

CASE STUDY

Delivering AWS Elemental services for global media company



THE CHALLENGE

Global Media Company, in an effort to support local filmmakers and provide engaging content for their subscribers, worked with Mission, a leading AWS Consulting and Managed Services Provider, to build Asli, a curated platform for licensed content in conjunction of the Dubai International Film Festival (Di). The streaming platform provides a venue for local filmmakers to upload, curate and distribute their content while allowing creators to retain ownership of their content.

THE SOLUTION

Global Media Company as a broadcaster knows what content their subscribers want to view, but have limited experience building cloud native applications. Partnering with Mission, Global Media Company was able to focus on the content while Mission built the service. Mission working with AWS and AWS Elemental was able to build a cloud native solution which allowed content to be uploaded by filmmakers to the AWS cloud.

Once uploaded, an AWS native workflow process kicks in using Lambda step functions to check the quality of the content, then applies Machine Learning algorithms to extract metadata about the file and loads it into a ReachEngine Media Asset management system. Mission then utilized AWS Elemental MediaConvert to transcode the media files for the different formats and bitrates necessary for playout.

Those files are stored in native AWS S3 buckets which serve as the origin for Amazon's native CDN solution; CloudFront. Devices then consume the content through Global Media Company's Wavo service offering. Once built, Mission also provided the Managed Services to monitor the availability of the workflow and distribution system. Mission's 24/7 NOC ensured all components of the system stayed operational and scaled to meet subscriber SLA requirements.

ABOUT MISSION

We are an AWS Partner Network (APN) Advanced Consulting Partner and AWS Managed Service Provider (MSP) with deep know-how in launching and leveraging the power of the cloud. We believe that cloud technology is the greatest business transformation tool, and our mission is to help you harness that power to transform your business and to make your company's mission a reality.

ABOUT GLOBAL MEDIA COMPANY

Global media company who's the number one satellite television platform in the Middle East and North Africa.

RESULTS

Built cloud native solution for uploading film content

Monitored availability of workflow and distribution through managed services

Implemented Cloudfront, Amazon's native CDN solution

NEXT STEPS

To learn more about how Mission can help your business, contact:
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