

ALIBABA CLOUD FOR MEDIA AND ENTERTAINMENT

DIGITALIZE YOUR ENTIRE
MEDIA JOURNEY ON THE CLOUD

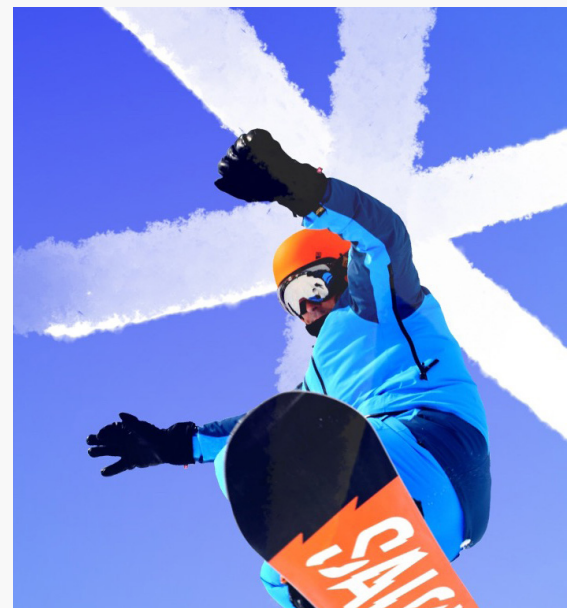
360° MEDIA DIGITIZATION ON THE CLOUD

WHY ALIBABA CLOUD?

Today's viewers expect the best. Get your media content market-ready with Alibaba Cloud's all-inclusive media solutions. Trusted by media organizations around the world, Alibaba Cloud has been a Worldwide Olympic Cloud Service Partner since 2017.

Alibaba Cloud is one of the key players in the world in cloud technology, and together with them we developed what we call the OBS Cloud, which is a platform which allows broadcasters to receive content remotely on the cloud and even to work on this content remotely on a cloud basis."

Yiannis Exarchos
Chief Executive of Olympic
Broadcasting Services (OBS)



OUR MEDIA SOLUTIONS

WHY ALIBABA CLOUD?

Advancements in technology – including 5G network connectivity – have led to a digital media revolution. Viewers want instant access to content anywhere, any time. Expand your reach and engage viewers in a cost-effective way with Alibaba Cloud.



Broadcasting more easily & widely

Lightweight broadcasting
Broadcasting anywhere
Wider coverage



Cost effective production

Production on cloud
Smart production with AI
Storage on request



Promoting user stickiness

Fans insight
Customized content recommendations
Content monetization

EVERYTHING YOU NEED

From video solution and media storage to video processing and content distribution, Alibaba Cloud's media solutions provide you with everything you need to deliver a streamlined user experience throughout the lifecycle of your content.



Fast deployment

Out-of-the-box software development kit features facilitate the fast deployment of multi-screen live content on all mainstream platforms, without any changes to your legacy architecture.



AI-driven insights

Alibaba Cloud's media services let you leverage data intelligence to create personalized content recommendations through capabilities such as content identification, advertisement identification, scenario recognition and speech recognition.

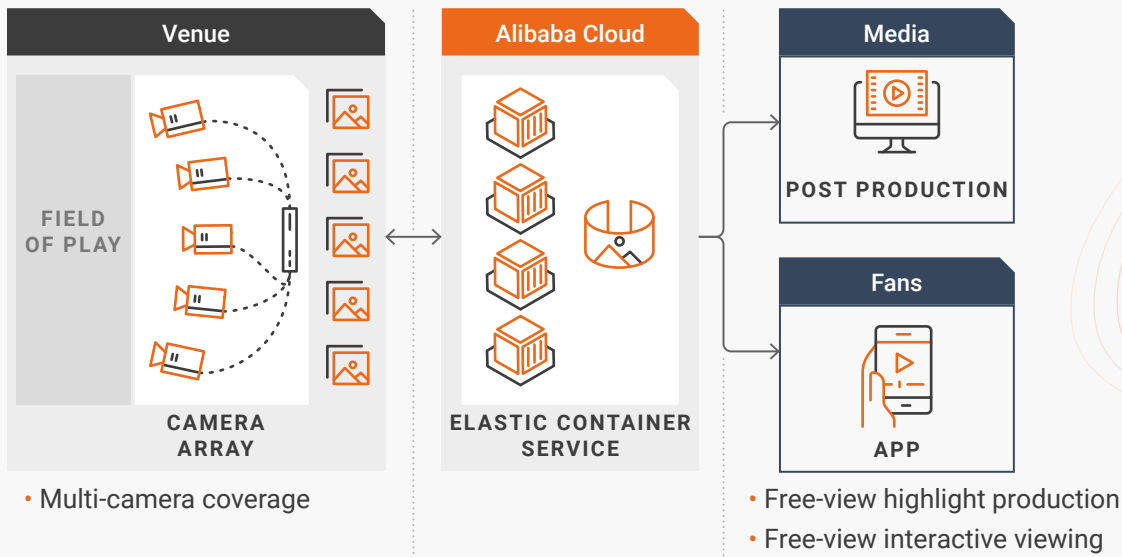


Quick distribution

With a maximum end-to-end latency of 2 seconds, Real-Time Streaming (RTS) supports tens of millions of concurrent streams that are based on more than 2,800 global Alibaba Cloud Content Delivery Network (CDN) nodes.

ADVANCED FREE-VIEW VIDEO SOLUTION

Perfect for sports and culture events, you can use Alibaba Cloud to create customized content views and improve the viewing experience. For example, high-performance cloud rendering facilitates live broadcasting and replay. Our customized angle of view feature also gives viewers a flexible tool. Here's how it works:



CLOUD NATIVE LIGHTWEIGHT VIDEO SOLUTION

APSARAVIDEO LIVE: ONE-STOP LIGHTWEIGHT LIVE PRODUCTION ON THE CLOUD

Alibaba Cloud's ApsaraVideo Live solution is an end-to-end livestreaming solution that lets you engage with viewers using a live platform across social media, apps and websites. High-resolution and low-latency livestreaming capabilities combine to create seamless video playback, and ultimately contribute to a streamlined viewing experience. Here's how it works:



ApsaraVideo Live



Virtual real-time interaction

- ✓ 8K resolution streaming
- ✓ Latency in seconds
- ✓ Stuttering less than 1%



Remote content production

- ✓ Streaming & playback SDKs
- ✓ Easy to use APIs



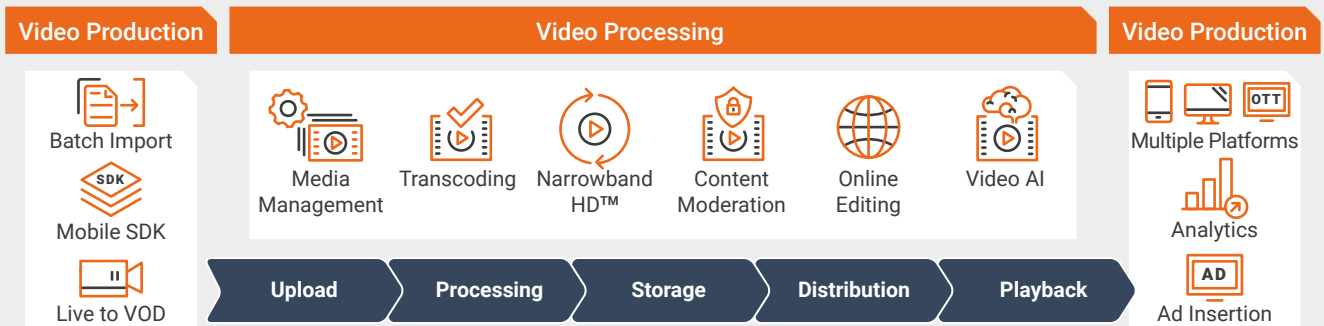
Globalization

- ✓ 2,800+ Edge Nodes
- ✓ 9 live centers
- ✓ 150T+ bandwidth

APSARAVIDEO VOD: ONE-STOP LIGHTWEIGHT VOD ON CLOUD

ApsaraVideo VoD and AppServer manage videos on the cloud, providing secure, stable and fast video distribution services. These solutions are used across a number of industries, from media and entertainment, to education and corporate training.

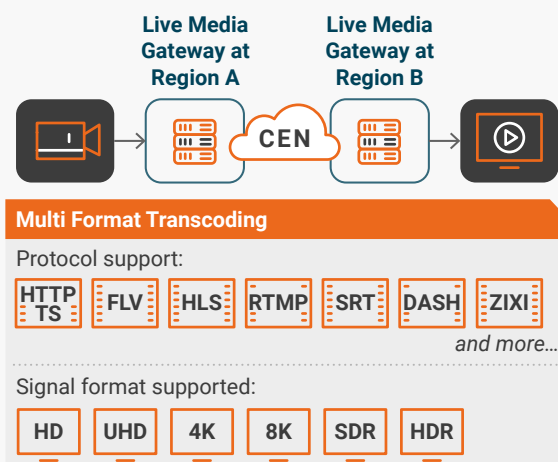
These advanced and multifunctional video processing capabilities enable video editing, media management, automatic transcoding, intelligent analysis, adaptive streaming, seamless playback and – last but not least – monetization. Here's how it works:



CLASSICAL PROFESSIONAL VIDEO SOLUTION

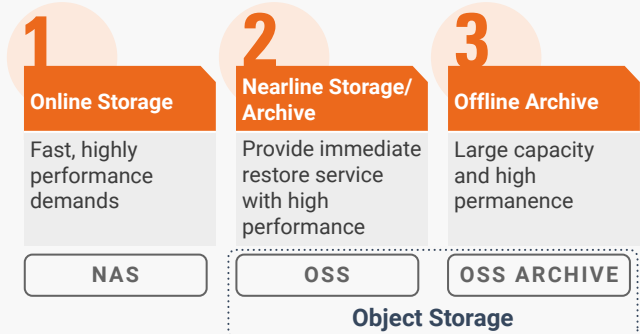
CLOUD LIVE MEDIA GATEWAY

Alibaba Cloud supports mainstream protocols and formats for transcoding requests in broadcasting scenarios. So, you can rely on Alibaba Cloud to facilitate an easy-to-use, reliable and secured global transmission of your event via a solution that integrates with your cloud network.



SECURE MEDIA ARCHIVE

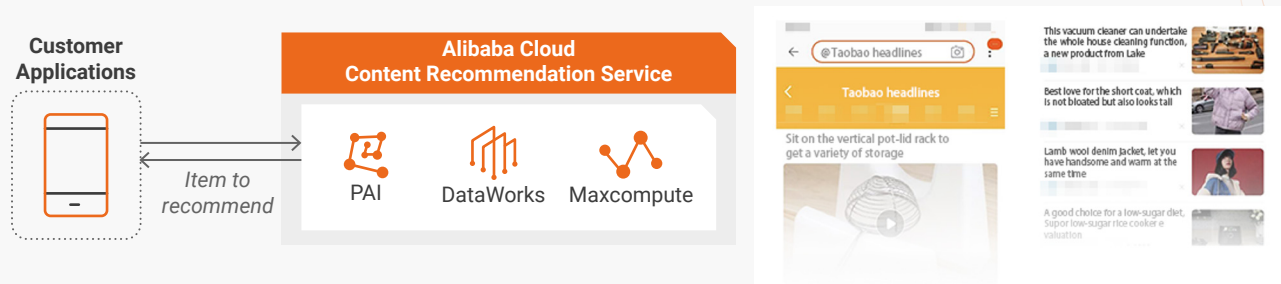
Alibaba Cloud's easy-to-use media products and services provide organizations with the tools they need to ensure content is ingested, stored and encrypted seamlessly and in a way that meets the industry's best practices and standards. Storage is scalable to suit large and growing workloads, and encryption ensures the security of your content.



MEDIA CONTENT RECOMMENDATIONS

Today's viewers expect a personalized digital experience. With Alibaba Cloud's Personalized Content Recommendation solution, you can build and launch a global personalization solution at speed. The solution utilizes fully or partially managed large-scale data warehouse systems that support massive datasets.

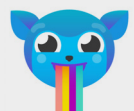
You can test, measure, validate and deploy new data sources, features and learning models to launch an evolving inference model as quickly as possible. Here's how it works:



ALIBABA CLOUD: 24/7 SUPPORT FOR YOUR BUSINESS

Alibaba Cloud provides a range of media solutions to provide organizations with powerful multimedia services. Empower your business, with services to produce, upload, process, manage and deliver digital media content with ease. Simultaneously, your business will benefit from intelligent insights across multiple formats, platforms and locations.

We're also available to help your media business navigate a range of business scenarios, safeguarding measures and business requirements.



Alibaba Cloud

AlibabaCloud Alibab Cloud

Alibaba Cloud Global

Learn more



Contact us

