media</b>
10: 45 – 11:15	NETWORKING BREAK
11:30 – 12 :15	KEYNOTE: How Azure Can Help Content Creators
12:15 – 12:45	Enabling Cloud workflows with AI
12:45 – 1:00	Closing Remarks

# Other Recommended Sessions

Time	Session	
3:00 – 3:30	Securing Entertainment Production in the Cloud (EPIC)	CDSA (5 <sup>th</sup> Fl)
2:30 – 2:45	Survive and Thrive – The Value of the Connected Supply Chain- Ooyala	Smart Content (6 <sup>th</sup> Fl)
2:45 – 3:00	Video AI: What's In Your Content? – Martin Wahl (MSFT(	Smart Content (6 <sup>th</sup> Fl)

# Workloads in Media & Entertainment

<p><b>VALUE CHAIN COMPONENT</b></p>	<p>Content Creation</p>	<p>Content Management</p>	<p>Content Monetization</p>			
	<p><i>The digital processes from editing to post production that result in the finished video asset</i></p>	<p><i>Storage and workflows for content libraries. Includes indexing for discoverability, long term archiving and digital supply chain for B2B distribution</i></p>	<p><i>Distribution to consumers, personalized content experiences, user subscriptions and advertising revenue management, user data for analytics</i></p>			
<p><b>AZURE WORKLOAD</b></p>	<p>Editing</p>	<p>Post Production</p>	<p>Intelligent Storage</p>	<p>Digital Supply Chain</p>	<p>Distribution</p>	<p>Audience Analytics</p>
<p><b>WORKLOAD DETAILS</b></p> <p>Azure Services</p>	<p>GPU Compute</p>	<p>Avere, Cycle, Batch, Storage</p>	<p>Archive Storage, Video AI, Search</p>	<p>Media Services</p>	<p>Media Services, CDN</p>	<p>Intelligence Platform, HDInsight, AzureML</p>
	<p><b>Common Azure Services</b> Storage   Compute   Networking</p>					

# Solutions in Media & Entertainment

<p><b>PARTNER SOLUTIONS</b></p>	
<p><b>AZURE WORKLOADS</b></p>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="background-color: #4a7ebb; color: white; padding: 10px; text-align: center;">Editing</div> <div style="background-color: #4a7ebb; color: white; padding: 10px; text-align: center;">Post Production</div> <div style="background-color: #4a7ebb; color: white; padding: 10px; text-align: center;">Intelligent Storage</div> <div style="background-color: #4a7ebb; color: white; padding: 10px; text-align: center;">Digital Supply Chain</div> <div style="background-color: #4a7ebb; color: white; padding: 10px; text-align: center;">Distribution</div> <div style="background-color: #4a7ebb; color: white; padding: 10px; text-align: center;">Audience Analytics</div> </div>
<p><b>AZURE SERVICES</b></p>	<div style="display: flex; justify-content: space-around; align-items: center; background-color: #1a3d54; color: white; padding: 10px;"> <div style="background-color: #1a3d54; color: white; padding: 10px; text-align: center;">GPU Compute</div> <div style="background-color: #1a3d54; color: white; padding: 10px; text-align: center;">Avere, Cycle, Batch, Storage</div> <div style="background-color: #1a3d54; color: white; padding: 10px; text-align: center;">Archive Storage, Video AI, Search</div> <div style="background-color: #1a3d54; color: white; padding: 10px; text-align: center;">Media Services</div> <div style="background-color: #1a3d54; color: white; padding: 10px; text-align: center;">Media Services, CDN</div> <div style="background-color: #1a3d54; color: white; padding: 10px; text-align: center;">Intelligence Platform, HDInsight, AzureML</div> </div> <div style="background-color: #1a3d54; color: white; padding: 10px; text-align: center; margin-top: 10px;"> <p><b>Common Azure Services</b> Storage   Compute   Networking</p> </div>

# Track Agenda

Time	Session
9:45 – 10:00	The Cloud Creative Process: from Concept to Device to Screen
10:00 – 10:45	<b>Cloud-Scale Rendering for Media</b>
10: 45 – 11:15	NETWORKING BREAK
11:30 – 12 :15	KEYNOTE: How Azure Can Help Content Creators
12:15 – 12:45	Enabling Cloud workflows with AI
12:45 – 1:00	Closing Remarks

# Cloud-Scale Rendering for Media



**Jeremy Smith**  
Chief Technology Officer,  
Jellyfish Pictures



**Joel Sloss**  
Senior Program Manager  
Microsoft Azure



**Bernie Behn**  
Program Manager,  
Avere

# Enabling Cloud workflows with AI



**John de Havilland**  
Cloud Services Architect,  
Microsoft

**Moderator**



**Craig Dwyer**  
Senior Director  
Global Center of  
Excellence,  
Avid Technology



**Emily Hopson-Hill**  
Vice President, Services,  
Ooyala



**Martin Wahl**  
Principal Program  
Manager, Cloud, AI &  
Cognitive Services,  
Microsoft



