

BBC VIDEO FACTORY Case Study

On Demand: BBC VIDEO FACTORY

Challenge

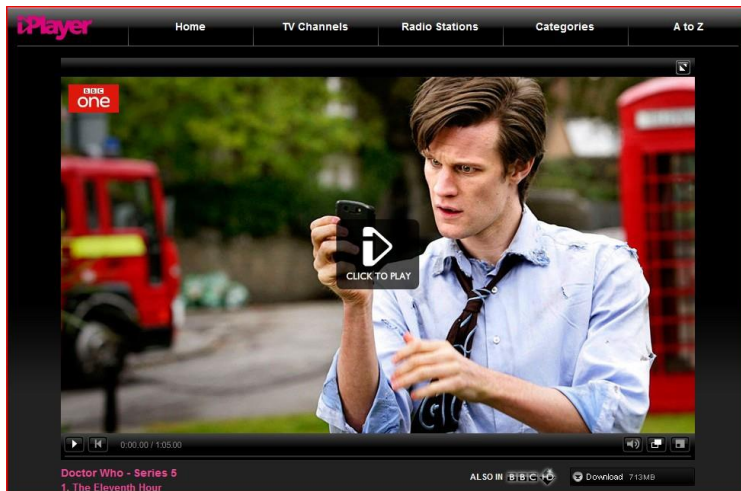
- The BBC iPlayer serves more than 7 million users per day on more than 1,000 devices and platforms
- On Demand Product Service (ODPS) had a maximum capacity of only 40 hours of HD video per week
- Significant delay in posting catch-up programming

Solution

- Retire ODPS and launch Video Factory
- Video Factory integrates AWS Elemental Cloud for elastic video processing of content for the BBC iPlayer
- Dynamic scaling of cloud-based resources manages spikes in processing demand

Benefit

- Eliminates processing capacity as a blocker
- Allows for much faster delivery of live programs
- Ensure all content is available on all devices
- Easily adapt iPlayer service to add new devices
- Flexibility to scale up or down and pay only for video processing resources used

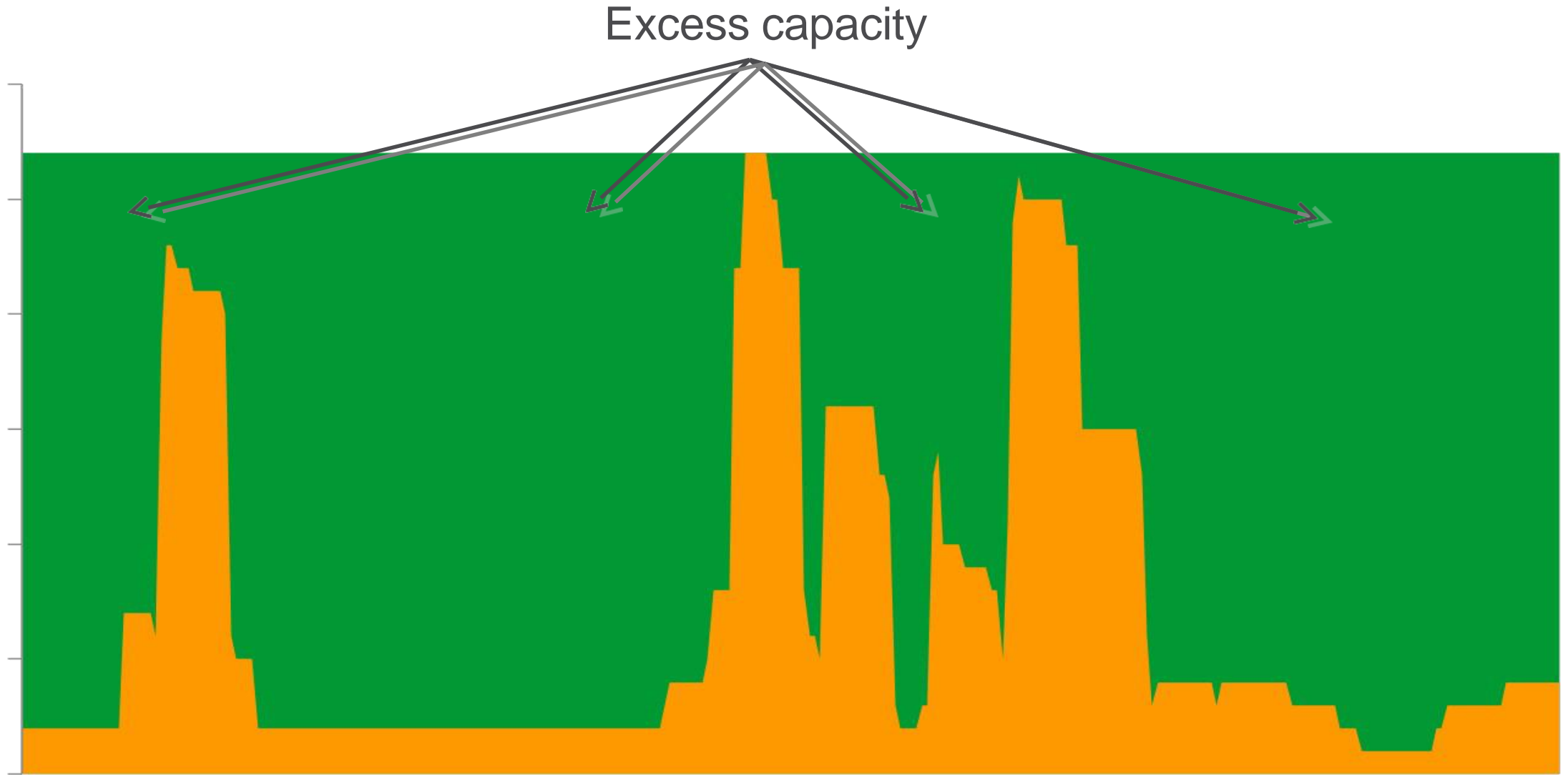


BBC CATCH-UP TV WORKFLOW

- Video Factory captures live broadcasts and sends to cloud storage
- Processing jobs are picked up by idle transcoder or create new instance
- AWS Elemental Cloud processes multiple H.264 ABR video streams
- AWS Elemental Cloud ramps dynamically with processing demand



Cloud vs. On-Premises Comparison



Challenge

- Serve catch-up programming to more than 7 million users per day across over 1,000 multiscreen device types

Solution

- Rapid delivery of content with the flexibility to easily adopt new formats and standards ensuring service availability on all devices



Benefit

- Cloud-based resources provide elastic video processing capacity with dynamic scaling to absorb spikes in demand