

AMAZON STUDIOS  
**TECHNOLOGY**

MEDIA ENGINEERING & INNOVATION

# MEDIA ENGINEERING & INNOVATION (MEI)

## OUR MISSION AND VISION

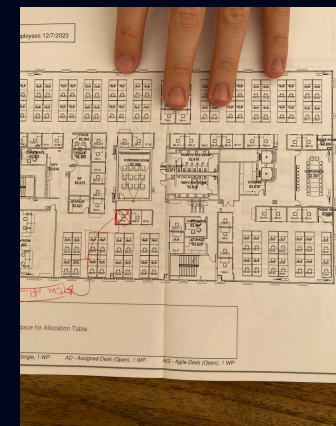
The Media Engineering and Innovation (MEI) team is here to empower *Amazon's visual storytellers and Studios' teams* by bringing *ease, velocity, and new capabilities* through media sciences, iteration, and invention.

The Studio126 Innovation Lab is a center for *interdependent collaboration*, where *technology and stories converge*.





# IN THE BEGINNING...

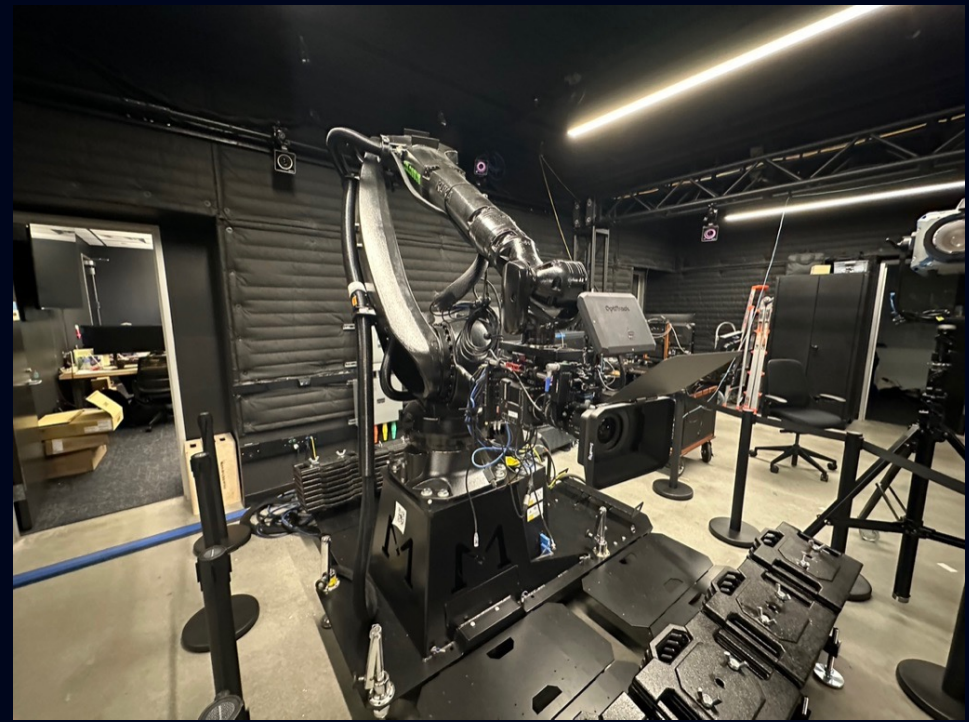




IT'S LIKE RAISING A CHILD



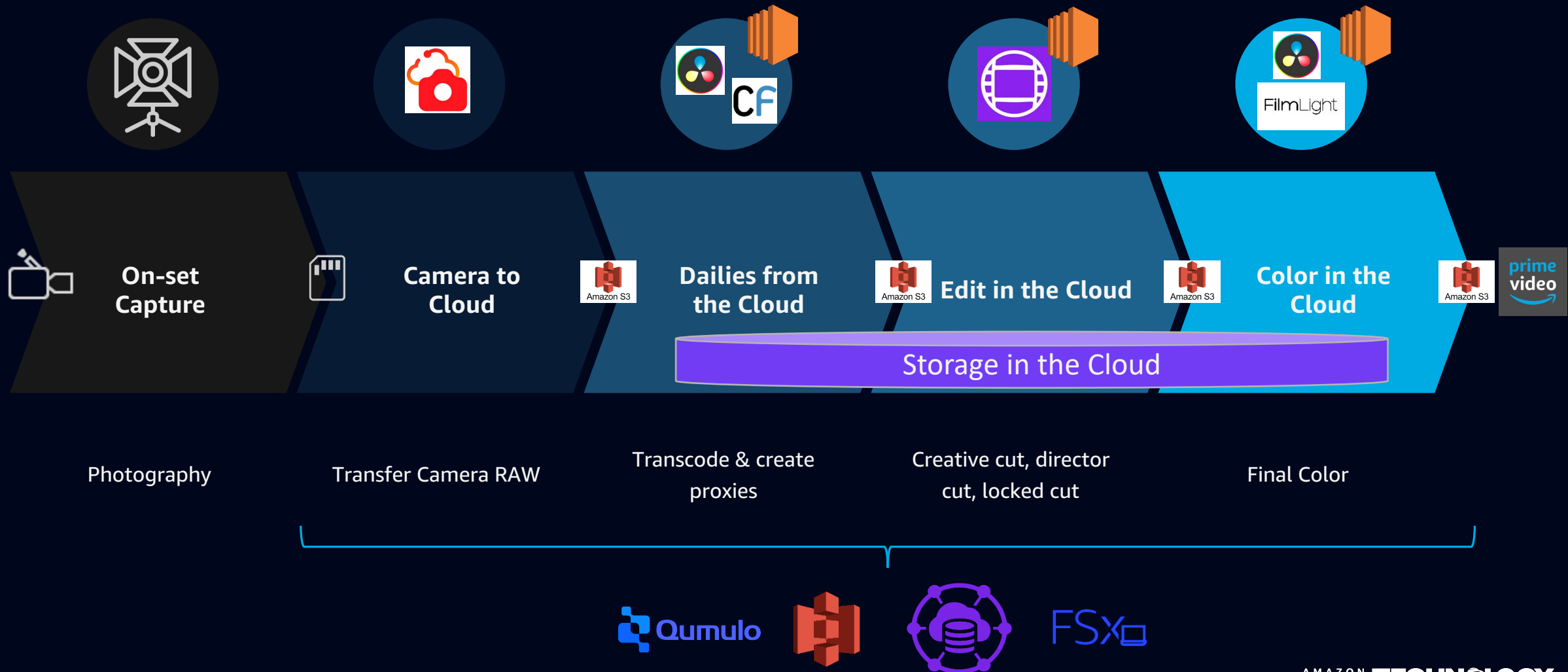




# PROGRAMS



# PURE CLOUD PRODUCTION



# WHY BUILD IN THE CLOUD?





# AVID IN AWS

## AMAZON STUDIOS TEAMS UP WITH AVID TO DELIVER ADVANCED PRODUCTION EDITORIAL IN THE AWS CLOUD

Companies announce a three-year agreement to enable Amazon Studios' use of Avid's Media Composer editing tool, NEXIS storage and MediaCentral platform on Amazon Web Services (AWS)

Burlington, 08/02/2022

### Media Contacts

Dave Smith  
Video & Media Platform  
[david.smith@avid.com](mailto:david.smith@avid.com)

Heather Voisburg  
Audio & Music Creation  
[heather.voisburg@avid.com](mailto:heather.voisburg@avid.com)

Red Lory Yellow Lory  
(PR agency - video)  
[avid@rly.com](mailto:avid@rly.com)

### Share this release

Amazon Studios Teams Up with Avid to Deliver Advanced Production Editorial in the AWS Cloud



Newsroom



BURLINGTON, Mass. — August 2, 2022 – [Avid Technology](#) (Nasdaq: AVID) and Amazon Studios (Nasdaq: AMZN) today announced a three-year agreement to bring cloud-based editorial to Amazon Studios' expanding slate of more than 300 original movies and series. Creative teams will get the same experience and performance as an on-premises editorial bay—including collaborative workflows with shared storage and end-to-end media management—without the complexity and time required to set up and tear

down traditional hardware.

Editors need to access massive sets of media files that have traditionally been stored in the same location as the editing team. In collaboration with Avid, Amazon Studios will untether their editorial process to allow creative work to happen from almost anywhere, and centralize the editorial and content workflows in the cloud. This collaboration will bring Avid's Emmy-winning Media Composer software tool and Avid NEXIS media storage solutions to editors and other content contributors wherever they are, supporting creative teams that are spread across the globe.

"Amazon Studios is prolific in its sheer output of original series and features that achieve the highest standard of creativity and quality," said Jeff Rosica, Chief Executive Officer & President of Avid. "By building their creative workflows around a complete set of Avid tools and platforms in the cloud, Amazon Studios is kicking off a new era of productivity and collaboration for their creative teams and contributors. Avid is delighted that our open technologies are being chosen by more customers who are innovating how content is produced in the cloud, on a global scale."

This collaboration is an important step forward for Amazon Studios' vision of a globally scalable studio-in-the-cloud platform, which will eventually include Avid's MediaCentral production platform.

"We are on a journey to provide a best-in-class creative platform for our productions," explains Ben Stanbury, Worldwide Head of Technology for Amazon Studios. "Studio in the Cloud is our overarching vision for how we provide our creative teams with a cloud-based toolset that they can use wherever they are in the world. Avid is a central component of this vision, so we are thrilled to be starting this new partnership with them."

By leveraging AWS and its global infrastructure, Amazon Studios will further centralize production assets in the cloud, creating a smoother, more unified production workflow. Production and Post-Production teams will spend less time duplicating and transferring media to critical team members, allowing more time to be spent on high-value creative efforts. Productions will also enjoy the peace of mind that comes from having their content, including camera raw files, protected by automatic processes that distribute data across several AWS Regions.

Avid and Amazon Studios expect to have cloud-based, production-ready solutions by fourth quarter 2022.

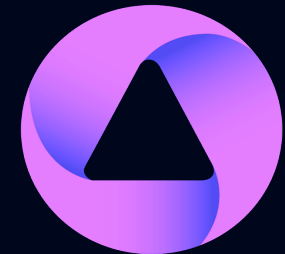
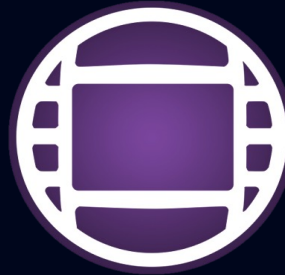
### About Amazon Studios

Amazon Studios is an award-winning media and entertainment company that produces an expanding slate of bold and innovative Original Movies and Series. Amazon Originals stream on Prime Video, which is available in more than 240 countries and territories. Amazon Studios' critically-acclaimed hits include *The Boys*, *Sound of Metal*, *The Underground Railroad*, *Barry* Subsequent Moviefilm, *Sylvie's Love*, *The Marvelous Mrs. Maisel*, *Uncle Frank*, *One Night in Miami*, *Fleabag*, and *Manchester-by-the-Sea*. Additional information about Amazon Studios can be found at [press.amazonstudios.com](https://press.amazonstudios.com).

### Avid Powers Greater Creators

People who create media for a living become greater creators with Avid's award-winning technology solutions to make, manage and monetize today's most celebrated video and audio content—from iconic movies and binge-worthy TV series, to network news and sports, to recorded music and the live stage. What began more than 30 years ago with our invention of nonlinear digital video editing has led to individual artists, creative teams and organizations everywhere subscribing to

What's new in the world of Avid? Avid is a leading provider of professional video and audio editing solutions. Avid's award-winning technology solutions to make, manage and monetize today's most celebrated video and audio content—from iconic movies and binge-worthy TV series, to network news and sports, to recorded music and the live stage. What began more than 30 years ago with our invention of nonlinear digital video editing has led to individual artists, creative teams and organizations everywhere subscribing to



# COLOR IN THE CLOUD: BLACKMAGIC & FILMLIGHT

## WHY OUR CREATIVES CARE?

- Virtualizing DI/Color grading workstations allows Amazon Studios to improve collaboration and flexibility for our talent. This enables geographic flexibility, and remote collaboration.

## WHAT ARE WE DOING?

- 1) Working with our technology partners to develop a virtualized rendition of their color grading applications for AWS;
- 2) Secure network transport for high-quality color-accurate video signals from AWS. Master-grade signals egress with StudioFabric (next topic)

The logo for FilmLight, featuring the word "FilmLight" in a white, sans-serif font on a dark blue background.The logo for Blackmagicdesign, featuring the word "Blackmagicdesign" in a white, sans-serif font on a dark blue background.The logo for Autodesk Flame, featuring a stylized teal "F" icon followed by the text "AUTODESK® FLAME®" in a white, sans-serif font.The AWS logo, featuring the word "aws" in a white, lowercase, sans-serif font with a yellow curved arrow underneath.



# CAMERA RAW TO CLOUD

## WHO DOES THIS IMPACT?

- Production & Post: Production, Post Operations & Media Management teams

## WHY DOES THIS MATTER?

- Camera-to-cloud (or OCN/OCN/RAW-to-cloud) is the on-ramp for enabling cloud-based workflows that support production and post workflows. By expediting camera raw to cloud, we are able to archive and centralize production content while on-set. Cloud-First.



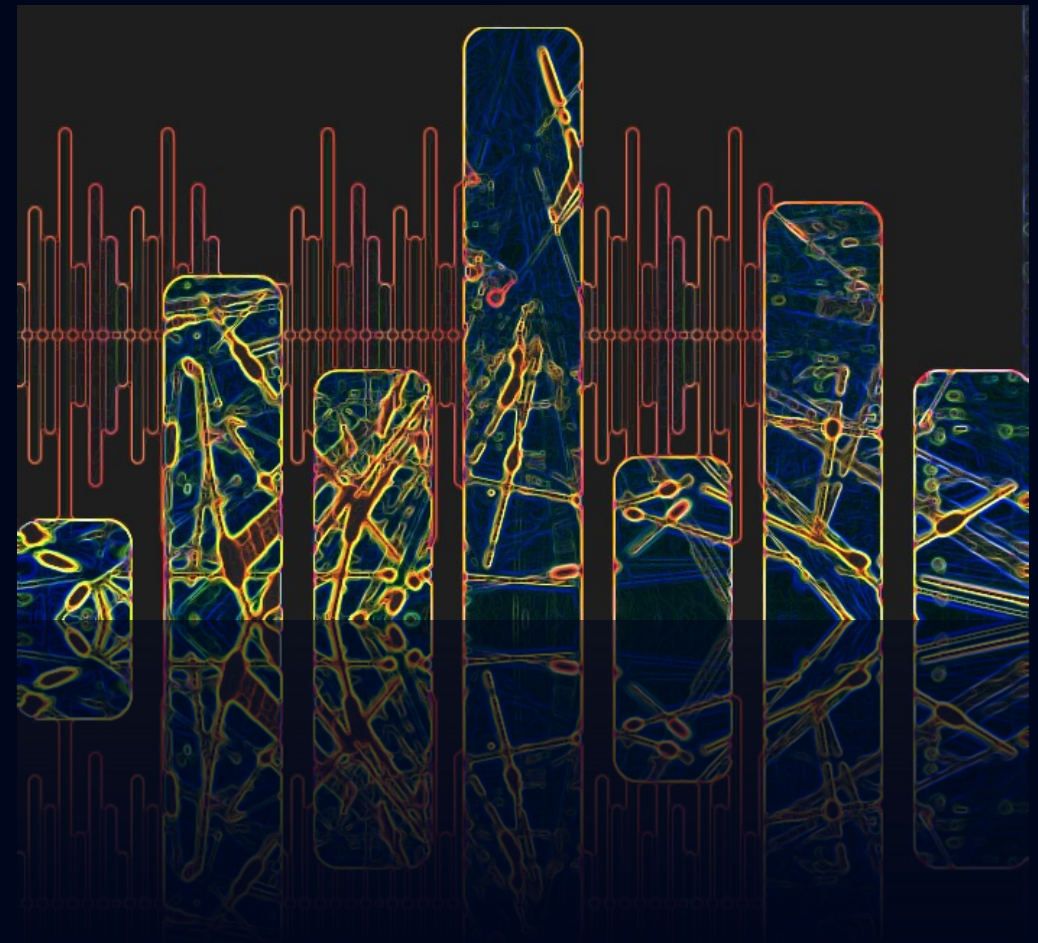
# STUDIO FABRIC

## WHY DOES THIS MATTER?

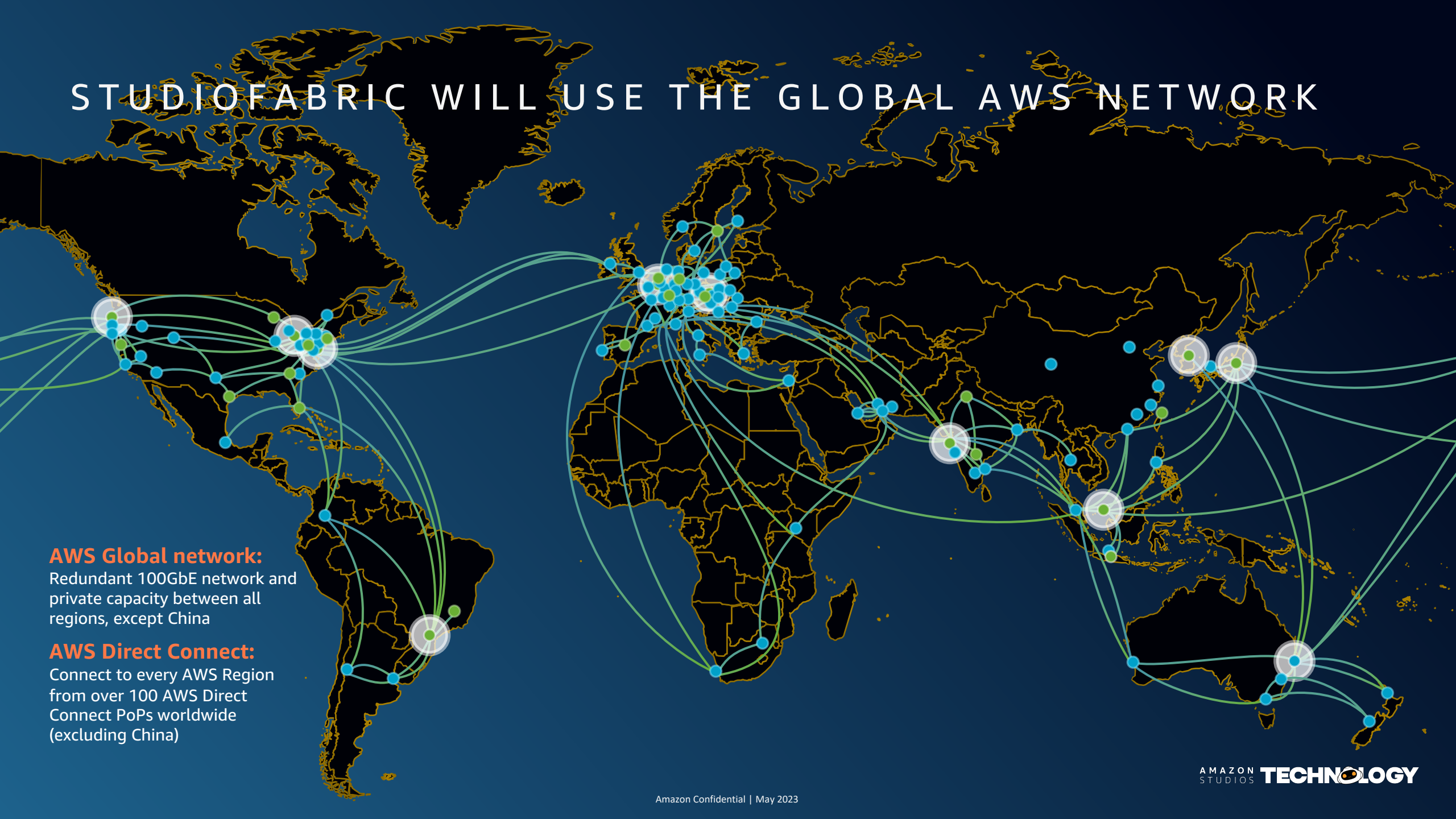
- Global video and audio routing, with ease
- Connects post and production sites around the world, securely and efficiently

## WHAT ARE WE DOING?

- Purpose built fiberoptic backbone at the LAX22 Studio Campus, connecting edit bays, screening rooms, sound stages and production spaces.
- Routes Audio and Video, anywhere - Culver Studios, around LA, or around the world.
- Works in the cloud, on-prem, or remotely - with the same high quality video and audio signals previously only available onsite.
- Integrates native AWS mechanisms like Amazon CDI and AWS MediaConnect
- StudioFabric is agnostic to Audio/Video technology, and works with production proven platforms like like Clearview, Streambox, and others.



# STUDIOFABRIC WILL USE THE GLOBAL AWS NETWORK



## **AWS Global network:**

Redundant 100GbE network and private capacity between all regions, except China

## **AWS Direct Connect:**

Connect to every AWS Region from over 100 AWS Direct Connect PoPs worldwide (excluding China)



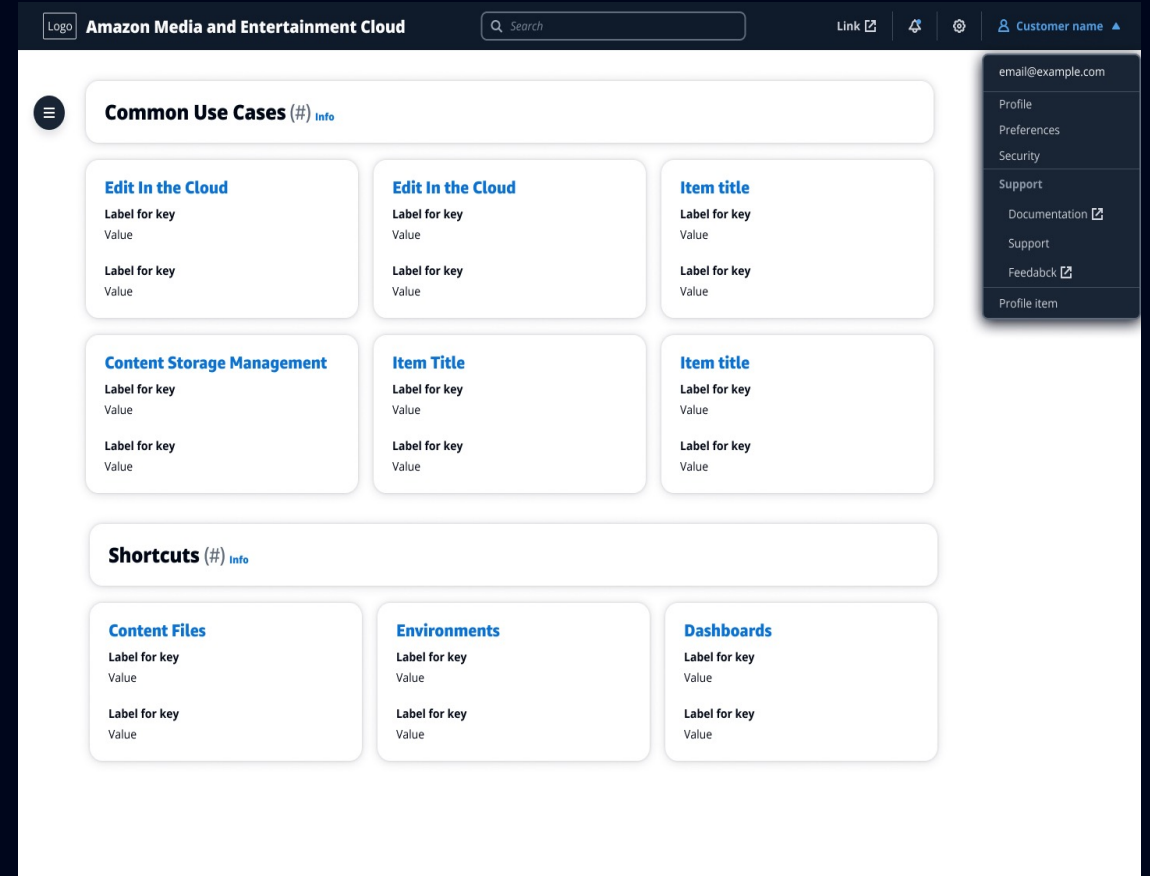
# ENVIRONMENTAL AUTOMATION

## WHY DOES THIS MATTER?

- It takes too long (4 engineers and between 2 to 5 days) to spin up cloud environment per production. Hydrator allows productions onboarding to cloud ecosystem via automation within hours.

## WHAT ARE WE DOING?

- Developing a SaaS web application that gathers AWS infrastructure requirements via an intuitive and use-case-centric wizard/survey process, and deploys a fully functional application with zero to minimal assistance from technical resources. Creatives will be able to spin up AWS environments under solution areas such as 1/content production, 2/media supply chain, 3/AI/ML for media, 4/broadcast and 5/direct to consumer





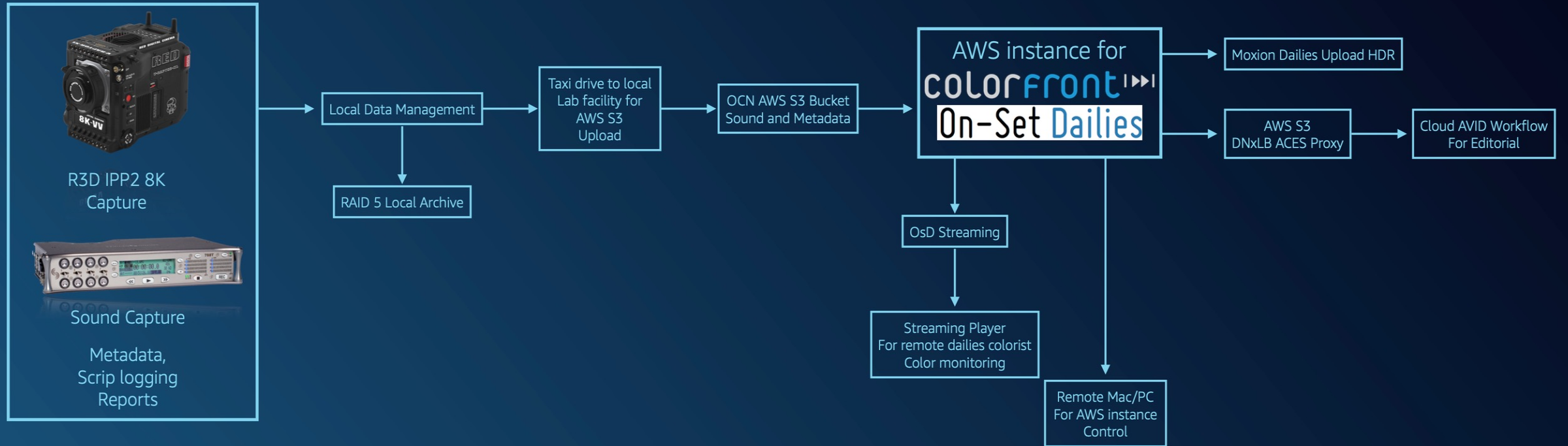
# CLOUD PRODUCTION SCALES GLOBALLY

- AWS Regions
- AWS Regions coming soon

# CLOUD POST-PRODUCTION WORKFLOW STAGE 1

## LIC2 LOS INICIADOS 2

### DAILIES CLOUD WORKFLOW



1. Assets capture
2. Upload to S3 Bucket
3. Dailies operation in the cloud using OsD with AWS Instance
4. Render to Moxion (Need that feature from Colorfront WIP will upload manually instead)
5. Render Avid proxies with sync audio and metadata embedded to S3 bucket
6. Nexis or FsX editorial assets ingest for AVID in the Cloud editing.

SO WHILE WE STILL NEED  
HUMANS...

PROJECT PACIFIC:  
AMAZON STUDIOS POST PRODUCTION FACILITY  
& PUBLIC EXHIBITION THEATER



V 1.0





# PROJECT PACIFIC: BEFORE





# PROJECT PACIFIC: NOW





# POST FACILITY





THANK YOU!