

Why Post and VFX will inevitably move to the cloud

it's not why y been told)

October 2018 HITS Fall



AMAMANAN

The State of theMigration

Cloud Migrations in Media & Entertainment

Technologists



Entertaliment Technologists

Why Move PostOffsite?





Why does it have to change?

1. CapEx to OpEx

2. Dynamic Technology Resources

3. Match demand with technical capacity

- 1. Dynamic Staff Resources
- 2. Security

MMMmmmm?

- 3. Publishing
- 4. Archiving
- 5. Non-Linear Disruption



2. Dynamic Staff Resources



Workflow today



To Migrate...Storage is the key...



To Migrate...Storage is the key...



Virtualized Workstations are;

- 1) Almost infinitely scalable
- 2) Securely provisioned
- 3) Adaptable (CPU, GPU, memory) to the user and task
- 4) Can be in disparate locations
- 5) enabling ... Dynamic Staffing
- 6) Not yet cost effective
- 7) Not yet fast enough with required quality for all post applications

3. Security





Today...







Today...



Cloud Model – The Content DOES NOT MOVE





3. Publishing





Publishing without moving



4. Archiving





Archiving as a library service



Indexed Library

Archiving

- No difference in access speed, just less accesses
- Indexed as a usable library
- Monetizable immediately

5. Non Linear Disruption

File Sizes & GPUs





File Size Growth – Uncompressed files and render times

Ultra HD 8k Video

10Gbit/s bandwidth 400 hours render time per frame, per eye

Ultra HD 4k Video

2.5Gbit/s bandwidth 100 hours render time, per frame of video, per eye

High Definition 1080p Video

740Mbit/s bandwidth 20 hours render time, per frame of video, per eye



20,000 CPU Cores Running at 80% Utilization

Video innovation could introduce a non-linear disruption





VFX Processing



GPU Based Future Workflow??





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THANK YOU

Mark Turner

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- +1 310 795 1241
- mark@reallyme.me
- www.linkedin.com/in/mkturner