



ATTENDEE GUIDE

Experience the future of AI with AWS at NAB Show 2026

Create. Connect. Captivate.



Las Vegas Convention Center,
West Hall Booth W1701
April 19–22, 2026





Create. Connect. Captivate.

Experience the future of media and entertainment with AWS at NAB Show 2026.

See innovative demonstrations in booth W1701, get your game on at the Cloud Court Challenge in the West Hall lobby, explore Amazon technology at the Amazon Entertainment Loft on the 2nd floor, be inspired at one of our many leadership sessions, or request a meeting with us onsite.

Request a meeting with an AWS expert now

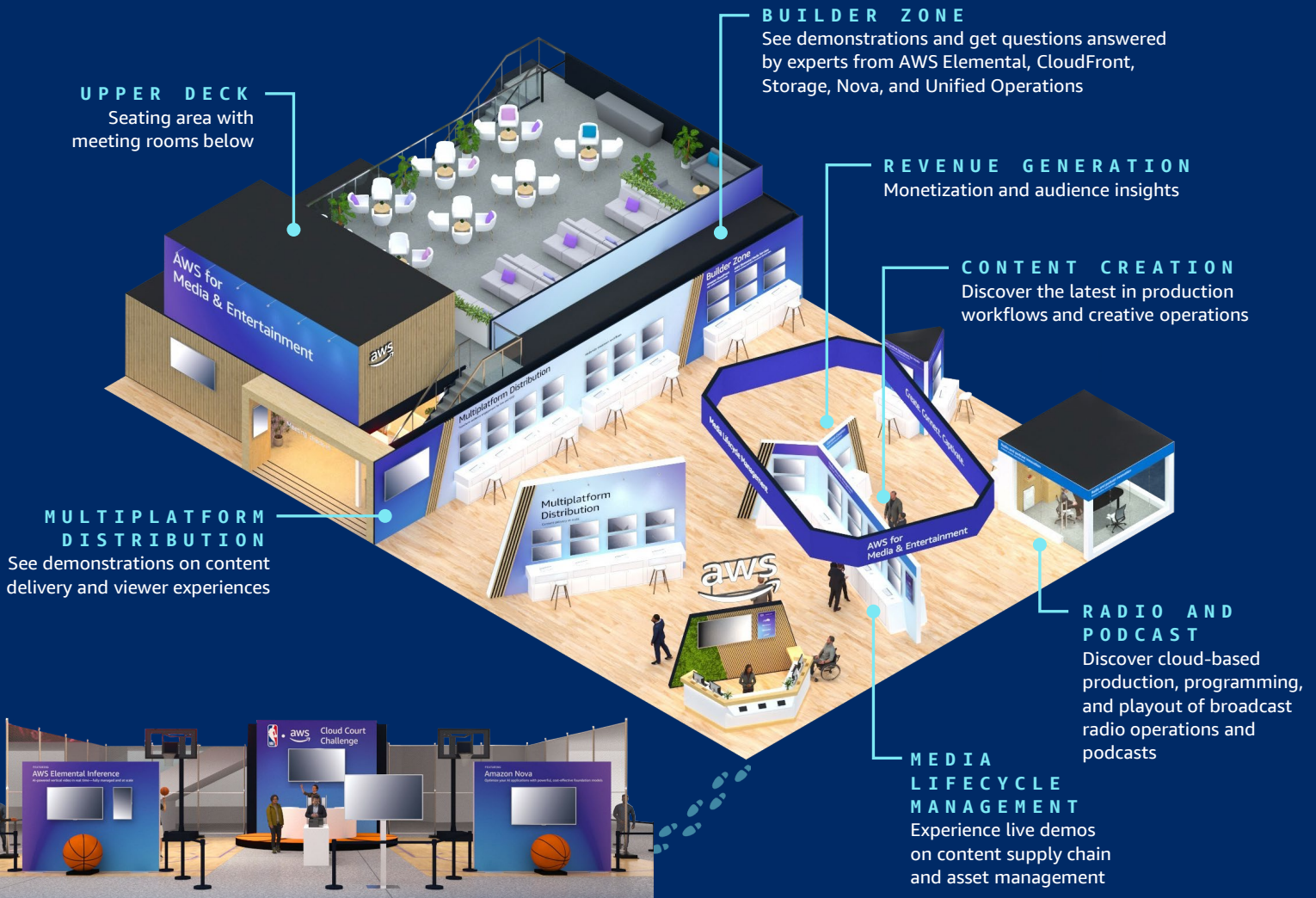
- [AWS booth experience](#)
- [Cloud Court Challenge](#)
- [Amazon Entertainment Loft](#)
- [Speaking engagements](#)
- [AWS Theater](#)
- [Events](#)
- [AWS booth: Demo descriptions](#)





AWS booth experience: NAB Show 2026

Visit us at booth W1701.



CLOUD COURT CHALLENGE

West Hall lobby

Visit the AWS main booth in the West Hall and experience demos across four main areas: Content Creation, Media Lifecycle Management, Multiplatform Distribution, and Revenue Generation. Each area has multiple demos that will provide solutions you can start implementing after the event.

Additionally, watch our podcast streaming live shows and talk to our experts in the Builder Zone with service teams like AWS Elemental Media Services, Storage, Amazon CloudFront, Amazon Nova, and the Unified Operations Management team.

[Schedule a meeting or booth tour](#)





Cloud Court Challenge

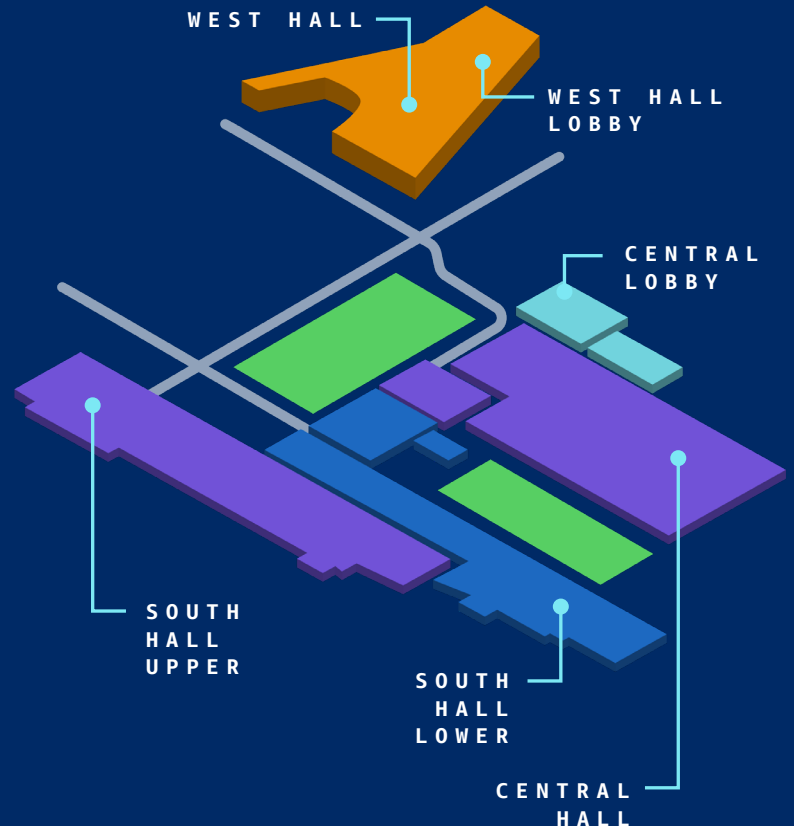
A digital basketball experience in the West Hall lobby



Get your game on!

Show off your free throw form in the West Hall lobby. AWS and Maple Leaf Sports & Entertainment (MLSE) are bringing an AI-enabled, digital basketball shooting experience to NAB Show 2026. Attendees can take three free throw shots that are instantly analyzed by MLSE's biomechanical engine to generate a personalized digital player card with their shooting stats and visual persona. In this hands-on experience, participants will learn how the latest AWS AI and cloud technologies deliver real-time shooting insights that help professional basketball players and coaches perfect their technique through detailed data analysis and computer vision.

Experience the Cloud Court Challenge in the West Hall lobby, Sunday through Wednesday, during expo hours.





Amazon Entertainment Loft

Location: W235LMR, West Hall, Level 2



Stop by and explore the new Amazon Entertainment Loft on the 2nd floor concourse overlooking the AWS booth.

Walk through four rooms to see how Amazon products and services work together and run on AWS. You can watch Amazon Fire TV demonstrating new capabilities in Prime Video streaming entertainment, sports, and games—or play games on Amazon Luna. Stop by to network, play the latest games, and talk with Amazon subject matter experts.

Entertainment Loft
Delivering smiles, on demand





Speaking engagements

Hear from AWS experts at sessions throughout NAB Show 2026.

Main Stage, North Hall, N141

APRIL 20 | 12:45 PM - 1:45 PM

Streaming the Future: FOX's Cloud Transformation Journey with AWS

What does it take to completely reinvent a media powerhouse? In 2019, FOX Corporation made a bold decision: leave decades of legacy infrastructure behind and reimagine everything. Partnering with Amazon Web Services (AWS), FOX didn't just migrate to the cloud—the company transformed how news, sports, and entertainment content gets created, produced, and distributed.

The results? Game-changing. FOX evolved its Media Cloud Live platform into a unified cloud platform that now powers content operations across FOX Sports, FOX News, FOX Entertainment, Tubi, and FOX Television Stations—delivering a streaming powerhouse that's brought two Super Bowls to millions of viewers and recently launched FOX One in 2026. This isn't just infrastructure—it's innovation at scale.

But FOX didn't stop at streaming excellence. The company is now harnessing artificial intelligence, like using the new [AWS Elemental Inference](#) service, to revolutionize its operations—reducing costs, accelerating workflows, and unlocking creative possibilities that weren't imaginable just years ago. From live sports to breaking news, AI is becoming the secret weapon that keeps FOX ahead of the curve.

Join AWS and FOX for an exciting conversation about what's possible when you combine cloud scale, streaming reliability, and cutting-edge AI.

[View session](#)



Chris Zeimer
Industry Leader,
Broadcasting & Streaming, AWS



Mayur Srinivasan
Senior Vice President, Digital Content
Platform, FOX Corporation



Whil Reliford
Senior Vice President, Media Services,
FOX Corporation



Ricardo Perez-Selsky
Sr. Director, Digital Production
Operations, FOX Sports





Speaking engagements

Hear from AWS experts at sessions throughout NAB Show 2026.

Sports Summit: W3643, Sports Theater

APRIL 21 | 2:00 PM - 2:45 PM

The Fan Experience Reimagined

As fan behavior evolves across generations and geographies, leagues, teams, and media partners are rethinking what it means to deliver a compelling sports experience. From immersive in-venue innovations to personalized digital engagement and second-screen interactivity, the modern fan journey now extends far beyond the game itself. This session explores how emerging technologies, new content formats, and data-driven insights are redefining how sports organizations attract, engage, and retain audiences in an increasingly competitive entertainment landscape.



Shelby Williams
Head of Integrated Sports Marketing,
AWS



Alyssa Meyers
Senior Reporter, Sports Marketing,
Marketing Brew

Sports Summit: W3643, Sports Theater

APRIL 21 | 3:45 PM - 4:15 PM

How the PGA TOUR Teed Up Automated Broadcast Production

In this session you'll learn how the PGA TOUR was able to automate live broadcast production utilizing events driven by the ShotLink Scoring Platform and agentic AI. Discover how real-time shot data and player performance metrics trigger intelligent production decisions, enabling the TOUR to scale coverage across multiple courses simultaneously while maintaining broadcast quality. We'll discuss the technical architecture that connects scoring events to automated camera selection, graphics generation, and highlight creation—transforming how golf is produced and delivered to millions of fans worldwide.



Jason Dvorkin
Head of Americas Business
Development, AWS



Michael Raimondo
VP of Broadcast Technology,
PGA TOUR





Additional sessions

Hear from AWS experts at sessions throughout NAB Show 2026.

OTT.x Roundtable, Sterling Club

APRIL 19 | 8:00 AM - 11:00 AM

Cloud-Native Streaming at Scale: JioStar's Journey with AWS Edge Services

Join AWS and JioStar to hear about how one of the world's fastest-growing streaming platforms achieved a groundbreaking milestone: delivering seamless streaming experiences to 70 million peak concurrent viewers during the Cricket World Cup in India. This session will reveal the architectural innovations and cloud orchestration strategies that enabled JioStar to scale unprecedented viewership while maintaining exceptional quality of service.

Discover how JioStar leveraged AWS Elemental Media Services and Amazon CloudFront to build a robust, cloud-native streaming infrastructure capable of handling massive traffic spikes. We'll dive into the evolution of JioStar's video quality optimization journey, exploring the technical decisions and AWS media services used that transformed its streaming capabilities over the years. Also, learn how JioStar used CF to deliver exceptional performance to end users across locations, networks, and devices.



Chris Zeimer
Industry Leader,
Broadcasting & Streaming, AWS



Akash Saxena
Chief Technology Officer,
JioStar

Programming Everywhere: W213–W214

APRIL 19 | 1:00 PM - 1:45 PM

AI and Content's Next Generation

AI has enabled unprecedented production efficiency, empowering everyone from individual content creators to enterprise-level producers. Undaunted AI adopters share how it can shorten production cycles, turbocharge marketing, and enhance creativity without compromising content integrity or endangering audience trust.



Samira Panah Bakhtiar
General Manager, Media &
Entertainment, Games, and Sports
AWS



Jon Accarrino
Founder,
Ordo Digital



Dana Neves
Senior Operating Officer,
Gray Media



Gabby Redfern
Group Director, Content Services,
Sky



Steve Ascher
EVP,
A+E Factual Studios





Additional sessions

Hear from AWS experts at sessions throughout NAB Show 2026.

Streaming Summit: W209–W210

APRIL 20 | 2:45 PM - 3:45 PM

The Intelligence Layer: How AI Technology Is Shaping the Future of Content Creation, Distribution, and Experience

Artificial intelligence is no longer a horizon technology—it's on the lot, in the edit suite, inside the pitch room, and embedded in the recommendation engine. But amid the hype, a more grounded, urgent question has emerged: How are the most forward-thinking companies actually using AI today, and what does that mean for the people who create, distribute, and experience content? This session will explore the real workflows being thoughtfully transformed right now: from human-led AI-assisted development and production to intelligent post-production pipelines, and from personalized content delivery to creator-owned AI tools that are expanding the possibilities of storytelling at scale.



Yana Peacock
Global BD, AI Solutions for Studios & Creators, AWS



Richard Adam Jones
Director of Production Technology and Innovation, Wonder Innovation Labs



Soyoung Lee
Co-Founder, Twelve Labs

Sports Summit: W3643, Sports Theater

APRIL 21 | 3:00 PM - 3:30 PM

AI in Sports: From Data to Dynamic Fan Experiences

Join NVIDIA and AWS along with our partners for a forward-looking discussion on how AI is reshaping the sports landscape. From real-time translation and audio innovation to advanced analytics and scalable infrastructure, this panel explores how AI is enhancing performance insights, streamlining production, and unlocking new, personalized fan experiences.



Jason Dvorkin
Head of Americas Business Development, AWS



Sepi Motamedi
Global Head of Sports and Live Media Marketing, NVIDIA





AWS Theater

Hear from AWS technical leaders, AWS customers, and AWS Partner Network (APN) companies about how they are transforming media and entertainment in the cloud.

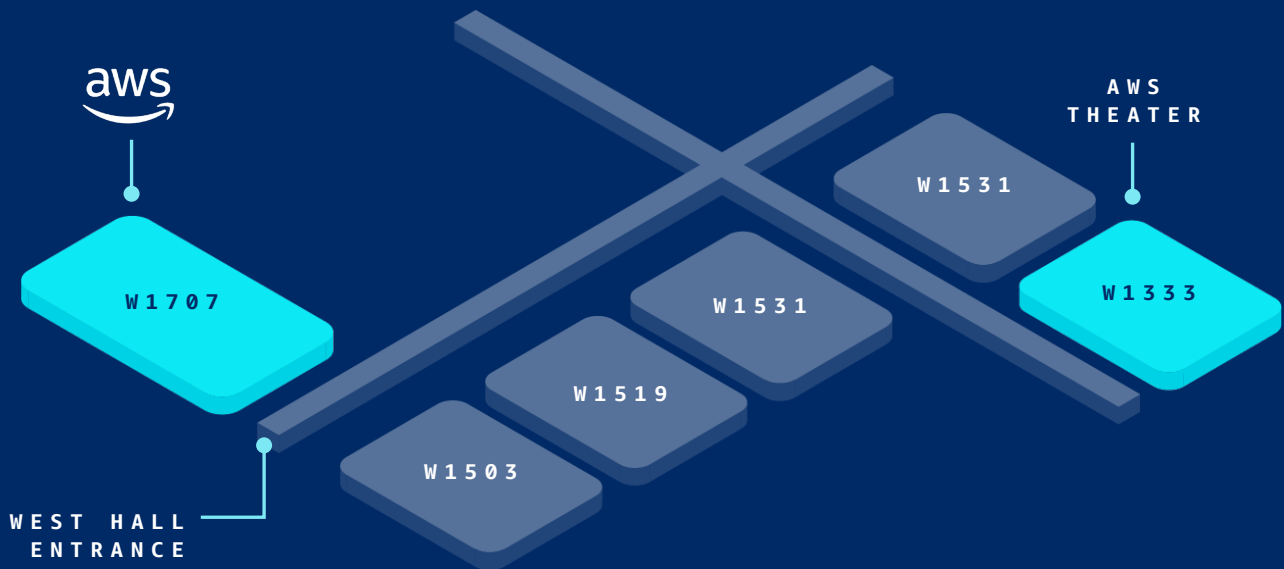
Sessions will cover key industry topics including live cloud production, generative and agentic AI for M&E, monetization, and more. These sessions are a great way to upskill yourself on AWS solutions, find new opportunities, and speed adoption and deployment. No advanced registration required.



Find all the sessions on the [AWS Theater schedule](#)

AWS Theater & Builder Lab

Location: W1333





AWS Elemental Inference Networking Reception at NAB

Booth W1707

APRIL 20 | 5:00 PM

Join the AWS Elemental team for an exclusive networking reception at NAB Show 2026, where innovation meets opportunity.

Connect with industry experts and fellow media professionals and learn details on AWS Elemental Inference, our groundbreaking new service designed to transform how you leverage AI in media workflows. Whether you're looking to explore cutting-edge solutions for content creation, streamline your production pipelines, or simply engage in meaningful conversations with leaders shaping the future of media technology, this reception offers the perfect setting to expand your network and gain insights that will accelerate your organization's journey.

[Register now](#)

Women in Media: Walk the Floor

Booth W1701

APRIL 21 | 4:00 PM

Join Women in Media: Walk the Floor at NAB Show 2026—an inspiring guided show floor tour connecting women in media and tech.

At 4 PM, gather at the AWS West Hall booth and set off to explore curated AWS partner exhibits, where you'll hear from industry leaders on cutting-edge innovations. The experience ends at the Amazon Entertainment Loft for hands-on interaction with the latest features from Prime Video, Amazon Luna, and Fire TV. Plus, enjoy a champagne toast celebrating women shaping the future of media.

[Register now](#)





AWS booth: Demo descriptions

CONTENT CREATION

Building creative workflow solutions	Studios struggle to customize creative workflows because building integrations between professional tools often requires specialized development skills, creating bottlenecks and slowing down productivity gains due to limited developer capacity. This demonstration shows how AI-assisted development with Amazon Kiro enables individuals with modest coding backgrounds to rapidly build custom plugins for Adobe Premiere Pro, integrating capabilities like media asset management, ComfyUI workflows, and image and video generation directly into artists' existing workspace. Attendees will see live plugin development, including the ease of customization to meet artist needs, demonstrating the productivity gains coding assistants can offer technology teams working with creative artists.
Expand and optimize rendering with AWS Deadline Cloud	Content creators face long processing times and expensive infrastructure when managing visual effects pipelines. AWS Deadline Cloud helps studios and post-production teams accelerate their workflows by distributing compute-intensive tasks across cloud resources that scale on demand. In this demonstration, we showcase the use of new service capabilities in Deadline Cloud to enable global collaboration and cost optimization strategies that balance rendering speed with budget constraints. Attendees will also experience Deadline Cloud's integration with Nuke CopyCat from Foundry, accelerating common artist workflows such as color corrections, beauty finishes, and deblurring at cloud scale.
Orchestrating image generation with ComfyUI on AWS	Artists working with image generation and transformation need powerful tools like ComfyUI, but struggle with the cost and complexity of maintaining high-performance on-premises infrastructure as well as collaborating with other artists and teams. This demonstration shows how a containerized deployment of ComfyUI enables artists to operate image generation workflows through cloud infrastructure that scales on demand, while leveraging AWS as the collaboration and orchestration hub for content creation. Attendees will see artists working with image generation pipelines—including upscaling, noise reduction, and segmentation—using third-party model providers integrated into the workflow. The result: Studios can provide artists with flexible, scalable access to powerful creative AI tools without investing in expensive on-premises hardware or managing complex infrastructure.
Scaling content pipelines with Avid on AWS	As media organizations increasingly span productions across multiple facilities and regions, collaboration on content scattered across multiple Avid MediaCentral systems emerges as a challenge. This demonstration shows how Avid Content Core unifies distributed production infrastructure into a single, searchable catalog accessible from anywhere. Attendees will see how Avid workflows can be integrated into a wider production pipeline, powered by agentic AI and the Content Core API. The result: faster content discovery and streamlined collaboration across global teams working with Avid Media Composer.
Studio operational efficiency with AI	Production managers and studio executives often struggle to make time-sensitive decisions about resource allocation, vendor selection, and production logistics due to the complexity of balancing costs, schedules, tax implications, and operational constraints across global facilities. This demonstration shows how AI agents can be applied to analyze cloud production environments, production datasets, compute costs, scripts, and schedules to provide real-time recommendations for complex decisions like relocating VFX work between regions. Attendees will see users ask questions through a natural language interface, receive data-driven recommendations, and then execute approved plans to migrate productions between studios automatically. The result: Studios can make faster, more informed decisions that optimize costs and timelines while reducing risk.

MEDIA LIFECYCLE MANAGEMENT

AI-assisted promo assembly with creative control	Media companies and rights holders struggle to scale promotional content creation—highlights, trailers, and reels—across multiple platforms, formats, and languages while maintaining creative quality. Traditional workflows require significant manual effort to select scenes, adapt formats, and coordinate localization, making it difficult to scale without compromising editorial standards. This demonstration showcases a content composition platform that amplifies human creativity rather than replacing it. Powered by Amazon Bedrock with Amazon Nova foundation models, Amazon Elemental Inference, and AWS Partner solutions from Moments Lab, Twelve Labs, and Deepdub, the system uses natural language prompts and AI agents to orchestrate scene selection, localized narration, and context-aware reframing. Human oversight is maintained at three decision points: workstream configuration, scene review, and final output approval. The result: faster campaign creation, scalable multiplatform delivery, and creative teams focused on direction rather than repetitive production tasks.
AI-driven content understanding and metadata creation	Media companies struggle to unlock value from vast video archives, where valuable content remains undiscoverable without costly manual tagging. Finding specific scenes, identifying talent appearances, detecting ad breaks, or locating reusable footage requires hours of review, delaying production and limiting monetization opportunities. Media2Cloud V5 transforms unstructured video into searchable assets, demonstrating cost-effective detection of segments, credits, and reusable clips without compromising accuracy. Guidance for a Media Lake on AWS then provides a centralized, searchable repository that organizes this enriched metadata alongside the source content for discovery and reuse at scale. The media lake pipelines then process video files to generate frame-level insights, transforming hours of manual work into seconds of automated analysis. The result enables teams to instantly search through years of archives, accelerating content reuse and unlocking new revenue streams from previously inaccessible material.





AWS booth: Demo descriptions

MEDIA LIFECYCLE MANAGEMENT

AI-powered advertisement compliance for media content

Media organizations face mounting pressure to validate advertisements across diverse campaigns—from political campaign ads with funding disclosures and claim verification to pharmaceutical disclaimers, automotive safety assertions, and consumer products. This AI-powered advertisement compliance demonstration showcases how video understanding and agentic AI automate the analysis and verification of commercial advertisements. Powered by Amazon Bedrock and Amazon Bedrock Agentcore, a swarm of AI agents work together to perform accelerated automated claim validation, fact-checking, and compliance verification against regional regulations and organizational policies. This solution reduces manual review bottlenecks, accelerates ad approval workflows, and ensures consistent adherence to broadcast standards, enabling media organizations to efficiently manage high-volume advertising while maintaining editorial integrity and regulatory compliance across multiple advertising categories.

AI-powered localization at scale: Breaking through resource and time barriers

Scaling global content delivery without compromising quality and authenticity continues to be a challenge for media organizations. Localization teams struggle with scarce voice talent, fragmented workflows across continents, and time-to-market pressure. This demonstration shows a complete localization pipeline, including the transformation of a production into multiple language versions, preserving tone and emotion, and the use of AI-assisted dubbing platforms, supporting synthetic voices and voice cloning, to create local versions of the production with respect for the original performances. The result: Content teams can create localization that balances automation speed with emotional authenticity—from premium productions requiring human nuance to high-volume catalogs where intelligent automation delivers quality at scale.

Content compliance with agents

Broadcasters and streaming platforms struggle with manual content compliance reviews across rights clearance, title management, and regulatory standards—a time-consuming process that doesn't scale efficiently. This demonstration shows how AI agents can automate compliance analysis, integrating directly with media asset management systems like Fonn Group's Mimir. Attendees will see automated workflows that check content against compliance standards, detect profanity, and apply custom compliance profiles—all triggered seamlessly from within existing platforms. The result: faster review cycles, consistent adherence to standards, and a cost-effective compliance process that scales from small creators to large enterprises.

Multimodal media discovery and metadata management

Media companies struggle to find and reuse content buried in vast video archives spread across multiple storage locations. This demonstration builds on the Guidance for a Media Lake on AWS to showcase a unified, intelligently searchable catalog of media assets that brings together multiple storage locations behind a single logical media lake. It showcases the use of Amazon Nova MME and AWS Partner Twelve Labs' foundation models to deliver advanced multimodal video understanding, enabling users to perform rich semantic and natural language searches over their media. Integrations with upstream metadata providers, such as the Guidance for Media2Cloud on AWS, enrich foundational technical and descriptive metadata, while the core focus remains on intelligent content understanding that captures what is happening within the media itself. By combining workflow management, metadata enrichment, and multimodal understanding in one system, this solution transforms media workflows—allowing content creators and media professionals to discover, analyze, and extract actionable insights from their libraries, rather than merely searching for files.

Transform media contracts into actionable metadata with vision AI

Media companies operate on a web of agreements—rights contracts, distribution licenses, talent deals, and guild obligations—yet the terms governing what you own, what you owe, and what you can monetize are buried in PDFs, email threads, and legacy archives accumulated over years. When a business decision depends on understanding contract terms—such as whether a delivery method is specified or when a license window expires—teams resort to manual document review, slowing operations and introducing risk. This demonstration shows how multimodal AI models extract and structure contract metadata at scale, transforming unstructured documents into searchable, actionable data. Attendees will see the system process diverse contract formats, identifying territory grants, compensation structures, expiration dates, and clause relationships. The result enables teams to search years of contract history in seconds, turning inaccessible archives into strategic assets for rights management and deal optimization.

MULTIPLATFORM DISTRIBUTION

Agentic clipping and assembly for news editing

News organizations face tight deadlines to identify, curate, and assemble relevant footage for breaking stories. AWS addresses this challenge through Amazon Bedrock and Amazon Nova foundation models, enabling intelligent content analysis and automated timeline assembly. This demonstration showcases how agentic AI analyzes news scripts and existing footage to generate recommended rough-cut timelines with contextually relevant clips. By combining Amazon Nova's multimodal understanding with automated editing workflows and AWS Partner solutions from Fonn Group's Mimir and Saga, news teams accelerate story production while maintaining editorial control and can focus on storytelling rather than asset management.

Agentic intelligent operations for live events

Live events like sports, award shows, and breaking news demand flawless technical performance, but identifying and resolving issues across complex broadcast and streaming workflows is challenging under time pressure. Broadcast and streaming engineers can accelerate troubleshooting and ensure optimal performance throughout events by applying agentic AI across the full signal chain. Using Amazon Bedrock AgentCore and the AWS Strands SDK, this demonstration showcases four specialized AI agents designed to identify root causes of technical issues end-to-end across broadcast and OTT workflows. By integrating observability data from AWS Media Services, CMCD video player data, and streaming analytics from AWS Partners Mux and Hydrolix, teams can achieve full-chain observability from contribution to distribution.





AWS booth: Demo descriptions

MULTIPLATFORM DISTRIBUTION

AI-driven archive monetization and localization

Media companies hold vast libraries of valuable content but struggle to monetize it effectively. Organizations often lack clear understanding of their archive content due to outdated formats, missing or incomplete metadata, inferior content discovery abilities, and highly manual and costly legacy workflows. This demonstration shows how AWS enables intelligent content discovery, automated metadata enrichment, and new revenue streams from archive libraries. Using generative AI, organizations can enhance archive video resolution for modern screens, enable advertising-supported streaming with intelligent ad insertion, and automate localization through subtitles and dubbing for global markets. Attendees will see how to transform dormant archives into revenue-generating assets that reach new geographies and broader audiences.

AI-driven contextual advertising for live news broadcasts

Live news broadcasters struggle to maximize ad revenue while maintaining brand safety due to the fast-paced and dynamic nature of a live news broadcast. This demonstration shows how Amazon Bedrock and AWS Elemental Media Services can be combined to analyze live video streams in near real time, detecting people, places, objects, and key moments to generate time-addressable metadata aligned with IAB and GARM brand safety frameworks. The result: News broadcasters can offer premium, contextually relevant ad inventory at scale while ensuring brand safety compliance.

AWS Elemental MediaConnect Router: Simplifying live contribution workflows

As broadcasters modernize live contribution workflows, the cloud offers a powerful opportunity to simplify the routing, switching, and monitoring of multiple live feeds across globally distributed sources. This demonstration shows how AWS Elemental MediaConnect Router enables centralized management of live and linear feeds from contributors worldwide. Attendees will see real-time feed routing and switching through a physical remote control panel (RCP), a custom-built operator interface, and the native AWS Elemental MediaConnect Router console. Integrated monitoring is provided by an AWS Partner solution from TAG Video Systems, providing continuous visibility into feed health and automated alerting. The result: Broadcasters can bring traditional switching capabilities to the cloud while reducing infrastructure complexity and gaining global operational flexibility.

Dynamic routing and AI assistants for live cloud production

Cloud-based live production gives broadcasters the ability to do more with less operational overhead. This demonstration showcases how broadcasters can leverage AWS to enable intelligent automation and streamlined operations at every stage of production. AWS Elemental MediaConnect Router enables dynamic source routing within a scalable, cloud-native infrastructure—including support for global sources—while a dedicated MediaConnect flow handles video-over-IP NDI conversion. This demonstration also showcases a conversational AI engineering assistant, integrated directly into a broadcast intercom system and powered by Amazon Nova 2 Sonic, enabling real-time, voice-driven interaction with the live production workflow and environment. Attendees will see how combining AWS Media Services with voice AI accelerates decision-making on the production floor and opens new possibilities for leaner, more agile live broadcast operations.

Fast-turnaround workflows using TAMS

Fast-turnaround production teams in news, sports, and live entertainment face pressure to deliver content from camera to audience at unprecedented speeds, but traditional workflows rely on costly or proprietary systems. The open source Time-Addressable Media Store (TAMS) API on AWS enables content-centric, cloud-native workflows from live video and direct camera ingest through editing, AI-powered automated highlight generation, MAM integration, and export for VOD and social media. The demonstration showcases MXL-to-TAMS interoperability and an end-to-end cloud workflow where media is stored once and immediately accessible across the entire production pipeline.

Hyper-personalized streaming experiences

The explosion of content across countless channels and platforms has created a paradox: Viewers have unlimited choice but struggle to find what they truly want to watch. AWS addresses the dual challenge of audience fragmentation and personalized engagement through Amazon Bedrock and agentic AI, enabling conversational, intent-aware systems that understand natural language and viewer preferences at scale. This demonstration showcases how a combination of traditional machine learning, multi-agent orchestration, and multi-source knowledge bases can deliver a real-time conversational discovery system. By combining intelligent content recommendation, semantic understanding, and real-time content matching, streaming services can deliver personalized experiences that reduce decision paralysis and increase viewer engagement.

Live video intelligence with TAMS and agentic AI

Live event coverage generates high-value moments that demand immediate distribution, yet traditional workflows require hours of manual review and editing before media reaches audiences. This demonstration shows how AWS enables real-time multimodal analysis of live video streams to streamline fast-turnaround clip creation workflows. AI agents continuously analyze live feeds to generate rolling summaries, extract broadcast-quality clips, and assemble highlight reels of key moments as events unfold. By combining Time-Addressable Media Store (TAMS) and multiple AI agents working in parallel, broadcasters can compress traditional multi-hour production workflows into minutes to deliver impactful moments to audiences as they happen.





AWS booth: Demo descriptions

MULTIPLATFORM DISTRIBUTION

Low-latency streaming and personalized audio for live sports

Live sports fans at home have always experienced a delay compared to being in the stadium, frustrating fans who want real-time experiences as close to the action as possible. This demonstration shows how protocol advances and cloud-based audio innovation are closing the gap between in-person and at-home experiences. The demonstration showcases how low-latency HLS, WebRTC, and Media over QUIC (MoQ) are able to reduce latency to under two seconds. Simultaneously, object-based audio technology on AWS enables viewers to personalize their listening experience—bringing the crowd, commentary, and atmosphere to life in an entirely new way. Attendees will see how these technologies combine to deliver premium live sports experiences that rival in-stadium viewing while adding personalization that was previously impossible in traditional broadcasts.

MXL: Multi-vendor live media interoperation

Cloud-based live production often forces broadcasters to choose between vendor lock-in or complex integration challenges. The Media eXchange Layer (MXL) is an open-source SDK enabling interoperable ultra-low latency exchange of live uncompressed video, audio, and metadata between different software media functions. This demo showcases MXL v1.0 exchanging live media between multiple AWS Partners hosted on three Amazon EC2 g6 instances using both shared memory within an instance and Amazon Elastic Fabric Adapter (EFA) RDMA transport between instances.

Near-live highlights, every format, every screen with AWS Elemental Inference

Audiences increasingly consume content on platforms broadcasters don't control, from TikTok to Instagram Reels to YouTube Shorts, and they expect to see content optimized for each platform. Manual reformatting is too slow, and post-production AI tools add complexity and delay to publishing workflows. This demonstration shows how AWS Elemental Inference, integrated with AWS Elemental MediaLive, enables and optimizes near-live publication across formats and platforms. First, live action becomes publish-ready vertical video within seconds through ML-powered detection, tracking, and intelligent reframing that runs in parallel with encoding. Second, an AI agent, controlled with natural language within a broadcast-grade editing interface, enriches the content with performance insights, contextual data overlays, and visual effects. Together with AWS Partner solutions, these stages transform a live broadcast into multiformat, data-driven content that deepens fan engagement without delay.

Reinventing linear distribution on AWS

The C-band spectrum reclamation is prompting U.S. broadcasters to reassess how they deliver linear channels, and for many, it presents an opportunity to rethink distribution strategy from the ground up. By navigating this change, broadcasters can build a more flexible, cost-efficient approach that utilizes the AWS global infrastructure, including services like AWS Elemental MediaConnect and Amazon CloudFront, enabling multichannel distribution and moving away from satellite dependency and toward cloud-native delivery. This demonstration also showcases a custom-built playout solution driven by Broadcast Exchange Format (BXF), using AWS Elemental MediaLive as the underlying engine. With this solution, broadcasters can achieve reliable, cost-effective, broadcast-grade distribution on AWS. Attendees will learn how to architect scalable distribution pipelines suited to any broadcaster looking to augment or replace satellite infrastructure.

RADIO AND PODCASTS

Automating live audio and video podcast production and distribution

Podcast studios are often operated by on-air talent who expect one-touch, start and stop simplicity to manage their production workflows without technical crews offering support. This demonstration will use the production of the live Three Big Questions with AWS podcast to show an automated multi-camera production, with live streaming and fast-turnaround post-recording workflows. Attendees will see vertical video dynamically produced by AWS Elemental Inference and lower third graphics powered by an Amazon Bedrock-based generative AI workflow. At the end of each program, finished on-demand versions of the podcast are packaged with accompanying descriptive and summary metadata and delivered for distribution via partners including ART19 and Triton Digital with automated workflows following the Guidance for a Media Lake on AWS. Audio versions are distributed for radio broadcast via RCS Works and Radio.Cloud. The result: an automated podcast production pipeline supporting a variety of output formats and platforms, designed to allow on-air talent to focus on their content while automation handles production complexity.

REVENUE GENERATION

Ad creation server

Media publishers and advertising platforms need accessible ways to help small and medium businesses (SMBs) create television advertisements without requiring production expertise or large budgets. This demonstration shows how business owners can generate professional ads through natural language chat by simply describing their brand and goals while publishers provide ad placement context, allowing ads to be tailored to specific slots at minimal cost. Attendees will see how an agentic AI workflow, powered by Amazon Bedrock, Amazon Nova models, and leveraging AdCP open agentic advertising standards, guides users from concept to finished ad in minutes. The result: Media companies can tap into the SMB market, creating new revenue streams from customers that previously focused their ad spend elsewhere.

Agents for advertising

Advertising professionals struggle with time-intensive campaign planning that lacks strategic depth and often introduces costly errors. Manual optimization processes are prohibitively complex to manage at scale. This demonstration shows how agentic AI can transform the entire advertising workflow—from media plan generation and audience targeting, to real-time bid optimization and ad monetization. Built on Amazon Bedrock AgentCore and the Strands SDK, and leveraging the AdCP open agentic advertising standards, attendees will see multi-agent collaboration across the advertising value chain. The result: faster campaign planning, improved ad yield, and reduced operational complexity through intelligent automation.





AWS booth: Demo descriptions

REVENUE GENERATION

Maximizing live sports revenue through prebid and contextual non-intrusive ads

Publishers and broadcasters struggle to maximize ad revenue while keeping audiences engaged with innovative, non-intrusive ad experiences. This demonstration shows how to optimize real-time bidding auctions at scale through an integrated solution combining Prebid Server with AWS RTB Fabric, while delivering interactive, shoppable ads powered by AWS Elemental MediaTailor integrated with AWS Partner InTheGame. Attendees will see parallel bid requests handled at scale, with full transparency across multiple demand sources, alongside contextual product placements that enable instant purchases through QR codes or companion apps. The result: increased ad yield through competitive bidding, new revenue streams beyond traditional spots, and enhanced viewer experience with relevant advertising that drives measurable ecommerce outcomes—all while maintaining direct control over demand connections and bidding data.

Unlocking new markets with automatic localization for live sports

Live sports have the power to unite global audiences—but reaching new markets requires more than just delivering the game. Today's fans expect real-time, culturally resonant, and localized experiences in their preferred language. This demonstration shows how automatic speech-to-text conversion and an agentic AI translation workflow, powered by Amazon Bedrock and AWS Elemental Media Services, generate accurate, low-latency subtitles in multiple languages simultaneously during live sporting events, preserving sports-specific terminology while ensuring cultural appropriateness. Attendees will see a live sports stream being transcribed and translated in real time, with subtitles appearing in multiple languages within seconds of the original commentary. The result: Broadcasters can expand into new markets without the cost and complexity of manual localization teams.

BUILDER ZONE: AMAZON CLOUDFRONT

Secure streaming delivery using Common Access Tokens and CBOR Web Tokens

Content providers and streaming platforms struggle to secure video delivery while maintaining performance at scale. Traditional authentication methods add latency, create bottlenecks at origin servers, and lack fine-grained access controls for different content types, devices, or geographic regions.

This demonstration shows how CBOR Web Tokens (CWT) and Common Access Tokens (CAT) deliver secure token-based authentication and authorization with CloudFront Functions at CloudFront Edge Locations. CWT provides a compact, binary alternative to JSON Web Tokens (JWT) using Concise Binary Object Representation (CBOR) encoding, while CAT extends CWT with additional fine-grained access control including URL patterns, IP restrictions, and HTTP method limitations. Both token types use CBOR Object Signing and Encryption (COSE) for enhanced security and allow developers to implement lightweight, high-performance authentication mechanisms directly at the edge with sub-millisecond execution times.

The result: enhanced security without performance degradation, reduced origin server load, and flexible access control policies that scale globally.

BUILDER ZONE: AWS ELEMENTAL MEDIA SERVICES

Cloud-native video routing at scale

Broadcast operations teams managing global live video distribution often struggle with coordination and management in a time-sensitive, high-pressure environment. This demo showcases AWS Elemental MediaConnect Router performing real-time live video routing with centralized cloud control at global scale. The demo provides familiar broadcast-oriented operational views from custom React UX frontends controlling MediaConnect Router APIs via the AWS SDK for JavaScript.

Attendees will see cross-region live routing across global infrastructure, familiar management interfaces, and broadcast-oriented operational views that provide immediate visibility into stream health and aid troubleshooting. The result: simplified coordination across regions, faster response to routing changes, and scalable operations that reduce complexity in high-pressure broadcast environments.

Automated quality monitoring and failover for live streaming

Live streaming operations teams struggle to detect and respond to quality issues before viewers are affected. Manual monitoring across multiple availability zones and regions is reactive and resource-intensive, often catching problems too late.

This demonstration shows automated quality monitoring and failover for live streaming pipelines powered by Media Quality-Aware Resiliency (MQAR), an integrated capability between Amazon CloudFront and AWS Media Services that automatically detects, reacts to, and provides visibility into potential issues within live streaming pipelines. Attendees will observe techniques both in-region and cross-AWS Regions, to detect upstream errors and reduce the operational burden of identifying and quickly responding to issues with live streaming workloads running on AWS.

The result: proactive issue detection, automatic recovery without viewer disruption, and reduced operational overhead for live streaming workloads.

AWS Elemental Inference—AI-powered vertical video in real time

Broadcasters and content creators streaming events to vertical-first platforms such as TikTok and Instagram are challenged by the need to intelligently frame vertical video from live sources while also tagging and extracting highlight-worthy moments to deepen fan engagement. This demonstration shows how AWS Elemental Inference performs AI-powered live video analysis in parallel with existing workflows. Attendees will see the generation of broadcast-quality vertical video from live sources, in real time, along with highlight clipping for posting to social media and website platforms. The result: simultaneous multiformat distribution and fast-turnaround social media clips, all from a single live source without workflow interruption.





Create. Connect. Captivate.

[Learn more](#)