

USE CASE

# Nomad Media Platform - Intelligent Media Enrichment And Distribution

## AWS Cloud-Based, AI-Powered Media Enrichment Platform

Media industries are facing a wave of new challenges in current times. Demand for content (especially entertainment content) has been steadily trending upward over time, increasing advertising and subscription revenues and creating opportunities to gain market share. Recent peaks in demand are also recording new high marks in the media market, opening up new opportunities for success.

But providing fresh content for consumption is proving to be a challenge for much of the industry. New works from established producers are few in number, and the replay of existing works quickly loses appeal with viewers. Although new content from indie, niche and micro-producers is surging in volume, quality and compliance issues often make their content risky (or illegal) to use as-delivered.

**SOLUTION:**

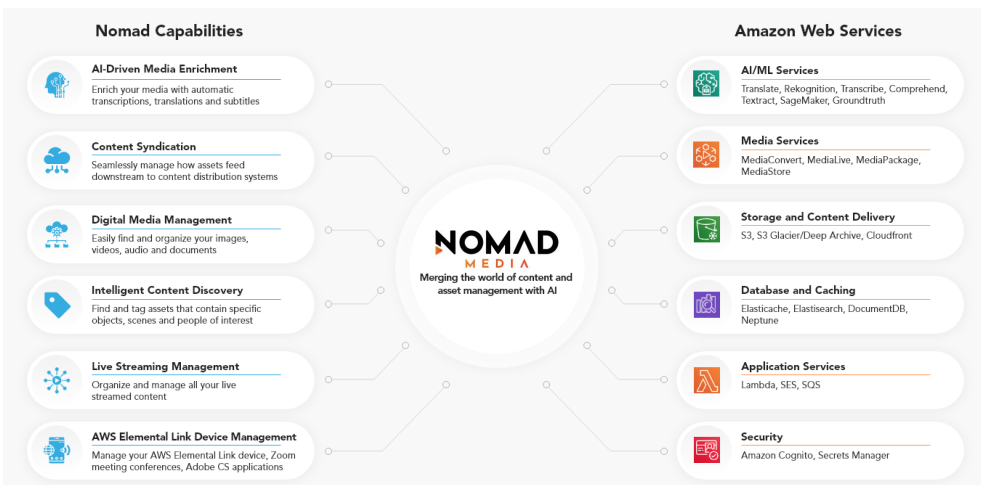
The Nomad Media Platform enables media companies to leverage existing content for fresh viewing experiences, automate media compliance reviews and manage distribution through the cloud. Nomad Media is a cloud-native solution leveraging the advanced capabilities of AWS for intelligent recognition, metadata generation and content enrichment and distribution. Nomad Media is installable within any AWS account and is also available as a SaaS solution.

COMMON USE CASES

- AI-Driven Media Enrichment
- Content Syndication
- Digital Media Management
- Intelligent Content Discovery
- Live Streaming Management
- AWS Elemental Link Device Management

**THE NOMAD MEDIA PLATFORM: CLOUD-BASED PLATFORM FOR AMAZON AWS**

Nomad Media brings your company the full power of AWS AI / ML, Elemental and S3 services, providing an end-to-end solution for media enrichment, distribution and management.



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#### (USE CASE - LIVE BROADCASTING)

##### INDUSTRY PROBLEMS

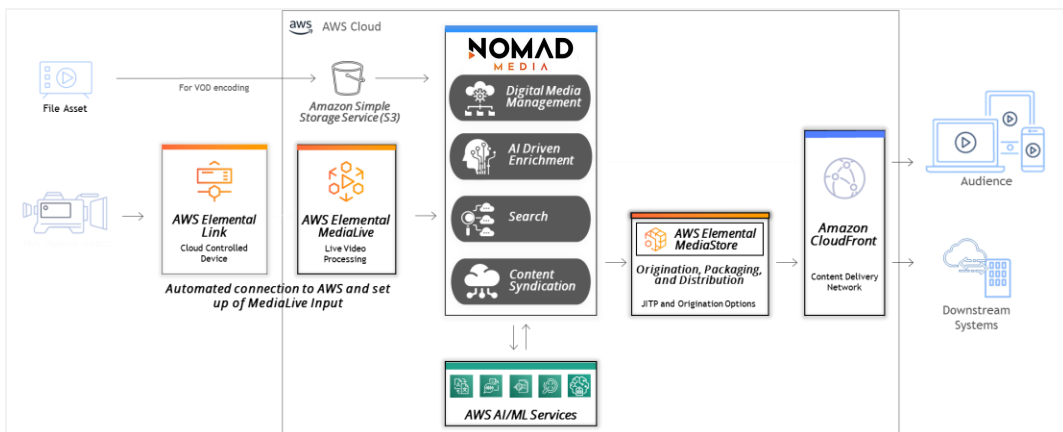
- Broadcasting live or on-demand media to either Internet or TV network channels is a complex, multi-step process with high knowledge, planning and equipment requirements.
- Consumers need a quick, reliable way to stream their videos without compromising quality and accessibility.

##### NOMAD MEDIA BENEFITS

- We can bring a live input into our platform, control all the details in the middle, and then broadcast it out for immediate consumption. The existing assets that you have registered in the system are also available for live broadcast. It allows you to use your existing libraries, whether video or image, as sources.
- Users can access, manage and share the recorded videos with no extra effort. Users have the ability to utilize the full capabilities of AWS AI/ML services to see the powerful value of your content.

##### AWS ELEMENTAL LINK SUPPORT

- **ONE CLICK TO BROADCAST** The new AWS Elemental Link support within the Nomad Media Platform simplifies the AWS infrastructure setup and results in an intuitive and easy-to-use interface that allows for live video transmissions within minutes. Simply plug-in the AWS Elemental Link device and it shows up automatically in the Nomad Media dashboard, ready to broadcast. Additional features like multiple-output profiles and automatic saving of the broadcasts for later viewing or editing are out-of-the box.
- **POWER OF NOMAD MEDIA** All existing video and image content is also available for broadcast. Any pictures or other saved videos can be transmitted along with the AWS Elemental Link broadcast to create rich live video experiences. Nomad Media uses Cloudfront and MediaStore to broadcast the streams using the best-in-class streaming capabilities of AWS so that as the demand for the streams grows, Nomad Media scales exponentially along with it.



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#### INTELLIGENT CONTENT DISCOVERY

Advanced content search allows end users to quickly find people, things, scene transitions, etc. within media files.

#### AI-DRIVEN METADATA ENRICHMENT

Advanced AI / ML deep-scans media for objects and events and tags discrete content with rich metadata, making media files transparent to Nomad's search.

#### CLOUD-BASED CHANNEL DISTRIBUTION

Nomad Media's advanced features (API, access controls, custom rulesets, webhooks, a reference web UI) are layered on top of AWS Media Services and Amazon CloudFront to deliver a full channel distribution management solution.

#### DIGITAL MEDIA MANAGEMENT

A user-friendly file and folder interface combined with native file preview and archive rules management provides full control over Amazon S3 content libraries and archive pipelines.

#### LIVE STREAM MANAGEMENT

Organize and manage all your live streamed content, including live video broadcasts and existing video and image content.

#### PREBUILT CONNECTORS

##### AWS Elemental Link

In addition to automatically detecting and accepting Link feeds, Nomad provides interfaces for live feed and VOD switching, scheduling, and channel distribution management.

##### Adobe Creative Cloud

Through the integrated Nomad panel, all your cloud-based files and assets are immediately accessible and searchable from within the native Adobe CS environment.

##### Zoom

Zoom users can choose to record sessions, collaborate on projects, and apply AI analysis to bring out features like text detection and multilingual translation capabilities.

##### Media2Cloud

Nomad Media provides full interoperability with AWS Media2Cloud, a serverless ingest workflow for moving video assets and associated metadata to the cloud.

#### ABOUT NOMAD MEDIA

Created in 2015, Nomad Media is a flagship product of Vibrant Software, which is an Advanced Tier Consulting Partner with Amazon Partner Network (APN).

Vibrant Software has over 20 years of consulting experience in the Media and Entertainment space, helping to bring video monetization solutions to content providers and distributors.

#### INDUSTRY CHALLENGES

- Searching content is difficult
- Legacy content is not able to be easily accessed or used
- Launching a solution takes weeks or months
- Content needs to be syndicated out to customers and consumers
- Content isn't migrated to the cloud
- Artificial intelligence seems complex
- Live stream needs to be managed

#### NOMAD MEDIA SOLUTIONS

- Easy content discovery and robust searching capabilities for all content
- Seamless deployment in minutes
- Extensible architecture for easy integration into existing workflows.
- Highly configurable for flexibility and codeless implementations.
- Cloud-native design built to be serverless and scalable
- Direct interface with AWS AI and ML services
- Live Stream Management

#### NOMAD MEDIA BENEFITS

- All-in-one solution for bringing the power of Amazon Web Services to media management
- AI-powered media enrichment for video, audio, image and text files
- Advanced Live and Video-On-Demand intake and channel distribution

