AWS re:Invent

NOV. 28 – DEC. 2, 2022 | LAS VEGAS, NV

AWS Media & Entertainment
Attendee Guide

Welcome!

The AWS Media & Entertainment team is excited to welcome you to re:Invent 2022.

It's been a fantastic year so far.   Nowhere is change more prominent than the world of Media & Entertainment. From content creation to distribution and monetization, the M&E industry is innovating to delight global audiences with unparalleled content and experiences. Gathering at re:Invent gives us another opportunity to network, discuss, and debate the biggest challenges and latest trends with you – our customers and partners. And, with all the AWS solution and service launches and innovations during this past year, this is sure to be the best re:Invent yet!

This guide is full of tips and tricks provided directly from re:Invent alumni, teams, and staff to help you get the most out of your time at the show. Most importantly, this guide also includes a curated list of the breakout and interactive sessions that we feel are most relevant for attendees from the M&E industry.

Be sure to keep an eye on the AWS Media Blog and follow us on our LinkedIn M&E page to stay up-to-date on all things M&E at re:Invent.

Your AWS Media & Entertainment Team

AWS re:Invent is the most comprehensive event AWS hosts each year. It's the fastest way to learn about AWS and sharpen your skills. Our vibrant, inspiring cloud community can't wait to meet you.

Keynotes

The most important cloud announcements of the year happen at re:Invent. Be there for big news and product launches that will change the cloud landscape, and then learn how to apply new innovations to your own business.

Hear from top AWS leaders and from big-name customers who will share inspiring stories focusing on the AWS technologies that supported their successes.

Learn more

Leadership sessions

Gain valuable new perspectives on a range of cloud computing topics from visionary AWS leaders. Leadership sessions are 60-minute deep dives on everything from analytics to containers, security, and beyond.

Browse the full list of leadership sessions and fill any holes in your schedule. You may just find that "aha!" moment. You can get the most up-to-date schedule on the re:Invent website.

Learn more

Session types

BREAKOUT SESSIONS

AWS re:Invent breakout sessions are lecture-style and one hour long. These sessions take place across the re:Invent campus and cover all topics at all levels (200–400). For our virtual attendees, breakout sessions will be available as on-demand video.

WORKSHOPS

Workshops are two-hour hands-on sessions where you work in teams to solve problems using AWS services. Workshops organize attendees into small groups and provide scenarios to encourage interaction, giving you the opportunity to learn from and teach each other.

CHALK TALKS

Chalk talks are a highly interactive content format with a small audience. Each begins with a short lecture delivered by an AWS expert (10–15 minutes) followed by a Q&A session with the audience (45–50 minutes).

BUILDERS' SESSIONS

These are 60-minute small group sessions with up to six attendees and one AWS expert per table, who is there to answer questions and provide guidance. It's just you, your laptop, and the AWS expert.

Learning & Networking Opportunities

There are many additional opportunities across the re:Invent campus to meet new people and learn skills along the way.

EXPO

Learn from AWS experts and partners. The Expo at The Venetian will host the AWS Village, AWS Partner Network booth, AWS Marketplace booth, Builders' Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths. Come by and see all that the Expo has to offer!

GAMIFIED LEARNING

Level up your AWS skills by joining our fun, interactive learning events. We're offering four gamified learning opportunities at re:Invent: AWS GameDay, AWS GameDay Quest Fest, AWS Jam, and AWS Jam Lounge, where you can win prizes and compete to top the leaderboard.

RE:PLAY

If you still have gas in the tank after a long week of learning, it's party time. Our 11th annual re:Play party will have two stages, one with DJs and one with live bands, performing all night.

Media & Entertainment Recommendations

Personalized recommendations for M&E companies at re:Invent 2022.

BREAKOUT SESSIONS

MNE201

How A+E Networks built a cloud-based media supply chain for scale & agility

Learn how A+E migrated their core media supply chain to the cloud, reasons why, and outcomes they have realized. Using a broad range of AWS services and partners, A+E has used their cloud migration to revolutionize their media processing and make large-scale content distribution business deals possible that could not have been done in the past. Discover how A+E achieved scale and responsiveness far beyond what they previously could with their on-premises infrastructure. Learn how this has given A+E the ability to respond faster to the changing dynamics of the media business.

Learn more

MNE202

Cloud-based production best practices meet The Lord of the Rings: The Rings of Power

In this session, explore the art of the real with production workflows on AWS surrounding cloud-based workflows where content remains secure in the cloud, and applications come to the content. Focusing on actual methodologies used on "The Lord of the Rings: The Rings of Power". We will apply a practical lens via the MovieLabs 2030 vision, an industry north star for the future of content production. 2030 is here and now. Join AWS, "Rings of Power" Producer Ron Ames, and Robert Keske from Company 3 to dive deep on how we collaborated on the largest television production in history.

Learn more

MNE203

Sky's journey to migrate live sports and news to AWS

In this session, Sky will share their journey to recovery from a severe fire accident just in time to face a new challenge: the pandemic. These two challenges inspired innovation to boldly redesign Sky's broadcast environment, from production to playout to distribution, on AWS. Using the flexibility and reliability of the cloud, Sky remodeled their internal ideologies with startup methodologies, driven by a growing diverse team, to deliver their long heritage of compelling events within an agile framework.

Learn more

MNE304

Formula 1 case study: F1TV with AWS media and edge services

For media companies, video content is the most valuable asset defining their business. To bring that content to viewers with the best experience, they need a robust and feature-rich video delivery platform that guarantees scale, performance, and security. In this session, learn how Formula 1 has built a worldwide streaming service delivering live races to millions of fans using AWS media and edge services. Discover the latest and most important features that make it possible to achieve a customized viewer experience and the highest performance at the largest traffic peaks, and prevent unauthorized access to your premium content.

Learn more

CHALK TALKS

MNE204

End-to-end UHD live streaming

Want to make your live event content stand out? Ensuring a high-quality streaming experience for your audience is a critical piece of the puzzle, and what better way to deliver that experience than by streaming at UHD resolutions with sufficient resiliency to provide a great customer experience? In this chalk talk, learn how to use AWS Elemental Link, AWS Elemental MediaLive, AWS Elemental MediaPackage and Amazon CloudFront to achieve end-to-end UHD streaming experiences for your customers.

[Learn more](#)

MNE205

Making the MovieLabs 2030 vision a reality with AWS

Guided by ten principles, the MovieLabs 2030 vision describes a future where all workflows are software-defined, security is built-in and non-disruptive to creative staff, and the cloud serves as the single source of truth for asset ingestion and as the primary destination for production workflows. Over the past two-and-a-half years, AWS has worked closely with MovieLabs to make their vision a reality. In this chalk talk, learn what has been done and where MovieLabs is headed on the journey to achieving their 2030 vision.

[Learn more](#)

MNE301

Streamlining access, monitoring, and distribution of your content library

In this chalk talk, explore the ingestion, archival, creation, packaging, and distribution of content in the cloud, which help streamline operations and monetize content faster. Learn how to centralize content in a secure, reliable, globally accessible repository to enhance metadata for easier search and discovery of assets. Automate asset management workflows that were previously manual. Using AWS services and solutions for media and entertainment, learn how to reduce disparate storage locations and mediums, minimize costs, and handle the operational complexity associated with managing and servicing content libraries and archives.

[Learn more](#)

MNE305

Sports on AWS: Virtualized and remote production

In this chalk talk, discover what sports on AWS looks like across five major pillars: content data and analytics, D2C, production in the cloud, smart venue, and fan engagement. Learn what cloud production means to your customers and AWS. Dive deep on the technical implementations and challenges on moving to cloud production. Discuss the benefits, opportunities, and current gaps of moving parts of or all production to the cloud.

[Learn more](#)

WORKSHOP

MNE302

Build a complete FAST (TV) channel

Take your existing video content library in any format and generate a complete free ad-supported streaming TV (FAST) channel. This workshop utilizes all AWS Media Services and shows you how to go from having unstructured video collections to a linear multi-bitrate stream with monetization built in for a fraction of the traditional playout costs. You must bring your laptop to participate.

Learn more

AWS M&E LOUNGE

The AWS M&E Lounge, located in Caesar's Forum, is dedicated space for M&E industry leaders to meet, network, and learn how AWS is helping power innovation. Live demos will run throughout the day and will be presented by an AWS M&E expert.

In this lounge you'll also find additional industry demos and be able to discover how industries such as sports, games, telco, energy, advertising, and others are partnering with AWS to drive innovation for their customers.

Open Monday, 11/28 – Thursday, 12/1

Location: AWS Industries Networking Lounges; Caesars Forum Main Hall

ADDITIONAL M&E RELATED SESSIONS

BREAKOUT SESSIONS

- **ADM201** – Ad Technology Innovation with NBCUniversal and FreeWheel

- **AIM203** – Boost user engagement with Amazon Personalize

- **AMZ203** – How Prime Video delivers NFL's Thursday Night Football on AWS

- **ANT219** – Dow Jones, Canva, and 3M on Amazon OpenSearch Service

- **ANT317** – Self-service analytics with Amazon Redshift Serverless

- **ANT335** – Using AWS Glue to replace thousands of Hadoop jobs

- **CMP208** – Running high-fidelity graphics workloads in the cloud

- **CMP212** – Metaverse experiences come to life with Amazon EC2 accelerated computing

- **CMP311** – The future of sport: How Riot Games is reinventing remote esports broadcasts

- **COP201** – How Discovery increased operational efficiency with AWS observability

- **COP305** – Best practices for organizing and operating on AWS

- **DAT214** – HBO Max achieves scale and performance with Amazon ElastiCache

- **GAM203** – How Riot Games precisely tunes its spend with AWS

- **NET312** – HBO Max achieves scale and performance with Amazon CloudFront

ADDITIONAL M&E RELATED SESSIONS

BREAKOUT SESSIONS (cont.)

- NFX202 – Decoupling identity, compute, and network residency on AWS

- NFX203 – Cloud filesystem in studio workflows: A Netflix Drive case study

- NFX301 – Hybrid cloud: Cataloging objects across storage systems

- NFX302 – Accelerate insights using AWS SDK instrumentation

- NFX303 – Transforming Netflix's AWS infrastructure to IPv6 world

- NFX304 – Optimally capacity planning workloads in the cloud

- PRT225 – What can you do with on-demand networking and the AWS Cloud?

- SEC329 – AWS security services for container threat detection

- SPT101 – How AWS helps F1 TV increase fan engagement

- SPT102 – How the NFL is innovating with AWS

- STG201 – Network-attached storage in the cloud with Amazon FSx

- STG210 – Best practices for moving data to AWS, online and offline

- STG215 – Customer stories: Unlocking business value in media archives with Amazon S3

- STG218 – Simplify high-speed hybrid workloads with Amazon File Cache

- STG302 – Building and operating a data lake on Amazon S3

ADDITIONAL M&E RELATED SESSIONS

BREAKOUT SESSIONS (cont.)

- [STG336](#) – Best practices for Amazon S3 replication

- [SUP401](#) – Building resilient multi-site workloads using AWS global services

CHALK TALK SESSIONS

- [AER303](#) – Powering in-flight connectivity using AWS

- [AIM306](#) – Automate content moderation and compliance with AI

- [AIM318](#) – Taking personalization to the next level with Amazon Personalize

- [NET317](#) – Common media client data analysis with Amazon CloudFront

- [NFX205](#) – Microservice orchestration platform and studio orchestrator

CHALK TALK SESSIONS (cont.)

- [SPT301](#) – Sustainability in sports venues

- [SPT302](#) – Revolutionizing the soccer viewing experience with Bundesliga Match Facts

- [STG217](#) – Best practices for selecting the right file system

- [CMP316](#) – Solving problems in TV broadcasting and production with HPC and ML

WORKSHOP SESSIONS

- [AIM312](#) – Build a custom recommendation engine in 2 hours with Amazon Personalize

- [AIM316](#) – Build a content moderation workflow to protect users, brands & information

- [STG317](#) – Deploying multi-Region Amazon S3 to support global applications

Make a plan

Prepare for your time onsite in Las Vegas and make a plan to get the most out of re:Invent.

Your re:Invent checklist

✓ Register for re:Invent, book your hotel, book your travel reservations, upload your badge photo

✓ Visit the re:Invent website to stay up to date on announcements

✓ Add all five keynotes to your agenda
   Pro tip: This is where you'll catch the biggest AWS launches

✓ Add your favorite Leadership sessions to your agenda

✓ Get ready for reserved seating: favorite the learning sessions of interest to you

✓ Familiarize yourself with sponsors in the Expo, along with the Expo map

✓ If you're attending with a team, connect with your colleagues to plan how to maximize the learnings
   Pro tip: Don't forget to find time to reconvene with your team and debrief on everyone's experiences

✓ Check out the community activities and add them to your agenda

✓ Watch all the How to re:Invent episodes to prepare for the week

✓ Follow AWS on Instagram, Facebook, LinkedIn, and Twitter

Mobile app

The AWS Events mobile app is your companion in planning and navigating your re:Invent experience.

- Explore the sessions, experts, and exciting new services and features that will be available at re:Invent

- Plan your experience by adding sessions of interest to your planner

- Get updates on the latest content, speakers, and services added to the catalog

- Complete session survey questions and provide feedback

- View a map of the re:Invent campus

- Get notifications for activities happening throughout the event

Download on the App Store

GET IT ON Google Play

Got free time on your schedule?

There are many learning opportunities across the re:Invent campus in Las Vegas that require no reservation. Drop by the Expo, visit a content hub, or practice your craft in one of our labs.

EXPO

Learn from AWS experts and partners. The Expo at The Venetian will host the AWS Village, AWS Partner Network booth, AWS Marketplace booth, Builders' Fair, Developer Lounge, a demo theater, Jam Lounge, Startup Central, and sponsor booths. Come by and see all that the Expo has to offer!

CONTENT HUBS

Breakout session repeats will take place all week in all re:Invent venues, along with overflow sessions in our content hubs (centralized overflow rooms in every venue). We will also stream live content to the content hubs as the sessions fill up.

LABS

Practice your craft in a live AWS sandbox environment. Try any of our 100+ self-paced labs on your own, or reserve time with an AWS expert who can coach and guide you. Whether you're just starting out or honing your technical skills, learn by doing with labs.

More useful resources

Agenda

Browse the agenda for a high-level view of everything happening this year at re:Invent.

Browse the agenda

How to re:Invent

Everything you need to know about how to re:Invent. Insider tips, planning advice, and interviews with re:Invent experts. Stay tuned for more episodes on the road to re:Invent!

Watch now

Got questions?

Get all the information you need on topics such as health and safety, registration, accessibility, and much more.

FAQs

aws

Reserved seating

Book your spot at your favorite sessions at re:Invent in Las Vegas.

RESERVED SEATING WALKTHROUGH

Navigate to the session catalog

After logging in to the attendee portal, select the side navigation and select **Event > Sessions**.

portal.awsevents.com/events/reInvent2021/dashboard/event/sessions

AWS Events

AWS re:Invent 2022   ✕

▼ Event
   My calendar
   Sessions
▶ Registration information
▶ Payment

Contact us
AWS Code of Conduct ⬈

AWS re:Invent 2022 > Event > Sessions

Sessions

All sessions   My favorites   My reservations

🔍 Search sessions by keyword

Showing 25 of 881 sessions

▼ **Cost**
   ☐ Paid sessions
   ☐ Free sessions

▼ **Days**
   ☐ Monday

☆ **15 years of AWS with J**
   BOA201

   Amazon S3 and Amazon EC2 are
   this breakout session, have a chat
   customers keep surprising us with
   and shares lessons on how to best

   Session type: Breakout Session
   Topics: BuildOn.AWS

RESERVED SEATING WALKTHROUGH

Using catalog filters

When viewing the session catalog, the left sidebar shows a variety of filters you can use while browsing. Filters include price, day of week, difficulty level, session type, topic, AWS service, and industry.

AWS re:Invent 2022 > Event > Sessions

Sessions

All sessions   My favorites   My reservations

🔍 Search sessions by keyword

Showing 25 of 881 sessions

▼ **Cost**

☐ Paid sessions
☐ Free sessions

▼ **Days**

☐ Monday
☐ Tuesday
☐ Wednesday
☐ Thursday
☐ Friday

▼ **Session level**

☐ 100 - Foundational
☐ 200 - Intermediate
☐ 300 - Advanced
☐ 400 - Expert

▼ **Session type**

⭐ **15 years of AWS with Jeff Barr**

BOA201

Amazon S3 and Amazon EC2 are turning 15 this year, and this breakout session, have a chat with him about how AW customers keep surprising us with their amazing projects and shares lessons on how to best build on AWS. Last but

Session type: Breakout Session
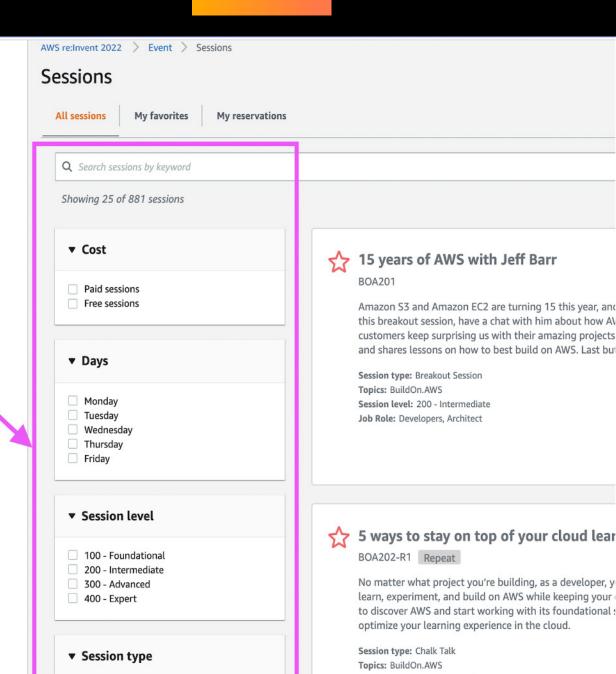**Topics:** BuildOn.AWS
Session level: 200 - Intermediate
Job Role: Developers, Architect

⭐ **5 ways to stay on top of your cloud lear**

BOA202-R1 Repeat

No matter what project you're building, as a developer, y learn, experiment, and build on AWS while keeping your to discover AWS and start working with its foundational s optimize your learning experience in the cloud.

Session type: Chalk Talk
Topics: BuildOn.AWS

RESERVED SEATING WALKTHROUGH

Using catalog search

At the top of the session catalog, there is a search bar where you can enter text to search the full catalog. The search box searches through all of the displayed text fields of a session, including session ID, title, abstract, and level.
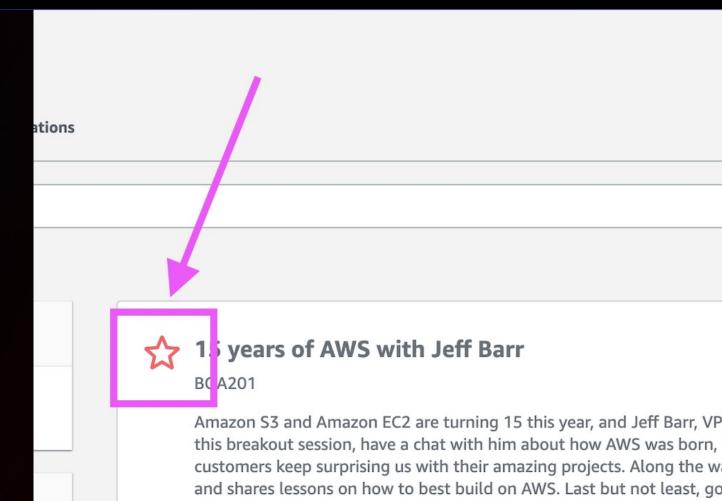
AWS re:Invent 2022 > Event > Sessions

Sessions

All sessions   My favorites   My reservations

🔍 Search sessions by keyword

Showing 25 of 881 sessions

▼ **Cost**

☐ Paid sessions
☐ Free sessions

▼ **Days**

☐ Monday
☐ Tuesday
☐ Wednesday
☐ Thursday
☐ Friday

▼ **Session level**

☆ **15 years of AW**

BOA201

Amazon S3 and Ama
this breakout session
customers keep surp
and shares lessons o

Session type: Breakout
Topics: BuildOn.AWS
Session level: 200 - Inte
Job Role: Developers, A

☆ **5 ways to stay**

RESERVED SEATING WALKTHROUGH

Favoriting and un-favoriting a session

When viewing the session catalog, sessions shown in the results have star icons. Select the star to mark it as a favorite. To un-favorite it, simply select the star again.

ations

1.5 years of AWS with Jeff Barr

BCA201

Amazon S3 and Amazon EC2 are turning 15 this year, and Jeff Barr, VP this breakout session, have a chat with him about how AWS was born, customers keep surprising us with their amazing projects. Along the wa and shares lessons on how to best build on AWS. Last but not least, go

Session type: Breakout Session
Topics: BuildOn.AWS
Session level: 200 - Intermediate
Job Role: Developers, Architect

aws

RESERVED SEATING WALKTHROUGH

Reserving a session

For events with reserved seating, and seats available, the button on the session card will display **Reserve a seat**.

For sessions with a price, the button will say **Buy for . . .** (the price). Selecting the **Buy** button will open the purchase form where you can complete your transaction. Once the transaction is complete, that session will display on your reservations list.

A practical guide to building an industrial data lake on AWS

MFG301

Analyzing the massive quantities and types of data generated in an industrial setting can enable effective into production optimization opportunities. An industrial data lake is foundational to help manage and st insights for their factory digital transformation efforts. This chalk talk walks through the steps to building industrial customer.

Session type: Chalk Talk
Topics: Manufacturing
Session level: 300 - Advanced

Date
Time
Loca

> Reserve a seat

AWS Cloud Technical Essentials (option 1)

TNC101-R2   Repeat

This bootcamp introduces you to essential AWS services and common solutions. The bootcamp covers fun security. It also explores concepts that increase your understanding of AWS services, so you can make mor apply highly available, fault-tolerant, scalable, and cost-effective cloud solutions.

Session type: Bootcamp
Topics: Training and Certification
Session level: 100 - Beginner

Date
Time
Loca

> Buy for $1.00

Thank you

Any feedback/suggestions?
Please email us at reinventsalesupdates@amazon.com