

The background is a vibrant, abstract digital scene. It features a dense network of glowing lines in various colors (blue, green, yellow, red) that create a sense of depth and movement. Numerous small, colorful particles (dots) are scattered throughout, some appearing to trail off into the distance. The overall color palette is dominated by deep blues and greens, with bright highlights from the glowing elements. On the right side, there are large, semi-transparent circular shapes that partially overlap the main scene, adding a layered, geometric feel to the composition.

# EBU

OPERATING EUROVISION AND EURORADIO

## TECHNOLOGY & INNOVATION

Get an edge

# HYBRID CLOUD LIVE PRODUCTION

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TEAM LEADER, MEDIA OVER IP AND CLOUD TECHNOLOGIES

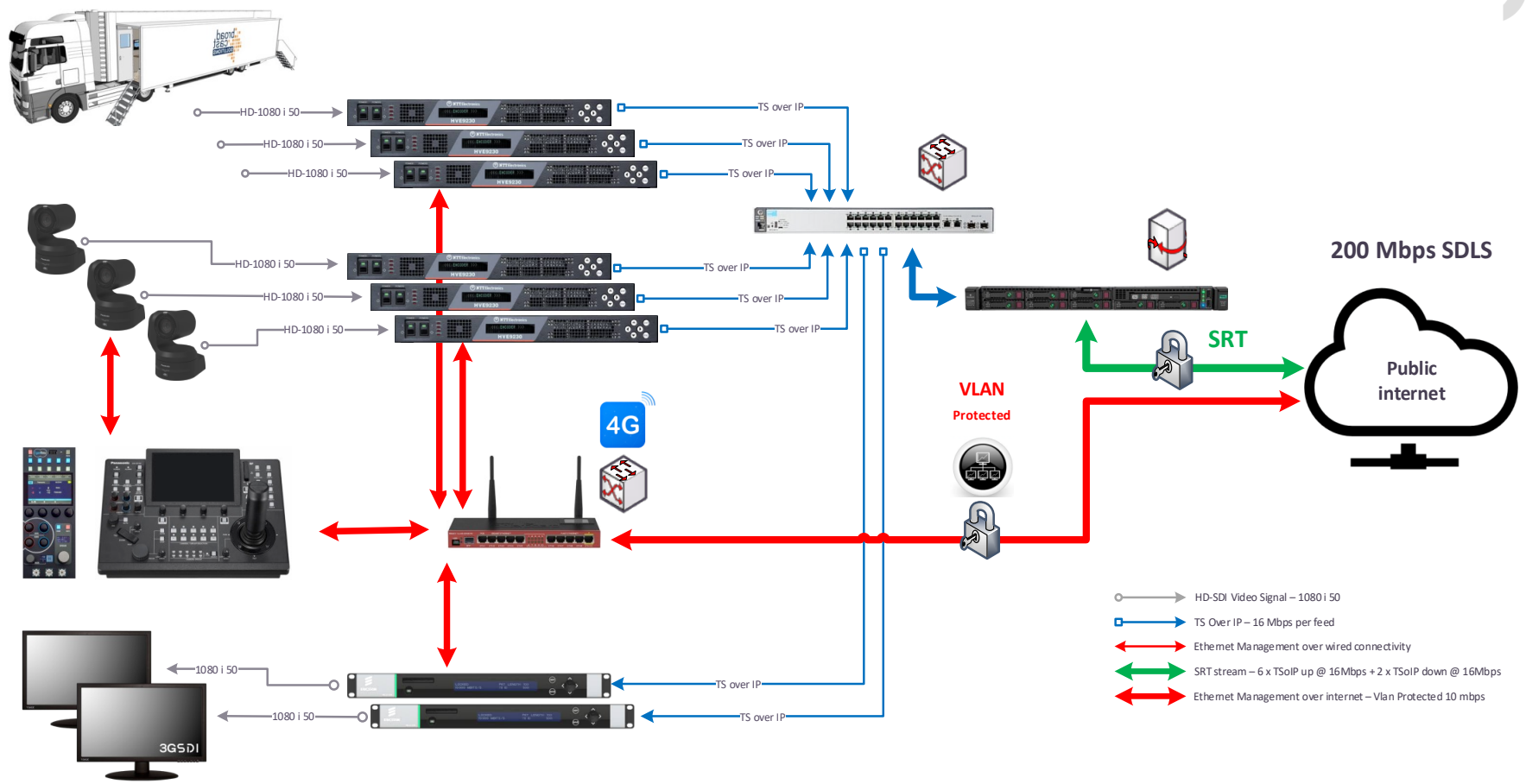
EBU T&I

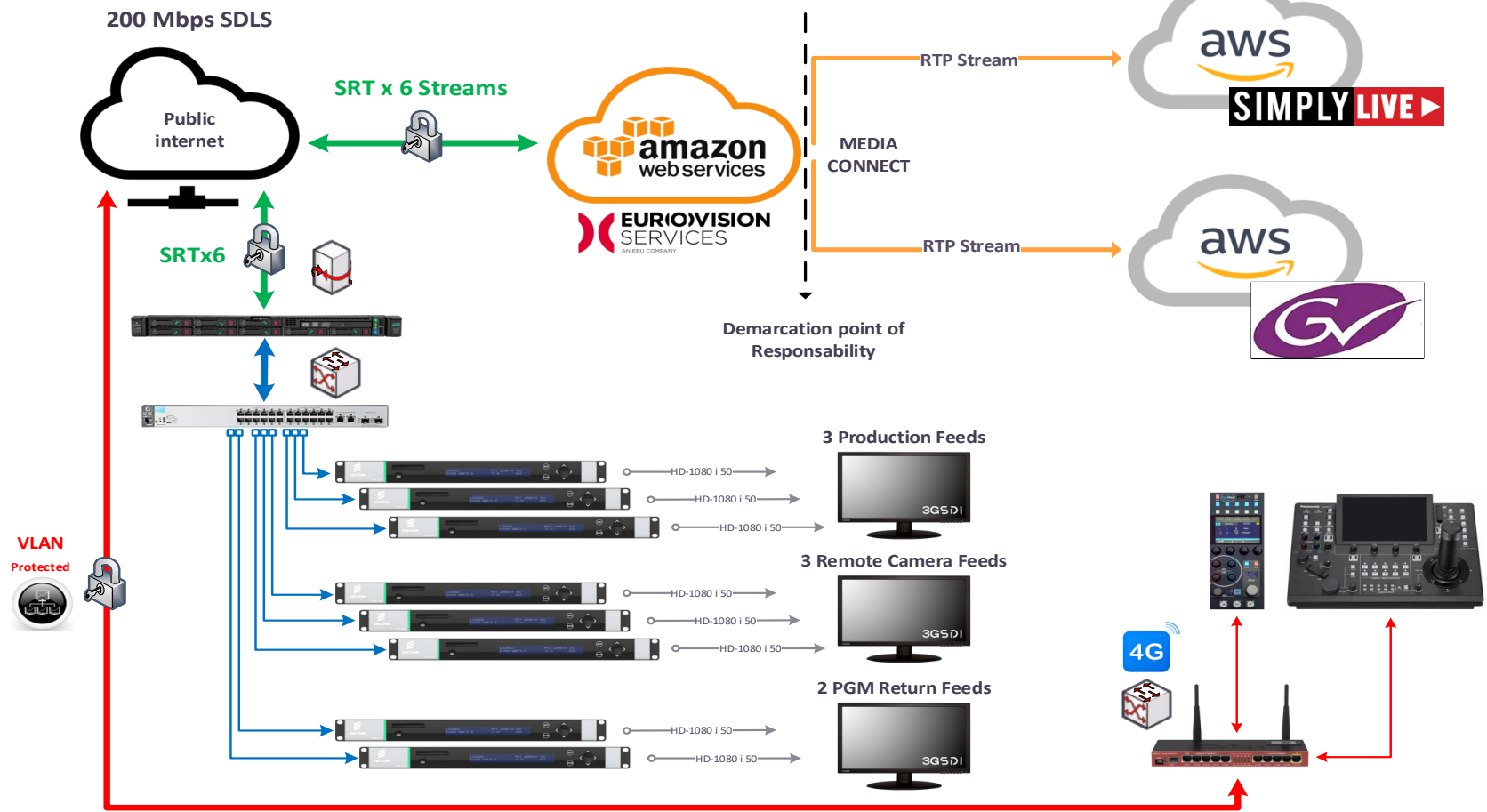
19.11.2021



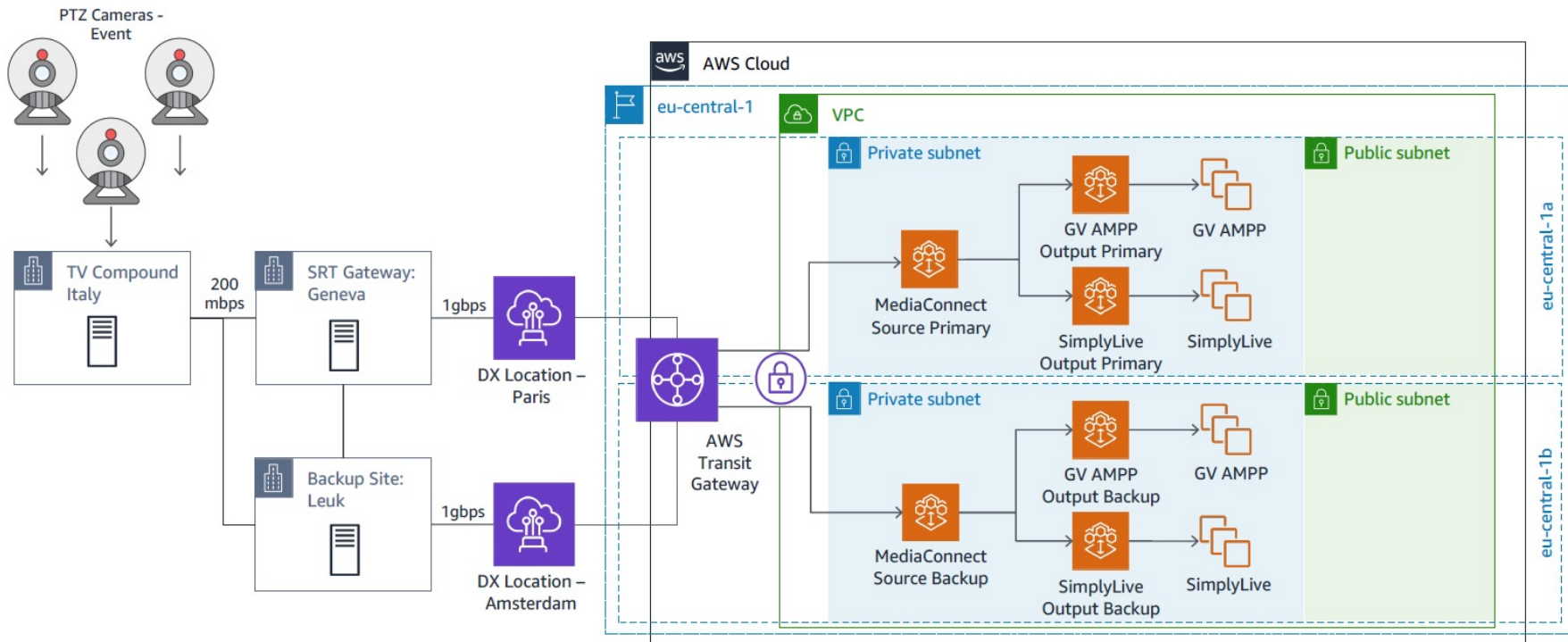


**COVID-19 has pushed media organizations  
to embrace the cloud, **also for live!****





# AMAZON WEB SERVICES EXAMPLE





**The most asked question:**  
**Can I skip IP and go directly to cloud?**



**Cloud is one of the technological enablers of  
digital transformation.  
But it is not just about technology.  
The audience consumes content, not technology.**





**Thank you!**

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