

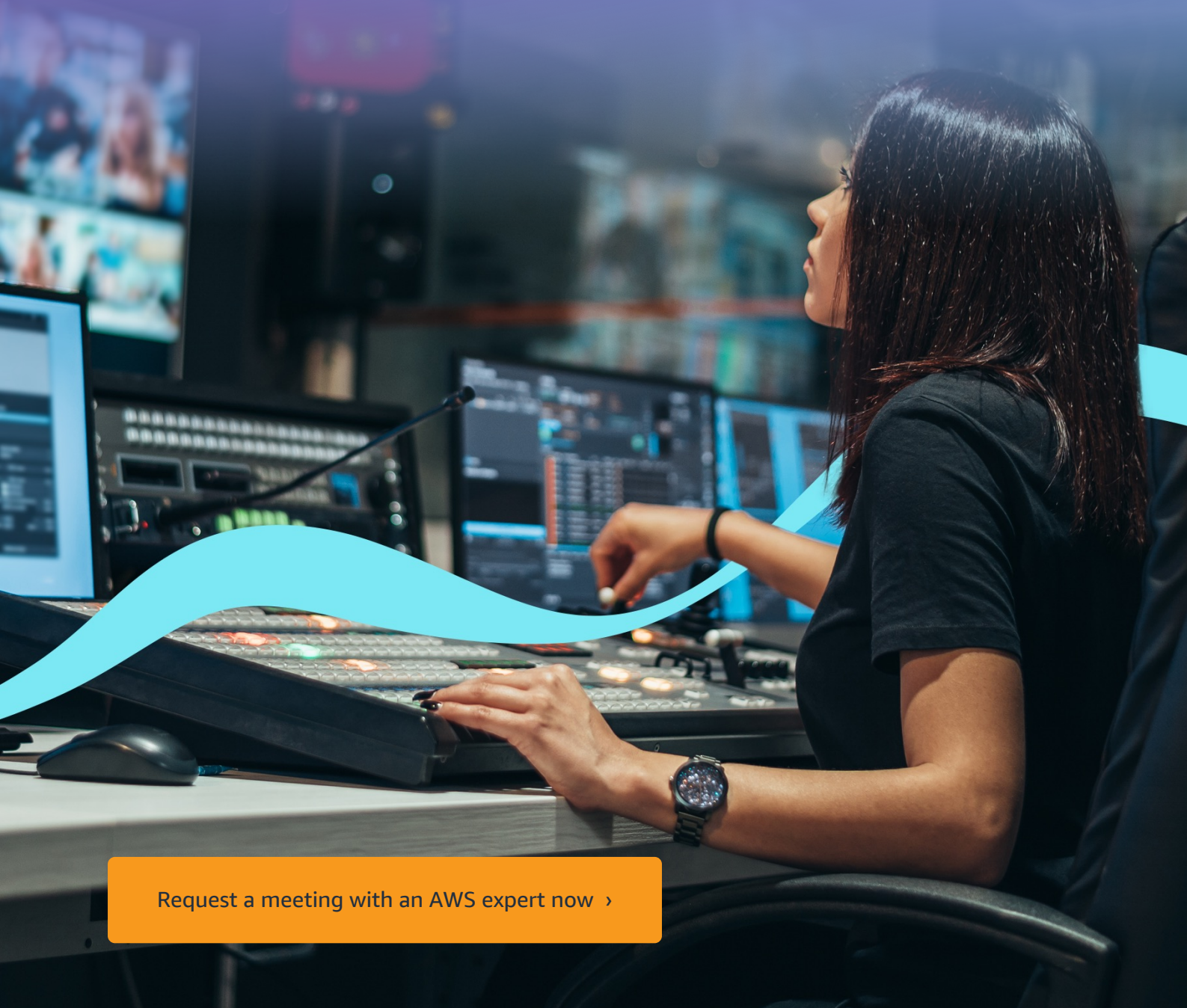


Updated April 11th, 2024

AWS is everywhere at NAB Show 2024

Create. Deliver. Monetize. Join us at **Booth W1701** and across the show floor at the NAB Show 2024. See innovative demonstrations, be inspired at one of our many leadership sessions, or request a meeting with us onsite. Discover how customers are transforming media and entertainment with the most purpose-built capabilities of any cloud.

Las Vegas Convention Center, West Hall Booth W1701
April 13-17, 2024



[Request a meeting with an AWS expert now >](#)



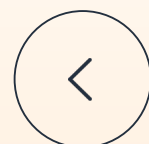
Create. Deliver. Monetize.



The **AWS for Media & Entertainment** team is excited to meet with our customers and AWS Partners at NAB Show 2024. Join us for our thought leadership sessions with AWS experts taking the stage, experience NAB Show Live, powered by AWS and NVIDIA, and step into the tee box of some of golf's most iconic courses with Full Swing, the Official Simulator Partner of The PGA TOUR.

Please note that we recommend attendees to periodically refresh this guide as updates will be made regularly to ensure the most current information is available.

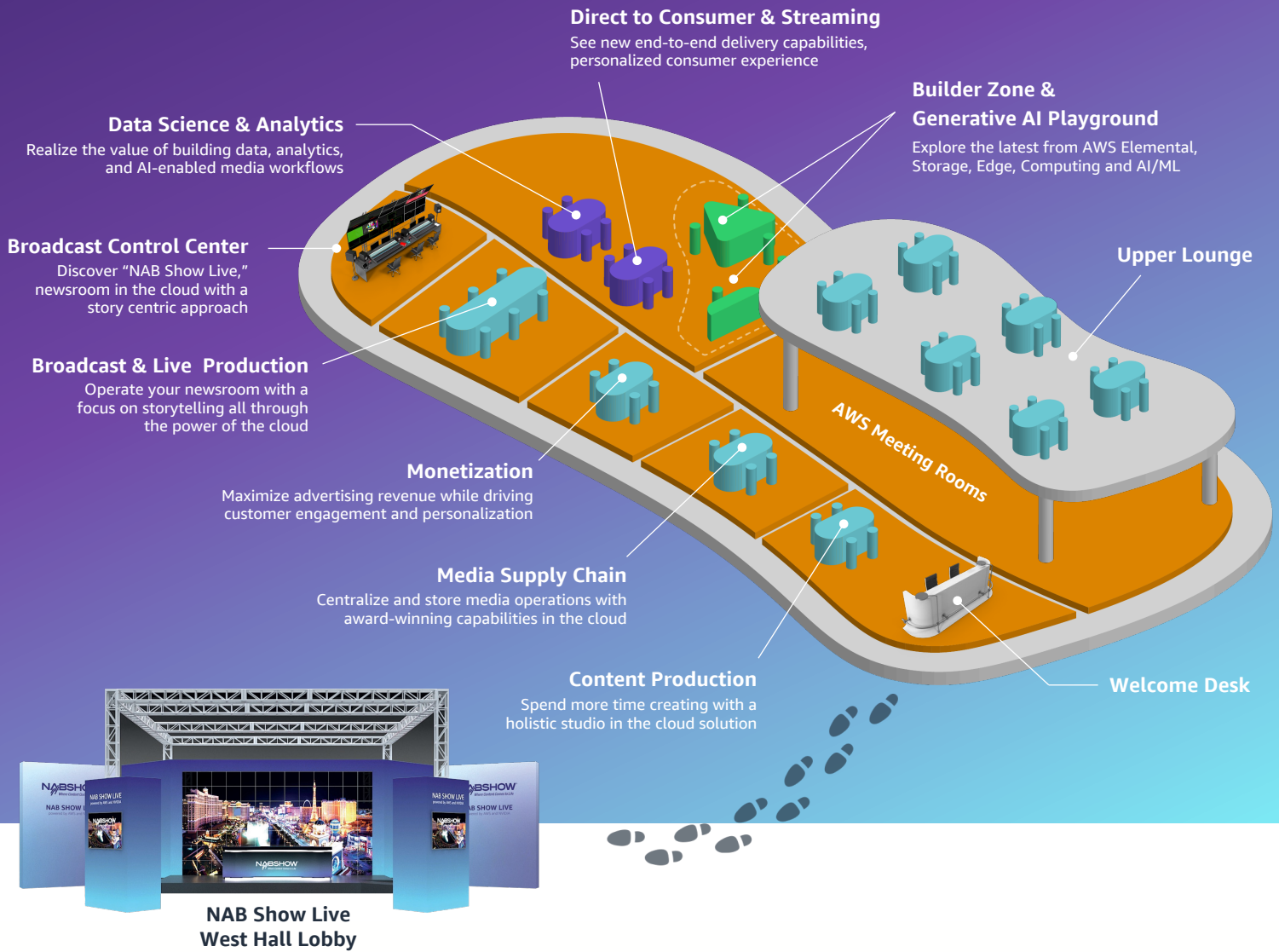
[Request a meeting with an AWS expert now >](#)





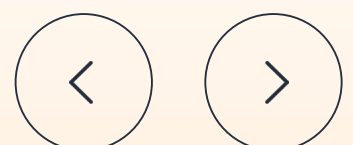
AWS Demonstrations: NAB Show 2024

Visit us at booth W1701



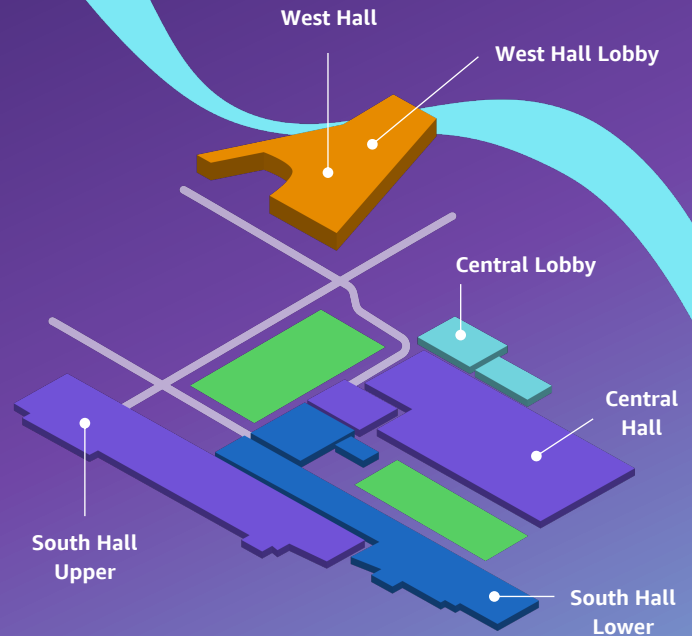
AWS aligns the most purpose-built Media & Entertainment capabilities of any cloud with 16 Media Services utilized across 6 M&E solution areas to help customers transform the industry: Content Production; Media Supply Chain & Archive; Broadcast; Direct-to-Consumer & Streaming; Monetization; and Data Science & Analytics.

With AWS for M&E, you can select the right tools and partners for your media workloads to accelerate production launches and see faster time to value. At NAB 2024, AWS demonstrations include end-to-end capabilities spanning these 6 solution areas.





NAB Show Live! Visit our cloud-based Newsroom



Discover how AWS for Media & Entertainment and NVIDIA empower a cloud-based newsroom at NAB 2024. Join our on-site news anchors and reporters as we deliver live event coverage and showcase the breadth of workloads and solutions covered by AWS for M&E and NVIDIA for newsrooms and live cloud production.

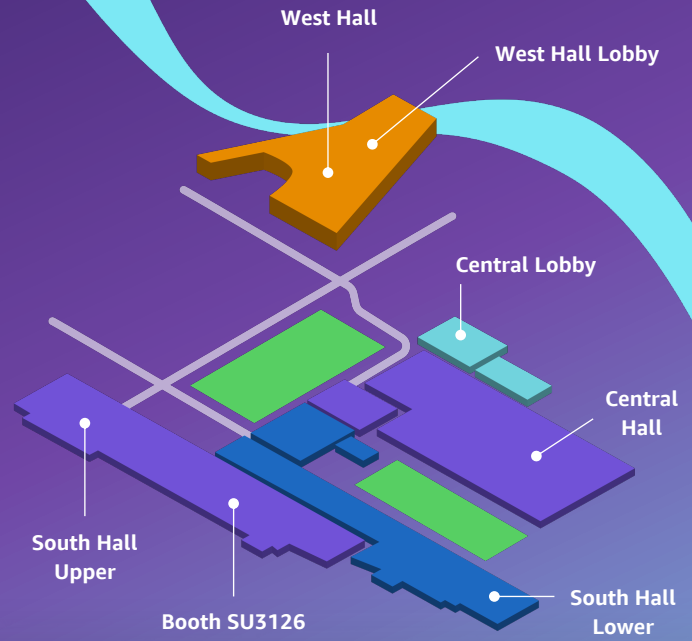
See first-hand how individual solutions from the AWS M&E portfolio and NVIDIA work together to create leading-class viewing experiences and drive exceptional value.

Find us in the West Hall Lobby every morning for our live broadcast or tune in on NABSHOW.COM/2024 or on YouTube!





PGA-ready? Practice your swing

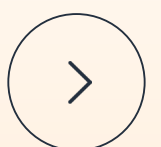


AWS Generative AI Golf Experience

Step into the tee box of some of golf's most iconic courses with Full Swing, the Official Simulator Partner of The PGA TOUR. Full Swing's technology delivers a realistic experience off the course showing your real ball flight—all powered by AWS.

After perfecting your swing, design your dream golf hole with AWS generative AI tools, and walk away with a customized golf poster.

Find us at Booth SU4109 in the South Hall Upper to show us your best shot!





Thought leadership sessions

Hear from AWS experts as they join sessions across the NAB Show 2024 agenda

Main Stage, Central Hall

Topic: Sports & Generative AI

APRIL 15TH | 11:30 AM - 12:30 PM

How generative AI is changing the game

What does the future hold for the role of generative AI in sports, media, and entertainment? In this can't-miss session at NAB 2024, renowned Thursday Night Football (TNF) broadcaster Kaylee Hartung moderates a panel of experts across sports and technology. Dr. Matt Wood, VP Artificial Intelligence Products at Amazon Web Services (AWS), will discuss the AWS approach to generative AI and how it can transform sports and media workflows. Then, hear from Aaron Amendolia, Deputy CIO, National Football League and Scott Gutterman, Senior Vice President Digital Operations, PGA TOUR, and Julie Souza, Global Head of Sports at AWS, where they will discuss real-world applications, from personalized viewing experiences to automated highlight reels and more. The session will also explore the intersection of AI and cloud-based live production innovations. Whether you're a broadcaster, streaming service, or league looking to leverage the latest AI innovations, this session delivers insider insight to inform your generative AI and streaming strategies.



Dr. Matt Wood

VP Artificial Intelligence products, AWS



Scott Gutterman

Senior Vice President Digital Operations, PGA TOUR



Kaylee Hartung

Thursday Night Football Broadcaster



Julie Souza

Global Leader, Strategic Business Development, Sports, AWS



Aaron Amendolia

Deputy CIO, NFL





Thought leadership sessions

Hear from AWS experts as they join sessions across the NAB24 agenda

Connect Zone Theater – West Hall W3943A

Fireside Chat with the PGA TOUR

APRIL 14TH | 11:30 AM - 12:30 PM

Driving Innovation: How the PGA TOUR is Transforming the Fan Experience with AWS

Join this session for an inside look at how the PGA TOUR is using AWS technology to take fan engagement to the next level. Explore the PGA TOUR's cloud migration journey and how AWS powers enhanced tournament coverage. Hear how cloud infrastructure has reduced the operational costs and complexity of PGA TOUR's media operations and the cutting-edge cloud-based production capabilities fuelling a personalized fan experience. Also, learn about their journey to preserve their video history and how AI/ML provides greater access to content. Then, get a sneak peek at future innovations they're building in their new broadcast facility. Gain unique insights into the PGA TOUR's digital transformation, and learn how you can apply these innovations within your own organization.

Create Zone Theater - South Upper Hall SU4087A

Panel discussion with National Hockey League (NHL)

APRIL 14TH | 3:50 PM - 4:20 PM

From cloud to air: The NHL's live game broadcast in the cloud with AWS

On March 22, 2024, the NHL became the first professional league to produce a game in the cloud for live television in North America. Their live cloud production journey began in March 2023, with a shadow production of a Seattle Kraken game. That proof of concept led them to producing multilingual world feeds of preseason games in Melbourne, Australia. This exploration continued with additional shadow broadcasts for a handful of games in the US, all produced on AWS. Join this session to hear from NHL executives and AWS about this journey and how the NHL continues to innovate, lean in to cutting-edge technology, and look for new ways to bring more content to fans.

AWS x #GALSNGEAR Connect 2024 – West Hall Level 2 208-209

Keynote with Samira Bakhtiar, General Manager Media & Entertainment, Games and Sports AWS

APRIL 16TH | 3:50 PM - 4:20 PM

#GALSNGEER Leadership Summit Keynote

This year, AWS is the proud Platinum Sponsor of the #GALSNGEAR CONNECT Women's Leadership Summit. The half-day program, recognized as motivating and valuable by past participants, is geared to help attendees level up their career journey at every stage. AWS's Samira Bakhtiar, General Manager, Media & Entertainment, Games and Sports will be kicking off the event.





Thought leadership sessions

Hear from AWS experts as they join sessions across the NAB24 agenda

#GALSNGEAR Summit – W3943A Connect Zone Theater

Tech Talk

APRIL 14TH | 4:00 PM - 4:30 PM

Tech Talk: Spotlight on Virtual Production

Join #GALSNGEAR for their always-packed look at cutting edge technology. Our "Tech Talk: Spotlight on Virtual Production" will delve into creative and technical innovations affecting broadcasters and content creators in the world of virtual production.

*Happy Hour to follow in the Connect Zone Conversation Corner

Streaming Summit – W108-109

Case Study

APRIL 16TH | 10:45 AM - 11:45 PM

Case Study, NBCU and AWS: A Deep Dive Into the Tech Behind Peacock's Record-Breaking NFL Wild Card Exclusive

This case study presentation will detail the architecture and preparation that underpinned Peacock's streaming-only exclusive of the Kansas City Chiefs' NFL Wild Card playoff victory over the Miami Dolphins - the biggest US livestream event in history. The session will highlight the learnings of six months of planning spanning architecture, scale-testing, runbook building, operational game day testing, and delivery. The technology domains covered will include CDN, ad-insertion, and site reliability engineering, with the overarching theme being quality of experience at a massive scale.





AWS Partner Village + Learning Lounge

Learn from AWS technical leaders and Amazon Partner Network (APN) partners and their demonstrations designed to educate participants and accelerate implementation of AWS for media workloads. We'll cover key industry topics including live cloud production, edit in the cloud, generative AI for M&E, and FAST channels. These sessions are a great way to up skill yourself on AWS solutions, open new opportunities, and speed adoption and deployment. No advanced registration required.

AWS Partner Village Location: W1343





AWS Partner Village Theater

AWS sessions

Topic: Newsroom in the Cloud

APRIL 14TH | 11:30 AM

Sinclair Broadcast bring Local news Broadcasting to the cloud

Sinclair Broadcast has Reinvented the local Broadcast industry by moving to the AWS cloud. Being the first of their kind to deploy their entire broadcast operations within AWS including live news production and IP based broadcast origination. Including: Centralized station operations, Broadcast Performance hubs, ATSC 3.0 and more.

Topic: Newsroom in the Cloud

APRIL 14TH | 4:00 pm

Preserving 100 years of a nations archive

The BBC needed to digitize, and preserve its flagship archives containing Film, TV and Radio content from the last 100 years. Learn how the BBC Archives team ingested over 16m assets to create one of the largest media data lakes, improve access for its teams and how it plans to create value for its viewers.

Topic: High-Speed Connectivity

APRIL 15TH | 10:00 AM

Bring High-Speed Connectivity to Remote Shoots and Analytics to the Edge

Amazon's Project Kuiper is building a flexible, secure, high-performance, modern connectivity service for business and consumers. It is designed to accelerate business growth, improve resiliency and reduce costs. Discover how high-speed, low-latency connectivity will enable camera-to-cloud, remote shoots without having to transit dailies, data analytics and live-streaming photojournalists in the field without a truck or relying on cellular connections.





AWS Partner Village Theater

AWS sessions

Topic: Media Supply Chain

APRIL 15TH | 10:45 AM

Unifying Media Metadata at Scale: Tubi's Innovative Approach with Rosetta Stone

Tubi, the most-watched free TV and movie streaming service in the US, tackles the challenge of managing metadata scattered across various data silos. With a library of over 240,000 titles from 400+ Content Partners, Tubi recognized the need for a unified metadata management system. Discover Rosetta Stone, Tubi's groundbreaking solution that leverages Large Language Models (LLMs) and industry data sources such as IMDb to reliably match content and provide confidence metrics. Gain valuable insights into Tubi's innovative approach to solving the metadata silo problem and creating a unified metadata management system. Learn how Rosetta Stone unlocks richer applications of metadata in the models powering the Tubi user experience. Walk away with practical knowledge and inspiration to optimize your own metadata strategies in the rapidly evolving streaming landscape.

Topic: Optimizing Studio Workflows

APRIL 16TH | 12:15 PM

Optimizing Studio Cloud Storage: Best Practices from Netflix

Netflix studio generates 100s of PBs of assets each year, supporting the production of original content for their industry-leading streaming platform. The content ranges from image sequences to large IMF files used to source encoding. Over the last 5 years, Netflix has gained significant experience running these operations in the cloud, connecting studio artists, designers, and production experts across the globe to increase the pace and quality of their content creation. In this talk, an engineering leader of Netflix Media Infrastructure Platform will cover lesson learned as they've improved their cloud storage efficiency, including the phases of ingest, production, mastering, and long term storage. This session will review best practices throughout each phase of the production cycle to speed up and ways to lower storage costs.





AWS Partner Village Theater

AWS partner sessions

Partner: Anypoint Media

APRIL 14TH | 3:00 PM

Addressable Advertising on Linear TV & OTT/FAST

This session will cover Addressable Advertising (DAR & DAI) on Linear TV for Pay TV (Broadcasting/Multicast) and OTT/FAST (Unicast). It will be in 2 parts: Part 1: Intro Anypoint Media and FLOWER Presentation (10-15 minutes). Anypoint will showcase its unique solution, FLOWER, which covers ad serving, ad decisioning and ad podding specialized for Linear TV services. This will be followed by commercial use cases from its 9+ years of experience in the field. Part 2: Q&A (15-20 minutes).

Partner: Veritone

APRIL 15TH | 11:30 AM

Becoming AI Ready: Mastering Data and Maximizing Value

Omnichannel personalization and leveraging audience insights to tailor targeting and boost engagement. Interactive, shoppable ads, including how brands successfully merge ads and e-commerce by featuring products in content to drive direct sales and engagement. TV convergence ads, which bring digital and traditional TV together for aligned campaign management, consistent measurement, and smart audience reach. Generative AI in ad tech, and how leading companies use it to revolutionize ad operations and sales, enhancing revenue. Join us for a deep dive into the strategies shaping tomorrow's revenue landscape.

Partner: GlobalLogic

APRIL 15TH | 12:15 PM

Evolving Monetization Models and the Future of Advertising

In this panel discussion about the trends and technologies transforming media brands, the panel will be talking about: Omnichannel personalization and leveraging audience insights to tailor targeting and boost engagement. Interactive, shoppable ads, including how brands successfully merge ads and e-commerce by featuring products in content to drive direct sales and engagement. TV convergence ads, which bring digital and traditional TV together for aligned campaign management, consistent measurement, and smart audience reach. Generative AI in ad tech, and how leading companies use it to revolutionize ad operations and sales, enhancing revenue. Join us for a deep dive into the strategies shaping tomorrow's revenue landscape.





AWS Partner Village Theater

AWS partner sessions

Partner: Merapar

APRIL 15TH | 2:00 PM

Migrate Those Legacy Systems: Keep the Lights On, Cut Your Costs and Transform Your Business

Every company in the media and entertainment value chain is struggling with the accelerating risk of systemic failure of critical legacy systems and infrastructure. It is getting old and unsustainable; monolithic software stacks are fragile, painfully difficult to enhance and wildly expensive. Product development, the lifeblood of a vibrant company, is static and difficult.

The cloud offers a lot, but CTOs and CFOs are wary of the varied risks of major transformation programs. Migration to the cloud, with all the benefits of scalability, speed and functionality, comes with project risk, total cost uncertainty and new talent challenges. Monolithic systems can quickly turn into monolithic teams.

In this session Merapar will explore some of these topics and consider agile strategies for the progressive transformation of retirement-age systems to the cloud. Merapar will look at how to build performant auto scaling solutions optimally with cloud economics a primary focus. This session will also consider the value of Merapar Development Kits to accelerate product development while maintaining customer control.

Partner: Epam Systems, Inc

APRIL 15TH | 3:00 PM

Transforming Consumer Experiences: Generative AI Recommendation Engine on AWS

During the session, EPAM will highlight the technology and capabilities of the solution, how it can be used to create a personalized experience for viewers that drives deeper engagement with your content catalog and how to integrate it into your own systems.

Partner: Arc XP

APRIL 15TH | 4:00 PM

Delivering Your New Digital Experience at Scale

In the digital age, creating captivating web experiences with your unique content is not just an advantage - it's a necessity. Join Arc XP to explore innovative strategies that transcend traditional content workflows, transforming them into dynamic digital experiences, even with limited resources. This presentation will delve into the power of automation, demonstrating how it can streamline workflows and elevate content delivery, ensuring an engaging and seamless user experience. Discover how Arc XP distinguishes itself from conventional solutions, offering a platform that not only manages content but redefines your entire digital landscape. Whether it's through out-of-the-box solutions or custom integrations with a variety of partners, Arc XP empowers you to overcome tool lock-in and embrace the full potential of your digital experience. Embrace the future of content management with Arc XP: it isn't just a CMS - it is your digital experience, reimagined.





AWS Partner Village Theater

AWS partner sessions

Partner: MASV.io

APRIL 16TH | 10:00 AM

Democratizing Media Ingest Workflows for Media Professionals: On the Cloud and Beyond with MASV & AWS

Join MASV as it showcases how it is transforming file-based media workflows by opening up AWS cloud access through powerful and user-friendly web interfaces and automation tools, allowing media experts of any technical background to leverage the power of cloud for rapid and secure video file delivery and ingest. Discover how MASV's simplicity, reliability and speed facilitate the flow of petabytes of media files smoothly through AWS, supported by a compelling customer case study. MASV will also preview its upcoming storage gateway feature which promises to bridge the gap between cloud and on-premises workflows and further streamline production and remote-production pipelines. Don't miss out on discovering how these technologies are reshaping the media landscape.

Partner: Ateliere

APRIL 16TH | 10:45 AM

The World Poker Tour Connects with Technology and AI to Transform its Distribution Supply Chain

The World Poker Tour (WPT), the premier name in televised gaming and entertainment, was grappling with challenges in version control and efficient asset management of its media content. WPT's content management system housed multiple iterations of its shows, leading to complexities and file redundancies. WPT's primary objective in implementing Ateliere's Connect platform is to refine and enhance the process of rendering and delivering diverse versions of its shows, tailored to quickly meet varied customer demands, specific format requirements, content nuances, as well as captioning and timed text integration. WPT is leveraging a full cloud workflow from content creation to distribution. The end goal of this endeavor is to eliminate "middle-man" services and establish a more efficient, streamlined and cost-effective system to manage and distribute media content, thus enhancing operational efficiency and ultimately benefiting both WPT and its platform partners.





AWS Partner Village Theater

AWS partner sessions

Partner: IMDb

APRIL 16TH | 11:30 AM

How to Seamlessly Enhance Catalog Metadata: With IMDb, Fabric and Sinclair Broadcast Group

IMDb, the world's most popular and authoritative source for information on movies, TV shows and celebrities, and Fabric, the leader in metadata management for media and entertainment catalogs, will be joined by Sinclair Broadcast Group to present an overview of a solution that allows media and entertainment customers to seamlessly enrich their catalogs by licensing robust entertainment data sets from IMDb. Join Natasha Bishop (Head of Business Development, IMDb), Rob Delf (CEO, Fabric) and Ben Lister (Head of Programming, Sinclair Broadcast Group) to learn more about how Fabric and IMDb are making it easy for customers to manage their metadata.

Partner: NVIDIA

APRIL 16TH | 2:00 PM

From Broadcast to Bespoke: Harnessing the Power of AI for Tailored Viewer Experiences

In this session featuring Media.Monks and NVIDIA, the panel will discuss personalization as an effective tool for viewer engagement. It will highlight why personalization is a necessity in today's media landscape and outline the strategies and technologies that enable broadcasters and media companies to deliver tailored experiences to their audiences.





AWS Learning Lounge Sessions

West Hall - 1343

Sunday, April 14th

Time	Session & Speakers
10:15 am – 11:00 am	Build a Complete FAST Channel with AWS Elemental Channel Assembly Phil Harrison, Senior Product Manager, AWS Elemental
11:15 am - 12:00 pm	Using generative AI to reduce churn and secure loyalty John Fendley, VP of Product Management, CSG
1:15 pm - 2:00 pm	AWS Elemental MediaTailor and Datazoom ad tracking client SDK Peter Henning, Senior Product Manager for MediaTailor, AWS Kerry Travilla, VP of Technology, Datazoom
2:15 pm - 3:00 pm	Making FAST channels faster, featuring M2A Media Matt Le Masurier, VP of Product for M2A VOD, M2A Media
3:15 pm - 4:00 pm	Unveiling Persona.Flow: Media.Monks' virtual focus groups in action Sander van der Vegte, Emerging Tech and R&D, Media Monks
4:15 pm - 5:00 pm	Accelerating outcomes for broadcasters using AWS Professional Services Ali Amoli, Senior Broadcast Specialist, AWS David Sabine, Principal Broadcast Specialist, AWS





AWS Learning Lounge Sessions

West Hall - 1343

Monday, April 15th

Time	Session & Speakers
10:15 am - 11:00 am	Using generative AI to organize and visualize library assets and metadata Ryan Kido, Chief Technology Officer, Ateliere
11:15 am - 12:00 pm	Migrating services from ground to cloud Bob Bolson, Director of Playout and Networking Solutions, Imagine Communications Graham Heap, VP of Ad Tech Strategy, Imagine Communications Joe Ashba, Director of Solutions Architecture, Amagi Corporation
1:15 pm - 2:00 pm	Unleashing the power of generative AI to enrich content Ken Shek, Principal Solutions Architect, AWS Michael Santana, Sr Specialist Solutions Architect, AWS
2:15 pm - 3:00 pm	Build a Complete FAST Channel with AWS Elemental Channel Assembly Phil Harrison, Senior Product Manager, AWS Elemental
3:15 pm - 4:00 pm	Drive new revenue streams with intuitive workflows and cloud graphics Christine Chalk, SVP of Strategy, Tagboard
4:15 pm - 5:00 pm	Achieve localization and generate content insights with generative AI Jeff Schofield, Senior Solutions Architect, AWS Saurav Bhattacharya, Senior Solutions Architect, AWS





AWS Learning Lounge Sessions

West Hall - 1343

Tuesday, April 16th

Time	Session & Speakers
10:15 am - 11:00 am	Using generative AI to reduce churn and secure loyalty John Friendly, VP of Product Management, CSG
11:15 am - 12:00 pm	Making the MovieLabs 2030 Vision a reality on AWS Kim Wendt, Senior Solutions Architect, AWS
1:15 pm - 2:00 pm	Making the MovieLabs 2030 Vision a reality on AWS Kim Wendt, Senior Solutions Architect, AWS
2:15 pm - 3:00 pm	Migrating services from ground to cloud Bob Bolson, Director of Playout and Networking Solutions, Imagine Communications Graham Heap, VP of Ad Tech Strategy, Imagine Communications Joe Ashba, Director of Solutions Architecture, Amagi Corporation
3:15 pm - 4:00 pm	Build a generative AI-powered media assistant chatbot in 10 minutes Wei Teh, Senior AI/ML Specialist Solutions Architect, AWS Yadgiri Pottabhathini, Senior Analytics Specialist Solutions Architect, AWS
4:15 pm - 5:00 pm	Achieve localization and generate content insights with generative AI Jeff Schofield, Senior Solutions Architect, AWS Saurav Bhattacharya, Senior Solutions Architect, AWS





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