

# WHY AWS FOR THE MEDIA AND ENTERTAINMENT INDUSTRIES

Increase productivity. Optimise costs. Aid transformation.

## Media and entertainment, reinvented

The media and entertainment industry is always evolving and revolutionising how content is created, distributed, and consumed.

This transformation wouldn't be possible without an ever-evolving array of new technology solutions. There's never been so many ways to create content, optimise media supply chains, and compete for audience attention.

But there's also never been more competition.

## Unlocking the possible

To keep up with the competition, you need to rethink how you approach:



### Content production

Reduce costs and time-to-value with cloud-based production.



### Media supply chain & archive

Store media in the cloud to improve scalability.



### Broadcast

Harness the agility, reliability, and scalability of cloud-based broadcasting.



### Direct-to-consumer & streaming

Break the mould with purpose-built architecture.



### Data science & analytics for media

Improve workloads with powerful media intelligence capabilities.

## When you choose AWS, you can take advantage of:

- ✓ Accelerated product launches
- ✓ Faster time-to-value
- ✓ Seamless scalability
- ✓ The biggest selection of purpose-built media and entertainment solutions



Advanced  
Consulting  
Partner

Digital Workplace  
Competency  
Microsoft Workloads  
Competency  
Well Architected  
Public Sector Partner  
Solution Provider

For more information, please visit [www.cloud-bridge.co.uk](http://www.cloud-bridge.co.uk).  
You can also email [Sales@Cloud-bridge.co.uk](mailto:Sales@Cloud-bridge.co.uk) or call 0203 191 8587.



cloud bridge

## Cloud Bridge: Enabling transformation

We are your strategic partner for Amazon Web Services. With our expertise and your vision, we can help you identify solutions and secure funding to revolutionise your business.

### 1 Assess

Tell our AWS experts about your vision, your challenges, and your goals.

We can then show you a clear roadmap to realising your ambitions, including the full picture of costs, so you can make informed decisions about your transformation.

### 2 Discover

Once we know your vision, we can help you discover AWS solutions that help you increase productivity, optimise costs, and future proof your business.

We can even apply for funding on your behalf.

### 3 Mobilise

After we show you what your world in the cloud could look like, we build a detailed roadmap to help you get there.

Whether you want to modernise your existing architecture piece by piece, perform a full migration, or optimise your current cloud processes, we put you in control of the journey.

### 4 Migrate

When moving your services to the cloud or introducing new solutions to maximise your workloads, we will do the heavy lifting.

We've got the expertise to make your cloud journey a success while you can focus on the day-to-day.

### 5 Modernise

In an industry that never stops innovating, we provide ongoing support to help you identify new solutions and methods for optimising your workloads, so you can stay at the top of your game.

Want to learn more about how we can help your business modernise processes, optimise costs, and unlock the power of Amazon Web Services (AWS)?

[Discover the AWS journey](#)

# WHY AWS FOR THE MEDIA AND ENTERTAINMENT INDUSTRIES

## Your connection to growth

As an AWS Advanced Consulting Partner, we're here to help you identify solutions that can support your vision for growth and transformation.

### Amazon Nimble Studio

Complete cloud-based content creation with virtual studio workstations, high-speed storage, and scalable rendering capabilities.

### AWS Elemental

A collection of solutions that give you the power to create content anywhere, produce work faster, and distribute with ease.

### Amazon CloudFront

Cut costs and improve security with this content delivery solution featuring ultra-low latency and high transfer speeds.

## Your journey starts here

Are you ready to start taking advantage of all these benefits?



- Verified, ready-to-run software solutions on the world's largest cloud platform
- Designed to be compliant, secure, and resilient
- 2x higher performance for a SQL Server workload than the next largest cloud provider\*
- 5x more services offering encryption than the next largest cloud provider
- 442% projected 5-year ROI running Windows on AWS\*\*



- Tailor-made advice to get you the best-fit cloud solutions for your organisation
- Access to partner funding programmes
- Proven experts at identifying opportunities for cost optimisation
- Well-Architected Review Certified
- Strong security and governance knowledge
- DevOps for easy building and management of scalable platforms

To talk to us about how we can help you reduce costs, enhance performance, and improve security across your infrastructure, get in touch.

[Start my AWS journey with Cloud Bridge](#)

## Our partners



\*When directly testing an R5b.8xlarge instance, according to a 2021 Principled Technologies report.

\*\*According to a 2019 IDC report, "The Business Value of Efficiently Running High-Performance Windows Workloads in AWS Cloud".

For more information, please visit [www.cloud-bridge.co.uk](http://www.cloud-bridge.co.uk).  
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or call 0203 191 8587.



We will plant 10 trees for every server migrated into AWS with Cloud Bridge.

