AWS re:Invent

2019 MEDIA & ENTERTAINMENT ATTENDEE GUIDE
Hello,

On behalf of the entire AWS M&E Team, welcome to re:Invent 2019! This year’s conference is going to be our biggest yet, with 60,000+ attendees and more than 2,500 technical sessions.

To get the most out of re:Invent, we encourage you to take advantage of the resources outlined in this document, including our “How to re:Invent” video series. Keep in mind that reserved seating goes live on October 15. You can start planning your schedule at any time by logging into your account, visiting the session catalog, and marking sessions of interest (we suggest using the Media Solutions Topic filter or the Media & Entertainment Industry filter to help narrow down the list). The full schedule including dates, times, and locations are also available.

In this guide, we have curated a list of over 45 M&E-focused sessions (starting on page 20) across breakouts, workshops, chalk talks, and builder sessions, that cover a broad range of topics including:

- The latest Media & Entertainment industry news from AWS featuring the C-Suite perspective at top media companies implementing cloud transformations.
- Deep dives into content production, supply chain and distribution workloads.
- Customer and AWS SMEs working across media workflows with services from AWS Elemental, AWS Thinkbox, Machine Learning, Storage, Analytics and many more.

Beyond the many sessions at the conference, you also have the opportunity to meet with AWS media related experts from our M&E v-team, AWS Elemental, AWS Thinkbox, M&E ProServe, and other media related service teams (CloudFront, ML, Storage, EC2/spot). If you’d like to schedule a meeting, please reach out to your account manager who will help arrange it.

Be sure to check out the AWS Media Blog regularly for the most up-to-date information on Media & Entertainment related re:Invent details, as new information will be added regularly.

We look forward to seeing you in Vegas!

Ben Masek
Global Business Development Lead, Worldwide M&E
Let’s get started.

This guide is designed to help attendees of AWS re:Invent 2019 plan their experience and identify breakout sessions and events of interest. It is intended to complement the re:Invent app, which will help attendees navigate the conference on-site.

Click on the links in presentation mode to navigate this guide.
Overview
About re:Invent

What
AWS re:Invent is a learning conference hosted by Amazon Web Services (AWS) for the global cloud computing community. The event features keynote announcements, training, and certification opportunities. At the conference, you'll have access to more than 3,000 technical sessions, a partner expo, after-hours events, and so much more.

When
December 2 – 6, 2019. Onsite registration desk opens on Sunday, December 1, at 9AM.

Where
We are taking over Las Vegas -- with events at the ARIA, Bellagio, MGM Grand, Mirage, and The Venetian.

Who
60,000+ attendees from around the world and from a diverse range of industries.

How
- Register [here](#)
- Book your travel and hotel [here](#)
- Check out our [justification letter](#) (if you need one)
- Watch the How to re:Invent videos [here](#)
What’s new in 2019?

- Deeper technical content and more hands-on learning opportunities.
- A bigger and better Partner Expo, with over 2,500 breakout sessions.
- For the first time, attendees will be able to reserve seats using both the re:Invent registration app and the re:Invent mobile app.
- More unique events: broomball, the Tatonka Challenge, fitness activities, and the re:Play party!

Online resources

- HOMEPAGE
- SESSION CATALOG
- FAQ
- SCHEDULE
- GETTING AROUND
- RESERVED SEATING & MOBILE APP
- OVERVIEW OF RE:INVENT CONTENT
- BOOKING MEETING SPACE
Make a Plan
We are pleased to announce over 45 sessions focused on Media & Entertainment at re:Invent. We have highlighted them in the following sections and have provided a guide to finding any session of interest in the event catalog and adding it to your schedule.

1. Visit the event catalog and make sure you are logged in.

2. Scroll down the left-hand navigation bar, find Topics or Industry, and check any topics or industries of interest.

3. Favorite appealing sessions as “I’m interested in this” or click on the arrow at right to pursue different scheduling options.
Hierarchy of a plan

**Explore the session catalog**

**Step One**
Search topics you are interested in and start favoriting sessions you think you might be interested in attending.

**Step Two**
Make sure roughly 80% of your favorites are breakout sessions.

**Step Three**
Get crazy! Once you have your core topics explored and sessions favorited, explore by other topics! You never know what you might discover.
Types of Breakout Sessions

Know your session types

Sessions
Breakout Sessions are **lecture style and 60 minutes long**. These sessions will take place throughout the re:Invent campus and cover all topics at all levels (200–400). Sessions are delivered by AWS experts, customers, and partners, and they typically include 10–15 minutes of Q&A at the end.

Workshop
Workshops are **two-hour**, hands-on sessions where you **work in teams** to solve problems using AWS. Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other. Each workshop starts with a 10–15-minute lecture by the main speaker, and the rest of the time is spent working as a group. **Come prepared with your laptop** and willingness to learn! AWS will provide credits.

Chalk Talks
Chalk talks are a highly interactive content format with a **smaller audience**. They begin with a 10–15-minute lecture delivered by an AWS expert, followed by a 45–50-minute Q&A session with the audience. The goal is to foster a technical discussion around real-world architecture challenges. **Chalk talks are one hour** and are presented by AWS experts. They have **expert level content**.

Builders Session
Builders Sessions are **60-minute small group sessions** with up to six customers and one AWS expert, who is there to help, answer questions, and provide guidance. You will use your laptop to experiment and build with the AWS expert after a short demonstration. There is **reserved seating** for Builders Sessions.
The hierarchy of making a plan

Pick your topics

ADM - Advertising and Marketing
AIM - Artificial Intelligence & Machine Learning
ALX - Alexa
ANT - Analytics
API - Application Integration
ARC - Architecture
ARV - AR/VR
AUT - Automotive
BLC - Blockchain
CMP - Compute
CMY - AWS Community
CON - Containers
DAT - Databases
DOP - DevOps
ENT - Enterprise
EUC - End User Computing & Business Apps
FSI - Financial Services
GAM - Games/Game Tech
GPS - Global Partner Summit
HLC - Healthcare
IOT - IoT
LFS - Life Sciences
MDS - Media Solutions
MFG - Manufacturing
MGT - Management Tools & Governance
MKT - Marketplace
MOB - Mobile
NET - Networking
OIG - Oil & Gas
OPN - Open Source
PNU - Power & Utilities
RET - Retail
ROB - Robotics
SEC - Security, Compliance, and Identity
STG - Storage
STP - Startup
SVS - Serverless
TLC - Telecommunications
TRH - Travel & Hospitality
WIN - Windows & .Net
WPS - Public Sector
WPT - We Power Tech

PRO TIP: Think about topics that are currently mission critical to your team and topics you’re interested in learning more about.
The hierarchy of making a plan

**Know your session types**

- **SESSIONS**
- **WORKSHOPS**
- **CHALK TALKS**
- **BUILDERS SESSION**

**PRO TIP:**
Chalk Talks and Workshops are smaller and can accommodate fewer people per session. Builders Sessions are the smallest. These are your bonus sessions!

**PRO TIP:**
Sessions should make up the bulk of your plan. They have the most seats too!
The hierarchy of making a plan

**Importance of Sessions**

**PRO TIP:**
re:Invent features many customers directly speaking about their real world experiences of using AWS products and services. Find them in sessions!

**PRO TIP:**
Leadership Sessions are a topic area’s State of the Union, where AWS leadership will share the vision and direction for this topic at AWS.
The hierarchy of making a plan

**More ways to learn**

- Hacks & Jams
- ML Summit
- DeepRacer
- Paid Bootcamps
- Certification Exams
- Spotlight Labs
- Hands on Labs*
- Builders Fair*
- Demo Theaters*

*these activities do not require reserved seating
## The hierarchy of making a plan

### Know your timing

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<td><strong>Breakout Sessions</strong></td>
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<td>10:00AM – 6:00PM ARIA, Bellagio, Mirage,</td>
<td>11:30AM – 6:00PM ARIA, Bellagio,</td>
<td>8:00AM – 6:00PM ARIA, Bellagio,</td>
<td>11:30AM – 6:00PM ARIA, Bellagio,</td>
<td>8:00AM – 12:30PM Mirage, Venetian</td>
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<td>MGM, Venetian</td>
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<td>**Late Night Sessions, Workshops, Chalk</td>
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<td>Talks**</td>
<td>Workshops, Chalk Talks**</td>
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<td>7:00PM – 9:00PM ARIA &amp; Venetian</td>
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### PRO TIP:
The maximum number of 60-minute sessions you can attend across the week is 24!
The hierarchy of making a plan

Know the campus

**PRO TIP:**
If you’re walking to another session across campus, account for at least an hour to get there. This includes wait time.

**PRO TIP:**
This year, the session scheduler will not let you book sessions within 30 minutes of each other if they are located in different venues.
The hierarchy of making a plan

**Everything else**

re:Invent is an industry event with lots to do outside of Breakout Sessions. Don't forget to leave room on your calendar for:

- **Meetings with your account team and other AWS experts.**

- **Daily debriefs with your team.** Divide and conquer, but don't forget to find time to reconvene and share daily learnings. Breakfast is a great time for this.

- **Time to explore our partner expo,** including the AWS Village and hundreds of AWS partners there to help you learn more about how their solution can benefit your business.

- **Meetings with your professional network.** Let people know you'll be at re:Invent through LinkedIn and ensure you're taking advantage of the entire cloud computing industry being in the same city!

- **Fun!** There are lots of extra activities at re:Invent. Check out the Play page to learn more. Expect your evenings to fill up onsite!
Now build your dream schedule

If the max number of sessions you can attend in the week is 24 and you think you want to attend 14, you should have a robust list of preferred sessions, and another with all of your backups.

Having a backup list will allow you to quickly pivot your schedule if your preferred session is filled. By favoriting sessions, you can check back for slides post-re:Invent.

Check for repeats! Repeats are a critical component to how we build our session catalog each year and we strive to offer repeats on our most popular sessions. If there is a session you are committed to attending, make sure you favorite all its repeats so you can easily find a time that fits around your other preferred sessions.
Personalized recommendations for M&E attendees
Index: Media & Entertainment focused sessions

**Breakout Sessions**

- **ANT328-R**  How Prime Video processes 8 percent of all US internet traffic on AWS
- **CMP203**  Studio in the cloud: Content production on AWS
- **MDS201**  Latest Media & Entertainment industry news from AWS
- **MDS202-R**  Optimizing live video feeds to the cloud and the consumer
- **MDS303-R**  Evolution of personalization/recommendation for video workflows
- **MDS311-R**  Live broadcasting on AWS
- **MDS313-R**  Hotstar – Live streaming at record scale

**Workshops**

- **CMP319-R**  Deploy graphic desktops for content production on AWS
- **MDS402-R**  Media analysis evolved
- **MDS403**  Launch a live video channel in minutes
- **MDS404**  Automate, accelerate, and appreciate your VOD workflows
- **MDS405-R**  UnicornFlix: Building a video-on-demand app with AWS

**Chalk Talks**

- **MDS305**  Breaking news: Deploy global content distribution in minutes
- **MDS306-R**  Building resilient live streaming video workflows
- **MDS307-R**  Are you well-architected? Best practices for media workloads
- **MDS401-R**  Building resilient live streaming video workflows
- **MDS408**  Building and refining AI Models with Human-in-the-loop workflows

**Builders Sessions**

- **MDS308-R**  Create multi-language video with automated subtitling
- **MDS309-R**  Build basic live video workflows
- **MDS310-R**  Build basic video-on-demand workflows
- **MDS406-R**  Extract value from content archives with Media Insights Engine
- **MDS407-R**  Migrate media assets with Media2Cloud
**ANT328**
How Prime Video processes 8 percent of all US internet traffic on AWS

*Featuring Customer Speaker From* Amazon Prime Video

Amazon Prime Video is one of the largest streaming services in the world, serving over 8 percent of all internet traffic in the US on any day. With millions of devices in over 200 countries around the world, collecting and analyzing telemetry data in real time is a major scaling challenge. In this session, learn how the team used AWS technologies such as Amazon Kinesis, AWS Lambda, and Amazon Simple Storage Service (Amazon S3) to build a next-generation telemetry platform that handles millions of transactions per second (TPS) and hundreds of petabytes of data.

**CMP203**
Studio in the cloud: Content production on AWS

*Focus On* Virtual Workstations & Rendering

In this session, learn how AWS Thinkbox and our partners are helping studios work with the best talent to scale their VFX and CG pipelines and produce some of the most popular and award-winning content. We cover several in-depth post-production topics around real-world VFX studio pipelines, and we focus on virtual workstations and rendering workloads, combining Amazon EC2 and AWS Thinkbox Deadline for scalable, cost-effective computing. Learn how real customers working on Hollywood productions integrate their pipelines with AWS to realize the elasticity and scale provided by Amazon EC2 and how they intend to leverage AWS in the future.

**MDS201**
Latest Media & Entertainment industry news from AWS

*Featuring Customer Speakers From* CBS Sports Digital and The Guardian

Learn how the latest AWS services and Media Solutions will help you create content in the cloud, modernize your broadcast and over-the-top distribution, and better engage with your consumers. Come hear how CBS is using the cloud to automate their media supply chain and deliver streaming at scale to millions of viewers for events like the SuperBowl. And hear about how The Guardian is innovating with AI/ML to better engage their readers, and building a more inclusive reader community by using Comprehend and other AI services to moderate user comments at scale.

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**Speakers**
- Karthik Kumar Odapally – Sr Solutions Architect, AWS
- Jared Treat – Software Development Manager, Amazon Prime Video

**Speakers**
- Kyle Roche – General Manager, Thinkbox/Sumerian/Studio in the Cloud

**Speakers**
- Ben Masek – Head of WW Business Development – M&E, AWS
- Stephanie Lone – SVP Engineering, CBS Sports Digital
- Mariot Chauvin – Head of Engineering – Digital, Guardian News & Media
MDS202-R
Optimizing live video feeds to the cloud and the consumer

FOCUS ON
Media Solutions, Machine Learning

Viewers want more content on more devices, with top quality and low, broadcast-like latency allowing them to enjoy the action without delay. They also demand features such as enhanced graphics and real-time stats that go beyond traditional TV offerings. Learn how Discovery delivers live cooking classes with America’s favorite chefs on its Food Network Kitchen platform, and multi-language/multi-market sports on its Eurosport platform. This talk explores how today’s top content providers like Discovery are serving audiences with media solutions, machine learning, and core services from AWS.

LINK TO SESSION | BREAKOUT SESSION

SPEAKER
• Khawaja Shams – VP of Engineering, AWS Elemental
• Igor Brezac – Senior Principle Engineer, Discovery
• Julian Daddy – Director, Digital Video Platform Strategy & Operations, Discovery

MDS303-R
Evolution of personalization/recommendation for video workflows

FOCUS ON
Machine Learning

Media companies have never been able to extract and generate more data from their audiences and content. The challenge lies in taking this massive amount of current and historical information about users, audience behavior, social media, and video to create personalized audience experiences. Learn how successful media companies have tackled this big data problem using AWS data lake solutions and analytics tools for increased engagement and monetization.

LINK TO SESSION | BREAKOUT SESSION

SPEAKER
• Liam Morrison – Principle Specialist SA, AWS

MDS311-R
Live broadcasting on AWS

FOCUS ON
Media Solutions, Machine Learning

A large broadcaster has created its live over-the-top (OTT) distribution pipeline across all platforms, to all audiences on AWS. In this session, attendees will learn how the large broadcaster uses AWS to create, distribute and monetize live television at scale. Join us to see how AWS Media Services help the large broadcaster pioneer the future of news, sports and entertainment in the digital era.

LINK TO SESSION | BREAKOUT SESSION

SPEAKER
• Evan Statton, Principle Architect, M&E
MDS313-R
Hotstar: Live streaming at record scale

FEATURING CUSTOMER SPEAKER FROM
Hotstar

Learn how Hotstar has been powering its live sports channels to a world-record live streaming audience. Hotstar has architected its video pipeline that handles close to a thousand hours of live encoding using AWS services like AWS Elemental MediaLive, AWS Elemental MediaPackage, and AWS Elemental MediaConnect. Hear about the challenges and solutions needed to manage backend and analytics systems to serve ads at scale to 15 million users, track live streaming usage in real time, and build broadcast-level resiliency into their architecture to handle world-record-level traffic.

LINK TO SESSION | BREAKOUT SESSION

SPEAKERS
• Anil Gangadharan Nair – M&E Specialist SA, AWS
• Nikhil Soman – VP Product, Hotstar
CMP319-R  Deploy graphic desktops for content production on AWS

Cloud-based GPU desktops enable companies to hire the best talent regardless of location or time zone. In this hands-on session, you explore the technical schema and underlying architecture of several solutions, including Amazon AppStream and managed Amazon WorkSpaces, and then individually build a working Windows and Linux graphics desktop based on the NVIDIA-powered G3 EC2 instance type. Bring your PC laptop and Ethernet dongle (do not rely on Wi-Fi connectivity). We recommend having the current version of Chrome or Firefox and the AWS CLI already installed.

Link to session | Workshop

MDS402-R  Media analysis evolved

This workshop shows how you can use AWS services for content analysis, including Amazon Rekognition, Amazon Transcribe, Amazon Comprehend, Amazon SageMaker, and machine learning products offered by AWS Marketplace. The session will take you from an unlabeled dataset all the way to a trained model that can be used to process videos. A key focus of this workshop will be the video-processing pipeline, which can be used to integrate any image-based machine learning tool for tasks including classification, object detection, and semantic segmentation, and can help with custom use cases for media analysis.

Link to session | Workshop

MDS403  Launch a live video channel in minutes

Create a live channel in minutes using a video streaming solution on AWS. Learn how to customize a video workflow for live streaming to meet specific requirements, such as adjusting bitrate, adding outputs to social media, enabling content protection, adding a scheduler for input switching, and inserting ad markers for monetization. Learn how to implement comprehensive monitoring for confidence that audiences are getting a good experience. Leave with a fully featured live channel using AWS Elemental MediaLive, AWS Elemental MediaPackage, Amazon CloudFront, AWS Step Functions, AWS Lambda, and Amazon S3 to build a scalable, distributed, and global live streaming workflow.

Link to session | Workshop

MDS404  Automate, accelerate, and appreciate your VOD workflows

Building a flexible video-processing workflow for file-based media is challenging. In this workshop, you learn how to deploy and customize the video-on-demand (VOD) on AWS solution and expand it to include QC, digital rights management (DRM), and other advanced capabilities. This well-architected solution automatically provisions services including AWS Elemental MediaConvert, Amazon CloudFront, AWS Step Functions, AWS Lambda, and Amazon S3 to build a scalable, distributed, and global VOD workflow on AWS. Because this solution leverages AWS Step Functions, the workflow is broken into individual steps, making it easier to customize or extend the architecture for specific VOD needs.

Link to session | Workshop

MDS405-R  UnicornFlix: Building a video-on-demand app with AWS

Do you have a catalog of premium cat videos that the world just can’t live without? Learn how to manage, process, host, and authorize access to streaming video content by building UnicornFlix. In this workshop, you learn how to use AWS Amplify to build a video-streaming app including a content management system backed by AWS AppSync GraphQL APIs, video processing through AWS Elemental MediaConvert, and authorization to videos via Amazon Cognito. Hosted by AWS experts in application development and video streaming, this workshop brings you to the cutting edge of cloud-enabled web video.

Link to session | Workshop
<table>
<thead>
<tr>
<th>MDS305</th>
<th>Breaking news: Deploy global content distribution in minutes</th>
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<tbody>
<tr>
<td>With AWS Elemental MediaConnect and the agility of the AWS Cloud, media organizations can build a secure, reliable live content distribution network in just a few clicks. In this session, learn how MediaConnect can be used to facilitate unplanned or late-breaking content distribution requirements and can be a viable alternative to over-provisioned and expensive distribution infrastructure.</td>
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<tr>
<td>Link to session</td>
<td>Chalk talk</td>
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<tr>
<th>MDS306-R</th>
<th>Building resilient live streaming video workflows</th>
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<tbody>
<tr>
<td>Delivering reliable and resilient live streaming is a must for video providers, who depend on live video workflows being highly available and scalable with audience size so viewers never miss a moment of content. A truly resilient live video stream delivers a smooth and consistent experience for viewers, without gaps, stalls, or silences. In this session, learn how to use the AWS Cloud and AWS Media Services to build highly available and reliable live video workflows in a cost-effective and scalable way, complete with monitoring, alerts, and security.</td>
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<th>MDS307-R</th>
<th>Streaming media workloads within the AWS Well-Architected Framework</th>
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<tbody>
<tr>
<td>The Well-Architected Framework can help cloud architects build secure, high-performing, resilient, and efficient infrastructure for their applications. Join AWS solutions architects for an interactive discussion that examines streaming media workloads alongside the architectural pillars and best practices found within the AWS Well-Architected Framework.</td>
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<tr>
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<td>Chalk talk</td>
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<th>MDS312-R</th>
<th>Launch media workflows quickly with AWS Media &amp; Entertainment solutions</th>
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<tr>
<td>In this chalk talk, learn about the suite of AWS Media &amp; Entertainment solutions designed to provide a fast, easy path to launching media workflows. First, there will be an overview of all the solutions developed to accelerate the creation and deployment of content production, media supply chain, distribution, analytics and AI/ML workflows. Then, there will be a deep-dive on two new Media &amp; Entertainment solutions: Media2Cloud, which helps streamline and automate migration of content archives to the cloud, and Media Insights Engine, which uses machine learning to process, analyze, and extract data from audio, image, and video assets.</td>
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<td>Link to session</td>
<td>Chalk talk</td>
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<tr>
<th>MDS401-R</th>
<th>Achieve ultra-low latency for live video streaming</th>
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<tr>
<td>Today’s consumers want to watch live streaming video on their screen of choice without buffering or delay. When their favorite live sports and events fall behind the action on broadcast TV or social media, viewers are disappointed. This session shows how content providers can deliver live video at ultra-low latency, featuring a proven video workflow architecture that achieves 2.5-second glass-to-glass latency with AWS Elemental MediaStore and Amazon CloudFront.</td>
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<tr>
<th>MDS408</th>
<th>Building and refining AI models with human-in-the-loop workflows</th>
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<tr>
<td>While model creation continues to become more automated, creating good datasets is still a problem. No matter how advanced your model is, it will not be perfectly accurate all of the time. Discover how you can use human-in-the-loop workflows to improve accuracy and lower the cost of your machine learning workflows. We cover the creation, labeling, and maintenance of a dataset, as well as the use of human-in-the-loop validation to manage results with low confidence scores and improve the dataset to further refine the ML models.</td>
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<td>MDS308-R</td>
<td>Create multi-language video with automated subtitling</td>
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<tr>
<td>Adapting live video content for distribution in different languages is complex, time-consuming, and costly. In this session, dive into the Live Streaming with Automated Multi-Language Subtitling solution. Learn how to quickly and easily deploy the solution to generate multi-language subtitles in real-time and package captioned live video streams for distribution across regions.</td>
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**Link to session** | Builders Session |

| MDS309-R | Build basic live video workflows |
|----------------|
| In this session, learn how to build a highly resilient and scalable architecture for global distribution of live video content. Specifically, learn how to set up and deploy AWS Elemental MediaLive and AWS Elemental MediaPackage with Amazon CloudFront for end-to-end live streaming video workflows using the Live Streaming on AWS solution. |

**Link to session** | Builders Session |

| MDS310-R | Build basic video-on-demand workflows |
|----------------|
| In this session, learn how to build a video-on-demand architecture for broadcast and multiscreen delivery at scale. Learn how to set up and deploy AWS Elemental MediaConvert to process file-based video content for on-demand distribution. |

**Link to session** | Builders Session |

| MDS406-R | Extract value from content archives with Media Insights Engine |
|----------------|
| When they can be searched, analyzed, and manipulated, media content libraries can deliver significant insights and substantial business value. This session explains the Media Insights Engine architecture and demonstrates several use cases. Learn how to deploy a serverless architecture for media analysis and how to index massive media archives with AWS machine learning services. You also gain perspective on the variety of data AWS ML services can provide for media applications. |

**Link to session** | Builders Session |

| MDS407-R | Migrate media assets with Media2Cloud |
|----------------|
| Moving media archives to the cloud unlocks new innovations for asset management and the media supply chain. Learn how to set up a Media2Cloud, serverless, end-to-end solution to transfer video assets and metadata to AWS. Use the Media Analysis Solution to analyze and extract valuable metadata from video archives using Amazon Rekognition, Amazon Transcribe, and Amazon Comprehend. Media2Cloud also includes an easy-to-use web interface that allows users to immediately start ingesting archives and extracting metadata. |

**Link to session** | Builders Session |
AWS Village Demos

**FOCUS ON**
Media Solutions & Machine Learning

Stop by to see our two demos in the AWS Village and talk with Media & Entertainment experts.

**Demo Pod**
Stop by to talk to Media & Entertainment-focused Solutions Architects who can answer all your questions and show you what services and solutions AWS has to offer.

**Pop-A-Shot Interactive Demo**
Compete with other attendees to see how many baskets you can make in 45 seconds while watching Media and Machine Learning services in action. Track your standing on the live leaderboard.

Executive Summit Industry Lightning Talk

**FOCUS ON**
Scale, Resiliency, Agility

*For When It Matters Most: Streaming the Biggest Sports Events on AWS*

On the biggest stages, when the most passionate fans are watching and things can’t go wrong, sports broadcasters trust AWS. Across borders, from football to cricket to boxing, hear how AWS customers are building their streaming platforms on AWS to take advantage of its scale, resiliency, and agility to provide the best experience for fans on screens large and small.

*This speaking session is only available to those with an Exec Summit pass*

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**Expo | Venetian**

**EXPO HOURS**
- Monday, Dec. 2  4:00PM – 7:00PM
- Tuesday, Dec. 3  10:30AM – 6:00PM
- Wednesday, Dec. 4  8:00AM – 6:00PM
- Thursday, Dec. 5  10:30AM – 4:00PM

**Lightning Talk | Executive Summit**

**SPEAKER**
- Alex Dunlap – GM, AWS Elemental
<table>
<thead>
<tr>
<th>Breakout Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>AMZ304</td>
<td>Prime Video: Processing hundreds of petabytes for analytics</td>
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<tr>
<td>ANT318-R</td>
<td>Simplify video streaming for millions of smart home cameras</td>
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<tr>
<td>ARC206-S</td>
<td>Meredith delivers media content to all with AWS and Rubrik</td>
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<tr>
<td>CMY302</td>
<td>Scaling Hotstar.com for 25 million concurrent viewers</td>
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<tr>
<td>DOP309-R</td>
<td>Amazon’s approach to chaos engineering</td>
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## Related Chalk Talks

<table>
<thead>
<tr>
<th>Code</th>
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<tbody>
<tr>
<td>ADM301</td>
<td>Best practices for identity resolution with Amazon Neptune</td>
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<tr>
<td>ARC216-R</td>
<td>AI-powered virtual classroom for employee education</td>
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<tr>
<td>AUT303</td>
<td>How race teams gain a competitive advantage with AWS</td>
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<tr>
<td>DOP318-R</td>
<td>Scaling CI/CD adoption using AWS CodePipeline and AWS CloudFormation</td>
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<tr>
<td>PNU302</td>
<td>How to reduce drone data analysis cost by 80 percent with AWS AI</td>
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<tr>
<td>STG349</td>
<td>Optimize video processing using Amazon FSx for Lustre (and Thinkbox)</td>
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<tr>
<td>STG355</td>
<td>Archiving media content with Amazon S3 Glacier Deep Archive</td>
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<tr>
<td>STG404</td>
<td>Architecting hybrid cloud media workflows</td>
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# Related Workshops

<table>
<thead>
<tr>
<th>Workshop Code</th>
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<tbody>
<tr>
<td>AIM305-R</td>
<td>Automate content moderation and compliance with AI</td>
</tr>
<tr>
<td>AIM405-R</td>
<td>Start using computer vision with AWS DeepLens</td>
</tr>
<tr>
<td>ARC310-R</td>
<td>Serverless data lake patterns for voice, vision, and ML</td>
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## Related Builders Sessions

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>ARC407-R</td>
<td>Object detection at the edge</td>
</tr>
<tr>
<td>ARV301-R</td>
<td>Pre-render 360 backgrounds with Amazon Sumerian</td>
</tr>
<tr>
<td>STG223-R</td>
<td>Get your hands on a Snowball (Edge)</td>
</tr>
<tr>
<td>STG323-R</td>
<td>Amazon FSx for Lustre: High-performance file system with Amazon S3</td>
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Keynotes

Overview

Monday Night Live with Peter DeSantis
Monday, December 2
7:30pm – 9:00pm
The Venetian, Level 2

Andy Jassy, CEO, AWS
Tuesday, December 3
8:00am – 11:00am
The Venetian, Level 2

Global Partner Summit with Doug Yeum
Wednesday, December 4
8:30am – 10:30am
The Venetian, Level 2

Dr. Werner Vogels, CTO, Amazon
Thursday, December 5
8:30am – 10:30am
The Venetian, Level 2
Play

Overview

MIDNIGHT MADNESS
Sunday, December 1
10:30PM – Midnight | Venetian
- TATONKA
- SCAVENGER HUNT
- AIR BAND
- AND MORE!

RESTAURANT RECEPTIONS
Tuesday, December 3
6:000PM – 8:00PM | ARIA • Mirage • Venetian

4K/8K RUN
Wednesday, December 4
6:30AM | Mirage

QUIRKY ACTIVITIES
Wednesday, December 4
6:00PM – 9:00PM | Venetian • ARIA
- MOVIE NIGHT
- CHOIR!CHOIR!CHOIR
- SIP AND PAINT
- AND MORE!

RE:PLAY
Thursday, December 5
8:00PM – Midnight | MGM Festival Lot
Your re:Invent checklist

Worksheet

- Registered for re:Invent
- Booked my hotel
- Booked travel reservations
- Uploaded my badge photo
- Connected with account team
- Favorited sessions
- Reserved seats to the sessions I want
- Reviewed list of open boot camps
- Reviewed the Expo & Quad maps
- Downloaded the mobile app
- Familiar with the shuttle & walking routes
- Watched all How-to-re:Invent videos on YouTube
- Marked my calendar with critical dates
- Familiarize myself with sponsors in the Expo & Quad
- **Check out** the quirky programs (Bingo Night, Choir!Choir!Choir!, Sip and Paint, Tatonka Challenge, 4k/8k Run, Ping Pong, etc.)
- Read the Know-Before-You-Go info
- Attended Know-Before-You-Go webinar
Want to meet with an expert?

We will have representatives from each of the categories below available for meetings at re:Invent. Please reach out to your account manager to coordinate.

Media & Entertainment business development and marketing leaders.

Service team experts in content production, supply chain, and content distribution.

Solutions Architects and Professional Services who have helped hundreds of customers implement media workflows.
See you in Vegas!