

Media & Audience Lake with Video Intelligence



Transform video content and audience data into actionable intelligence

Disconnected Video & Audience Data Limits Business Value

Media and entertainment organizations often struggle to combine insights on video content with their audience data. This fragmentation creates missed monetization opportunities, inefficient operations, and an inability to deliver data-driven advertising and recommendations that modern audiences expect.

A unified, serverless data platform that integrates video and audience data into actionable business intelligence

This solution combines AWS video intelligence and data analytics services into an integrated platform that automatically extracts rich metadata from video content and unifies it with audience data for advanced segmentation and measurement.

This serverless architecture enables content searchability, personalized recommendations, campaign optimization, and privacy-compliant data collaboration—delivering measurable business outcomes through faster content discovery, improved audience targeting, and data-driven decision making.

How We Can Help



Video Intelligence

Automated extraction of rich metadata from video content using AI for cinematography & visual recognition, speech transcription, and contextual understanding



Audience Analytics

Advanced segmentation and audience insights that power personalized experiences and increase engagement



Multi-Source Integration

Combine data from multiple content, ad, and analytics platforms for a complete view of audience behavior



Content Discovery

Surface relevant content and ads faster through AI-driven metadata tagging and semantic search



Privacy & Governance

Centralized data access controls, encryption, audit logging, and privacy-preserving collaboration ensuring compliance with evolving privacy regulations

Our Approach

01

Discover & Define

Assess video assets, audience data, and prioritize high-value use cases based on impact and feasibility.

02

Plan & Design

Design unified data lake architecture integrating video intelligence, viewing data, and audience intelligence

03

Build & Validate

Deploy serverless data lake, implement video AI pipelines, integrate customer data, and deliver use case prototypes.

04

Launch & Deploy

Optimize performance, implement high availability, harden security controls, and transition to production.

05

Manage & Extend

Continuous optimization, capability expansion, user training, and implementation of additional use cases.



Deliverables

Data Lake Foundation

Serverless, scalable storage infrastructure with unified governance across video content and audience data

Video Intelligence Pipeline

Automated metadata extraction using Rekognition, Transcribe, Comprehend, and Bedrock for searchable video archives

Multi-Source Integration

Low-code ingestion from content systems, advertising platforms, and customer data sources with quality validation

Analytics & Insights Layer

Purpose-built analytics with Athena, OpenSearch, Redshift, and QuickSight for content and audience intelligence

Privacy & Collaboration

AWS Clean Rooms for privacy-safe audience insights and Lake Formation for comprehensive data governance

Target Customer Profiles

Global Streaming Platform

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Video Intelligence Pipeline

Implement searchable video archive with automated metadata extraction enabling content teams to find footage 10x faster. Integrate audience viewing patterns to power personalized recommendations, increasing viewer engagement by 35% and content discovery.

Leading Ad Tech Company

Advertising & Marketing

Unified Audience Analytics Platform

Build unified audience analytics platform integrating streaming data, advertising impressions, and customer profiles. Enable cross-platform attribution and audience segmentation, improving campaign ROI and reducing customer acquisition costs.

Media Conglomerate

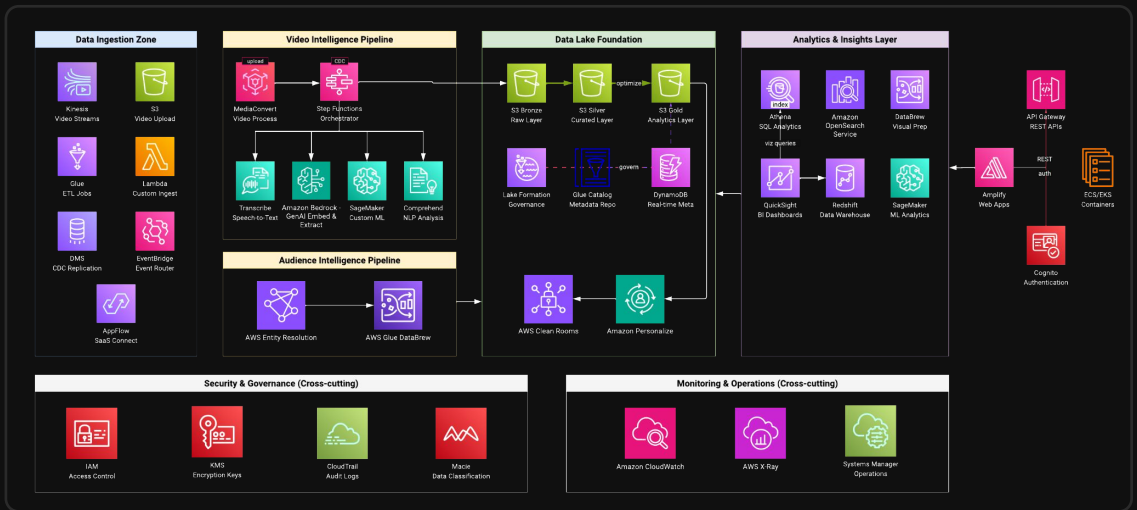
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Privacy-Safe Data Collaboration

Deploy AWS Clean Rooms for privacy-safe data collaboration with advertising partners. Enable measurement and attribution across walled gardens while maintaining compliance, unlocking incremental advertising revenue within first year.

Architecture

Serverless architecture eliminates infrastructure management while providing unlimited scalability.



Let's Get Started

Whether you're just beginning your data modernization journey or looking to enhance existing capabilities, AWS can help you unlock the full value of your content and audience data.

Let's start with a discovery workshop to assess your current state, identify high-impact use cases, and design a tailored roadmap for your Media & Audience Lake implementation.

Scan the QR code or [click here](#) to talk with our specialists

