Modernizing Broadcast Licensing: A Collaborative Industry Approach

Noor Hassan – WW Partner Solutions Architect, M&E

Agenda

- Why are we here – Trends and blockers
- Application licensing – landscape overview
- Initiative introduction and approach
- Initiative phases and updates
- Shared responsibility model
- Next steps

Why are we here?

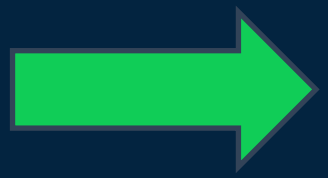
Broadcast trends

Cost Optimization 01

Scalability & Agility 02

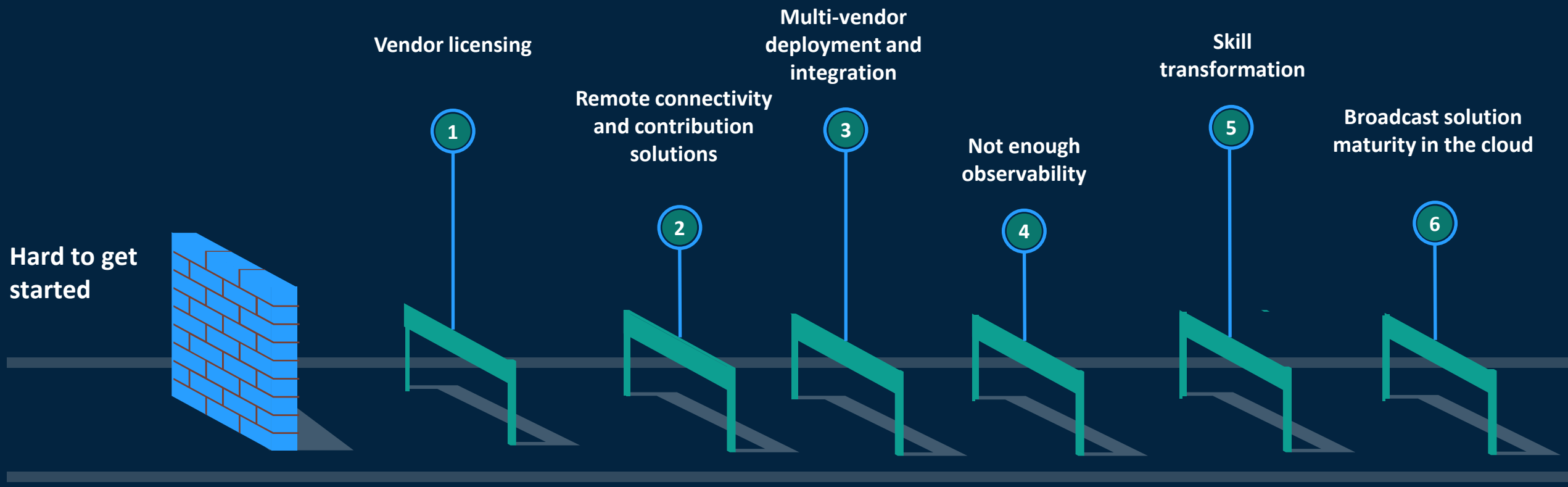
Experimentation & Innovation 03

Sustainable workflows 04

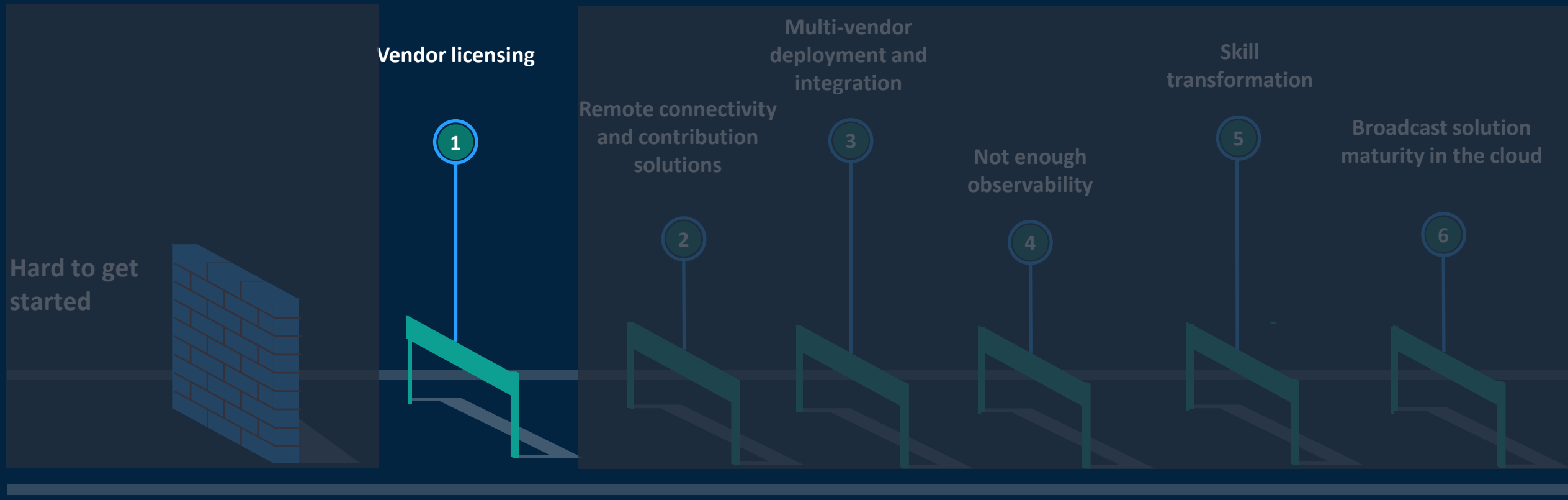


- Modernized solutions
- Software-based applications
- Cloud and hybrid workflows

Observed challenges



Observed challenges



Application licensing – landscape overview

“I need to have clear visibility of the license allocated to my workstation, and view any feature restrictions.” - Operations

“I need to be able to clearly identify available licenses , ensure licenses are released back to the pool, and have access to 'demo' licenses for testing in 'dev' and 'staging' accounts.” - Operations

“I need to accurately forecast our upcoming event's total licensing expenses to ensure proper budget allocation and avoid any compliance-related surprises.” - Finance

“I need to be able to prepare for events which may scale and require additional resources. I need an easy way to 'Burst' my licensing based on event planning requirements.” - Engineering

Initiative introduction and approach

Modernizing Broadcast Licensing

A collaborative initiative to develop recommendations for broadcast licensing in cloud and hybrid workflows. AWS, System Integrators, and vendors are working together to address current licensing challenges and propose practical recommendations to streamline application licensing and management.

Initiative core members:

ALPHA Experience Possible

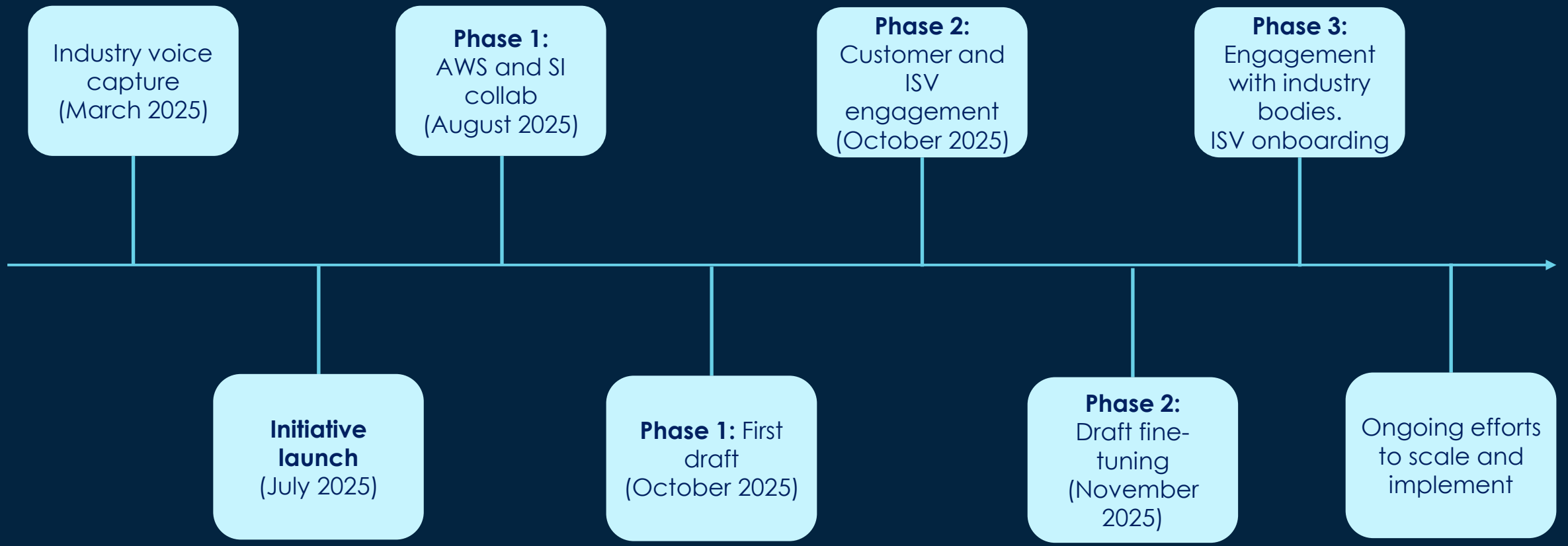
aws

LOGIC FAIRNESS & KOMPETENZ

merapar

diversified

Initiative phases and status update



Use cases

24/7 Workflows:
Example playout systems

Longer-term license models: perpetual or annual

Customers may require more granular options for experimentation purposes (example launching a new international channel for a limited period)

Event-based systems (frequent): Example news, sports leagues

More granularity

Customers desire granular options, especially if the vendors have different licenses for different products and features.

Event-based workflows (infrequent): Example Sports events (Olympics)

More granularity

Customers desire granular options, such as daily and hourly.

Test and validation systems (ad-hoc): Example validate end-to-end broadcasting workflow

More granularity

Customers desire more granular options, like hourly, or weekly to validate, stress or build a new pipeline.

The challenges

Group 1: Marks high impact, low overhead:

- Infrastructure as Code (IaC) does not include licensing
- Manual license setup
- No flexible usage rights (prod, test, training, DR)
- Need to connect to a remote public license server on a regular basis to authenticate licenses
- Change of licensing models (on prem to cloud)
- Cloud knowledge and expertise is in early stages for majority of industry personas

The challenges

Group 2: Marks high impact, high overhead:

- Licenses bind to hostnames/MAC addresses
- Cloud-native license concepts don’t fit the vendor business model
- Challenges to modify existing licenses. i.e. add more outputs to a graphics solution
- Missing minimal API: Lack if standard API for operations like issues/bind/revoke/inspect/report
- Failover to backup systems require vendor intervention or new licensing

Benefits

To the customer

1. Predictable spend with flexible time-based modalities (hourly/daily/monthly/annual)
2. Unified accessibility and processing of vendor offerings
3. Seamless cloud and hybrid license approach
4. Self-service visibility: active licenses, remaining hours, feature flags, and alerts
5. Reduced application activation time leading to faster time-to-value

To the ISV

1. Compatibility across application licensing systems
2. Faster go-to-market (easier license deployment and adoption for customers)
3. Flexible licensing modalities as modality and implementation become decoupled
4. Reduced support burden through standardized APIs, security recommendations, observability, and implementation examples
5. The above resulting in accelerated revenue motions.

To the SI

1. API-first approach enabling streamlined deployment and integration of vendor systems
2. Repeatable deployments with Terraform/CFN modules that include licensing steps.
3. Observability for operations and finance
4. Streamlined deployment of multi-vendor systems → reduce friction with customer environments

Recommendations – 30,000 ft view (aka. Stating the obvious)

1. Leverage existing working models vs re-invent the wheel: API-first approach, AWS Marketplace dimensions and metering...etc
2. Let’s think long term while acknowledging short term limitations
3. Designing for platform variability
4. Observability and security at every layer
5. Licensing implementations need to be platform, application, feature-agnostic

Design principles

1. API-first approach to enable license issue, renew, move, and revoke.
2. IaC and CI/CD considerations with headless activation.
3. A license agent to enable integration with legacy applications and normalization between the control plane and workspace plane.
4. Short-lived signed lease tokens.
5. Unique fingerprint vs hostname/MAC.
6. Usage metering and dimensions modeled after the AWS Marketplace usage/metering APIs.

Proposed approach – the two planes

Workspace Plane

Where the software runs (EC2 AMI, Kubernetes, on-prem); includes license agent/SDK and applications.

Managed by end customer, or vendor (SaaS), or MSP

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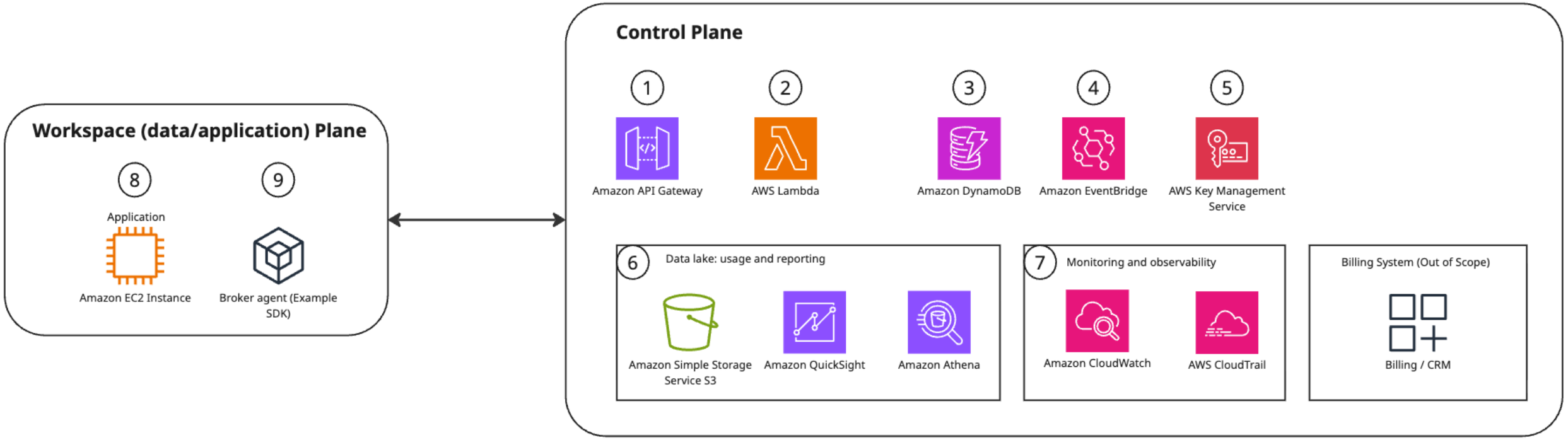
Control Plane

Central services for tenancy, entitlements, keys, leases, usage, analytics.

Managed by end customer (builder persona), or vendor, or MSP

Sample architecture



Shared Responsibility Model

Industry bodies	Identify synergies with ongoing industry initiatives (example DMF) and consider licensing as the “next layer” to implement.
Customers	Engage in initiative activities (workshops, seminars…) to provide continuous feedback loop. Actively share licensing needs relative to their products.
Vendors	Engage in initiative activities (workshops, seminars…) to provide continuous feedback loop. Adapt existing and future licensing models according to recommendations (where it makes sense).
System Integrators	Engage in initiative activities (workshops, seminars…) to provide continuous feedback loop. Provide unified approaches and guidance for licensing based on initiative recommendations.
AWS	Engage in initiative activities (workshops, seminars…) to provide continuous feedback loop. Provide guidance on implementation best practices for cloud, and share voice of the industry.

Next Steps

Interested in learning more?

AWS

Noor Hassan – nooraws@amazon.com

Alpha

Luke Potter – luke.potter@alphax.us

Diversified

Thomas Carlisle - tcarlisle@onediversified.com

LOGIC

Thomas Pister - tpister@logic.tv

Merapar

Tom de Brouwer - tom.de.brouwer@merapar.com

Thank you

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