



## Media Essentials for IT Business Decision Makers

**Duration: 2 Days**    **Course Code: GK1977**    **Delivery Method: Company Event**

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### Overview:

In this course, you will learn the media and cloud fundamentals that empower you to develop a cloud strategy that meets your business goals. It covers important concepts related to video processing and delivery, the variables that can impact migration decisions, and real-world examples of hybrid and cloud use cases for AWS Media Services. It also introduces security, machine learning, and analytics concepts to help you consider how AWS Media Services fit into your overall cloud strategy.

### Company Events

These events can be delivered exclusively for your company at our locations or yours, specifically for your delegates and your needs. The Company Events can be tailored or standard course deliveries.

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### Target Audience:

**This course is intended for Business Leaders, including managers/supervisors in the following roles:**

Developer  
Architect  
Video Operator

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### Objectives:

- In this course, you will learn how to:
    - Articulate the essential terms and concepts fundamental to video metrics, compression, distribution, and the major protocols used in video streaming
    - Describe the four fundamental stages of video streaming workflows: ingest, process, store, and deliver.
    - List the features and functionality of the AWS Media Services.
    - Explain the importance of security in the AWS Cloud and how it is applied in video streaming workflows.
    - Analyze video streaming workflow diagrams using AWS services, based on simple to complex use cases.
    - Describe some of the key variables that influence workflow decisions.
  - Recognize how other AWS services for compliance, storage, and compute, interact with AWS Media Services in video streaming workflows and the functions they perform.
  - Describe strategies to test or prototype workflows to mitigate risk and cost impacts and optimize video streaming workflows.
  - Use the AWS Management Console to build and run simple video streaming workflows for live and video-on-demand content.
  - Recognize the automation / data analytics available for Media Services when used with AWS Machine Learning and explore media-specific use cases for these services.
  - Identify the key stages in the journey to the AWS Cloud.
  - Identify the next steps in exploring migration to the cloud for one or more Media Services.
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## Content:

Day 1

### Module 1: Important Video Concepts

- The Big Picture
- Video Metrics
- Video Compression
- Video Distribution
- Major Protocols used in Video Streaming

### Module 2: Anatomy of Streaming Workflows

- Four Stages
- Security
- Five Variables in Design Decisions

### Module 3: Using AWS Services in Media Workflows – Video-on-Demand (VOD)

- VOD Simple Use Case
- VOD Advanced Use Case
- Lab 1: Build and Run a Simple VOD Workflow

Day 2

### Module 4: Using AWS Services in Media Workflows – Live Streaming and Machine Learning

- Challenges of Live Streaming
- Live Streaming Simple Use Case
- Live Streaming Advanced Use Case
- Machine Learning and Analytics
- Lab 2: Build and Run a Simple Live Workflow

### Module 5: Optimizing Workflows

- Overview of Migration
- Overview of Cloud Financial Management
- Next Steps – Exploring Migration to the AWS Cloud

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## Further Information:

For More information, or to book your course, please call us on Head Office 01189 123456 / Northern Office 0113 242 5931

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