

Media- Ahead with the Cloud

Jay Ganesan

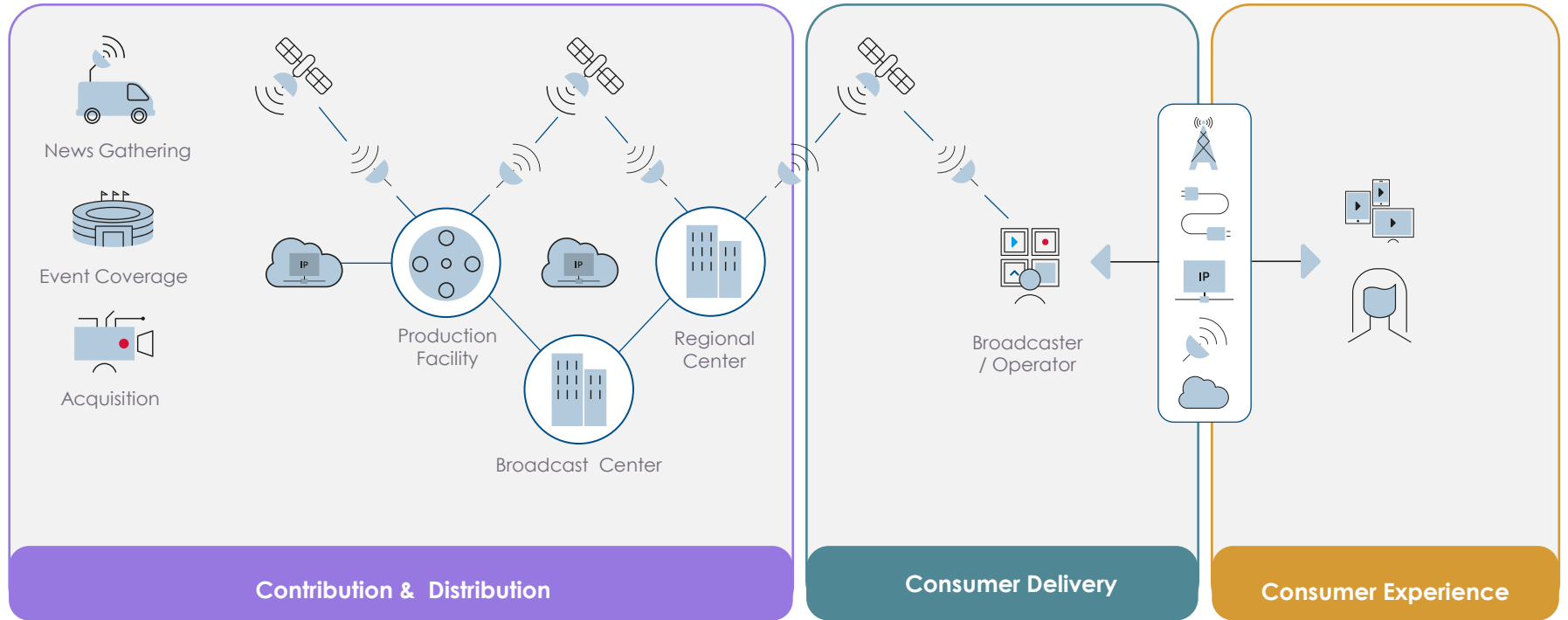
SVP & Regional Head- APAC

MediaKind



AQUILA
Consumer Delivery

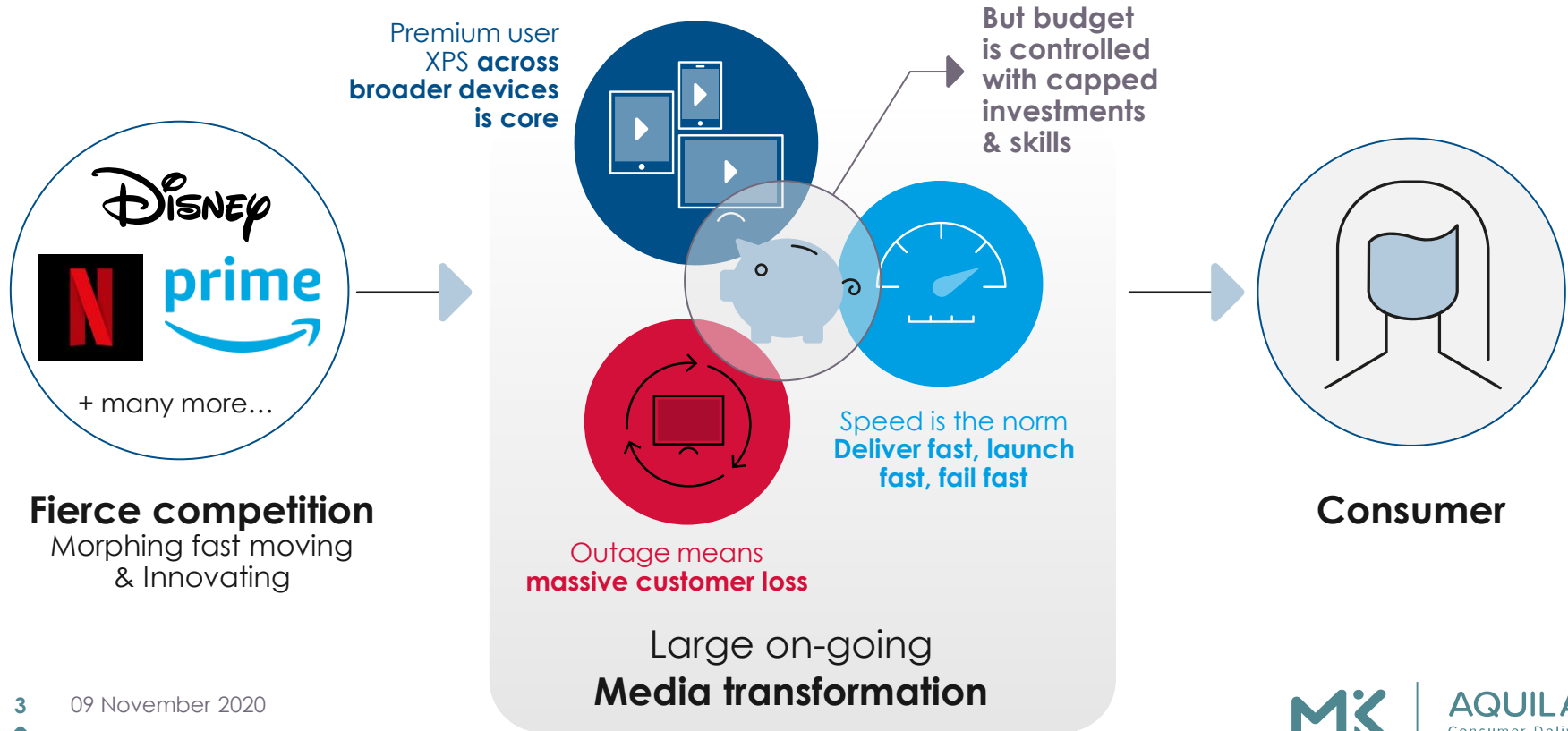
Media- Where it started and...



Deployment Investment Transformation

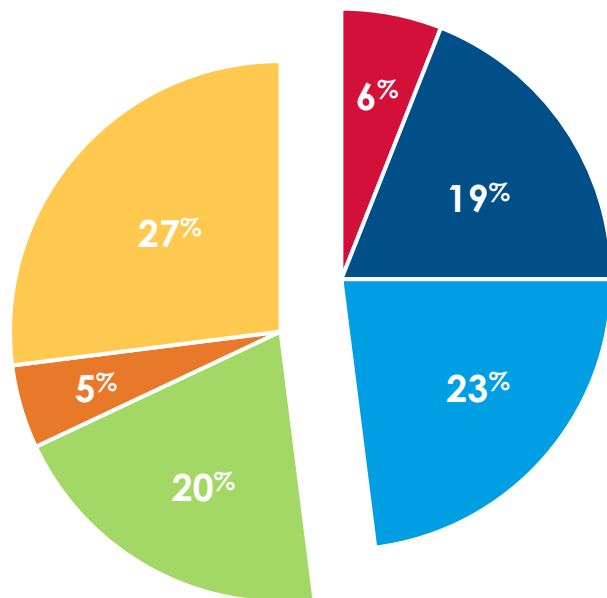
Appliance Cloud Native As a Service

And this is where we are now!



What are the drivers or are they barriers? The obvious costs and the hidden ones

Typical on-premises cost split

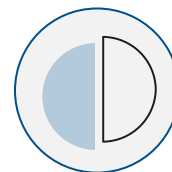


Hidden costs

- Overcapacity
- Facilities
- Workforce

Visible costs

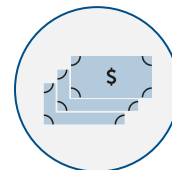
- Infrastructure
- Development & SI
- Application licenses



We mostly question
the 50% visible costs

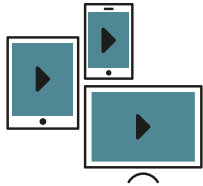


Need to remember
facilities, workforce
and **overprovision**
of capacity



Always consider
real costs, including
long-term costs of not
transforming

Topics that are top of mind...



1.
How do you achieve a broadcast-like streaming experience?



2.
How do you monetize streaming services?

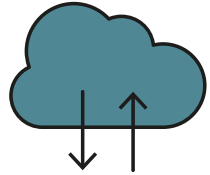
Free vs pay
Sponsorships
Advertising placement



3.
What's next for transition to remote production and cloud-hosted "pop-up" channels for sports coverage?



And post COVID-19, the new topics



1.
Accelerated move to cloud



2.
Are we too reliant on on-premises facilities?

Can we move more production to remote working and remote production?

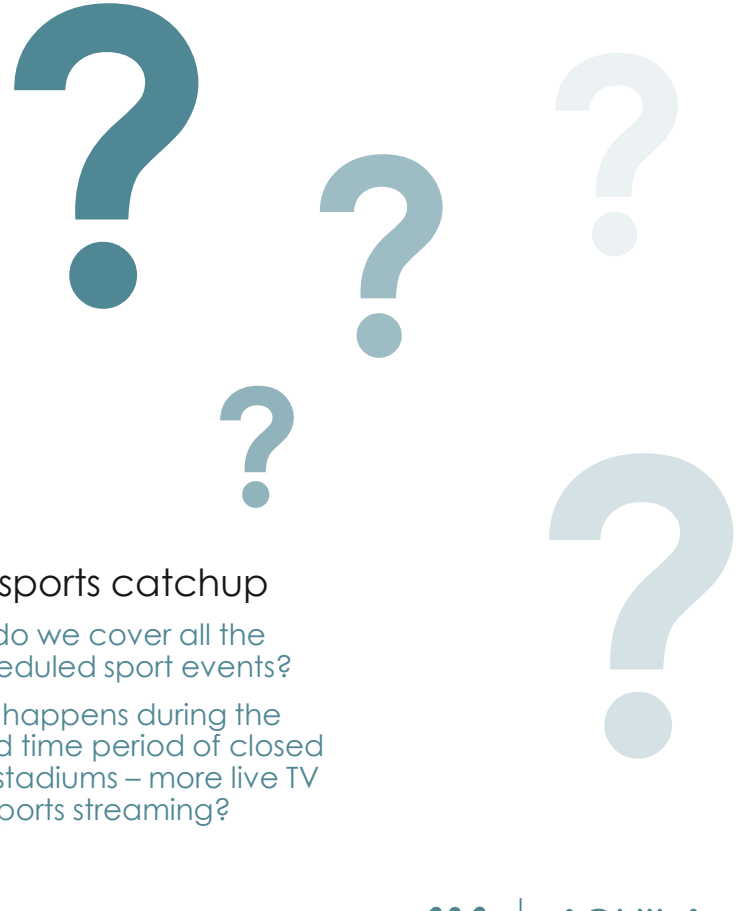
Can we move playout to cloud and reliably distribute?



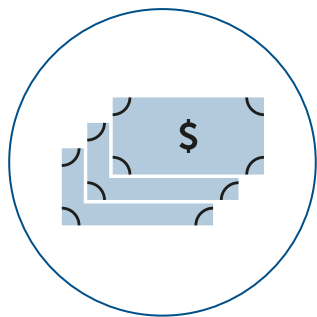
3.
Live sports catchup

How do we cover all the rescheduled sport events?

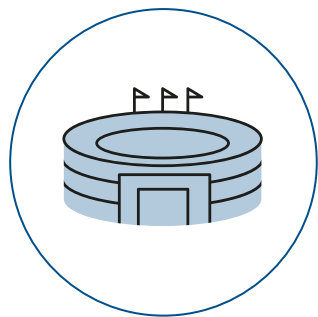
What happens during the limited time period of closed door stadiums – more live TV and sports streaming?



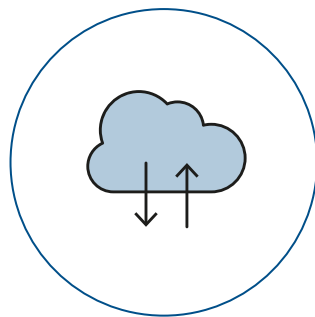
What are the broadcasters and content owners looking to the cloud for?



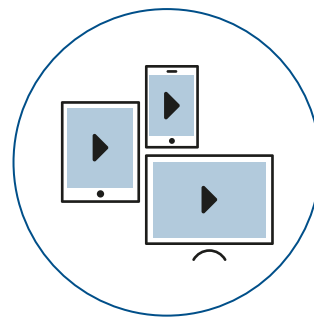
Offloading



Event based



High demand workloads



Initiate new services



Disaster Recovery



Acquire
amazing.



Deliver
dynamic.



Experience
extraordinary.

