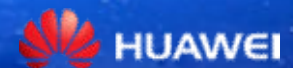


**Embrace the Cloud, Unleash the Power of Omnimedia**  
**cloud transformation in media**  
**industry**





**Trend – "Desire for Change", an Ever-Lasting Theme in the Media Industry**

# "Prosumer"-centered Omnimedia Transformation

Self-ingestion->  
+UGC, Internet



Material ingestion

In-station production->  
Editing anytime, anywhere,  
HD presentation



Content production

Single-screen, unidirectional->  
Multi-screen interaction,  
accuracy



Program distribution

Ads-dependent->  
Diversified operation



Media operation

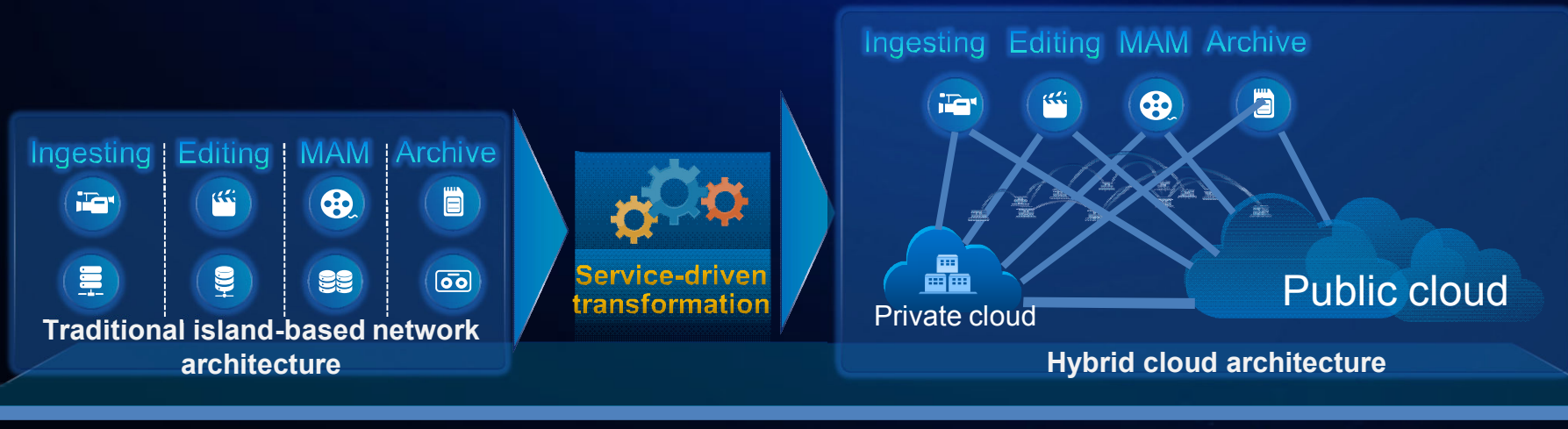
# Challenges Facing Traditional Media in Shift to Omnimedia

**Limited**  
sharing

**Confined**  
teamwork

Information  
**islands**

# Service-driven IT Architecture Transformation



SD/HD

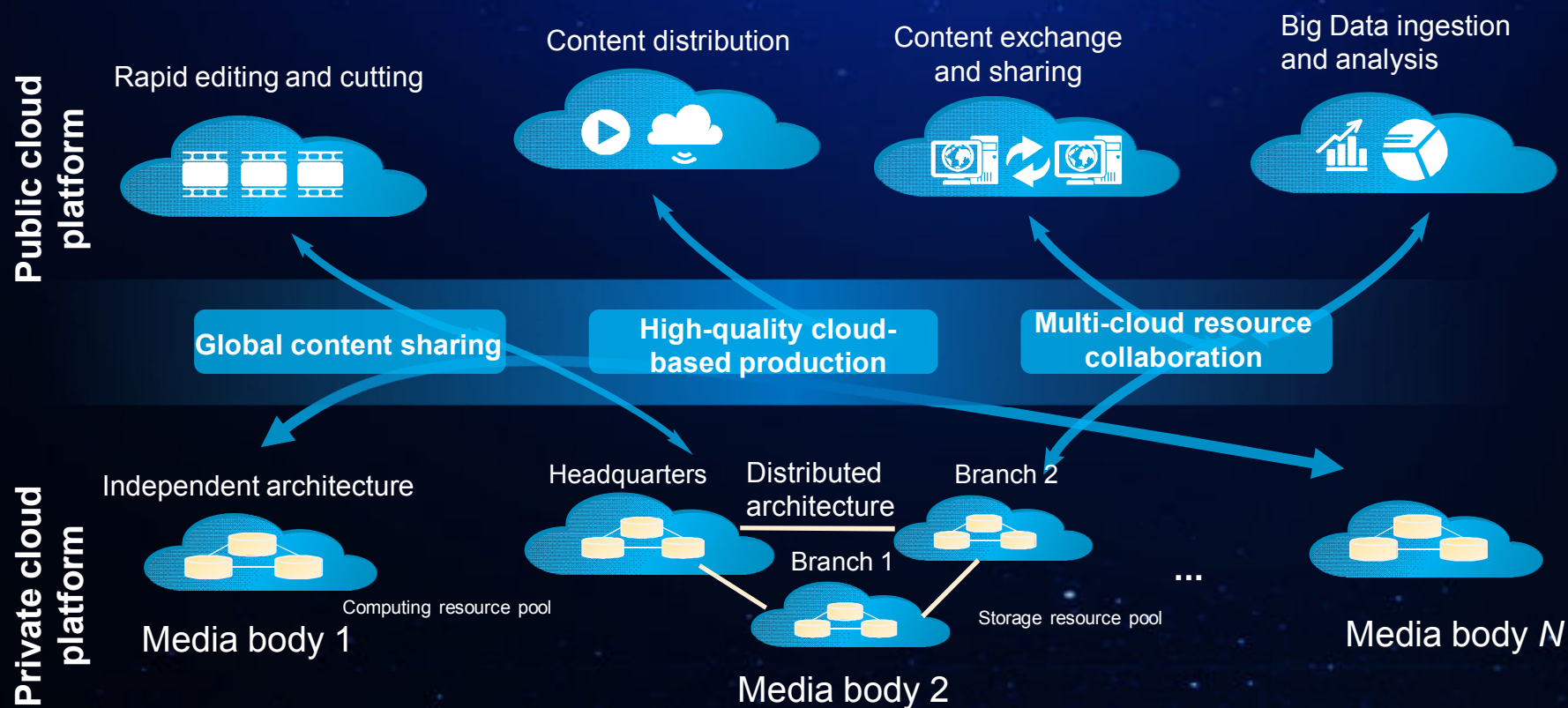
HD/UHD



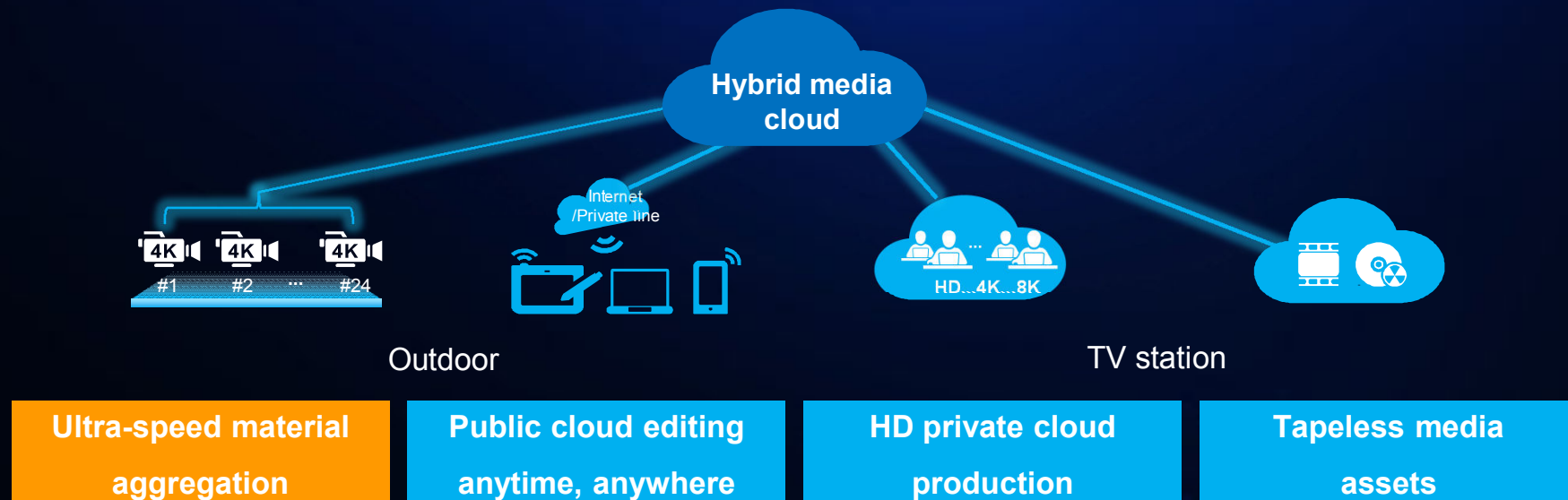
# **Solution – Huawei Media Cloud Enables Omnimedia Transformation**



# Redefinition of the Media IT Data Center

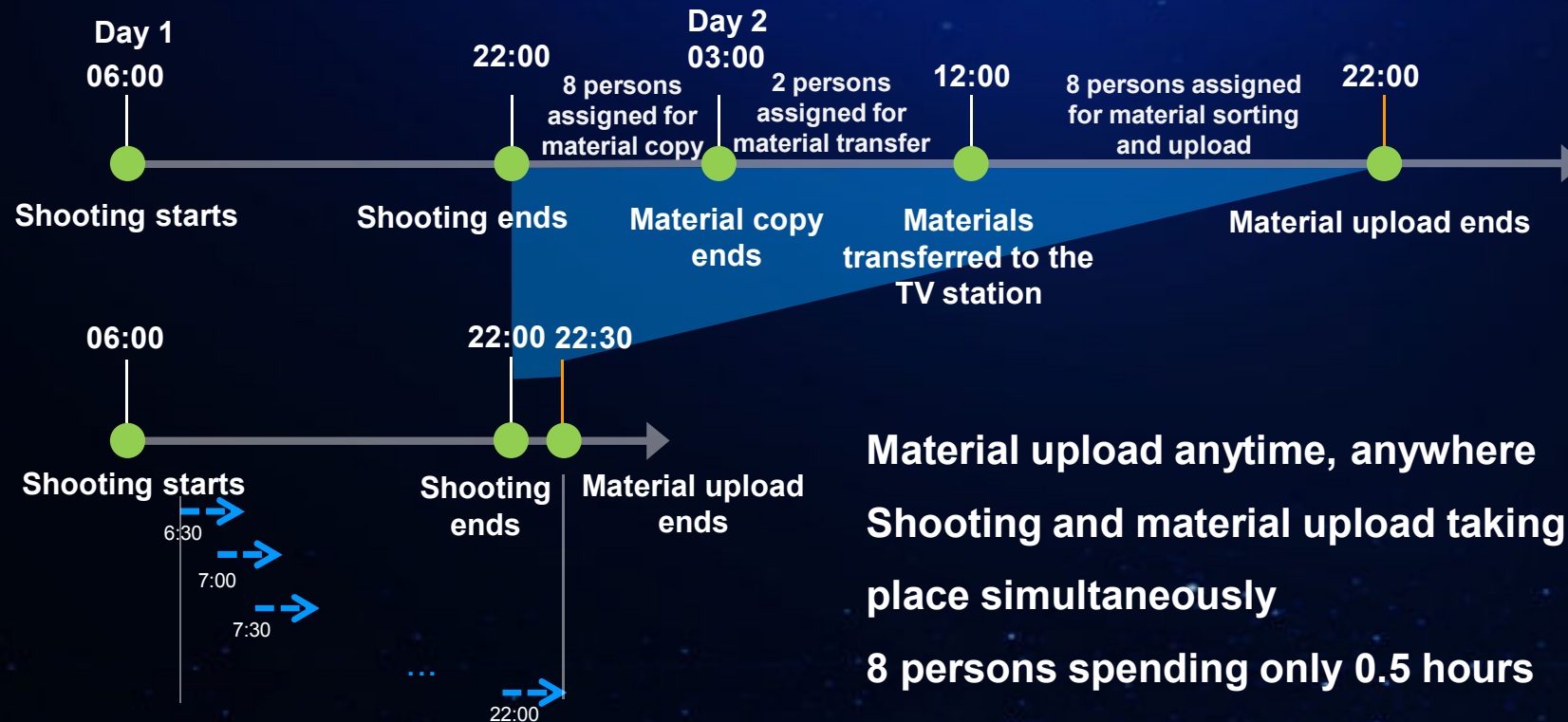


# Converged Media Cloud Enables Omnimedia Transformation





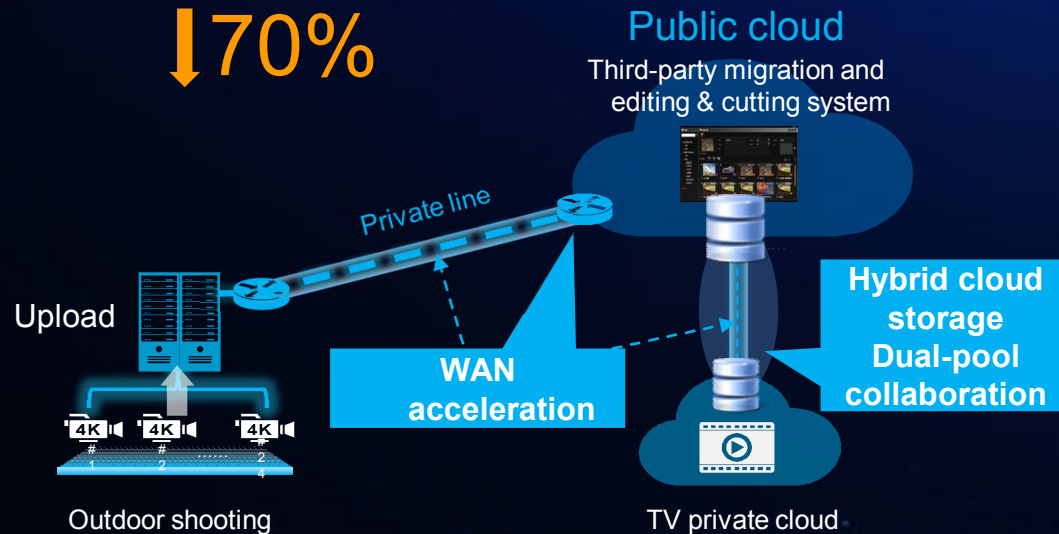
# Huawei Cloud Ensures Material Instantaneity and Enables Rapid Material Upload



# Ultra-Speed Material Aggregation

Material migration time reduced by

↓70%



18 man-month  
before

8 man-month  
now

Manpower costs

↓55%

Manpower

24 hours  
before

0.5 hours  
now

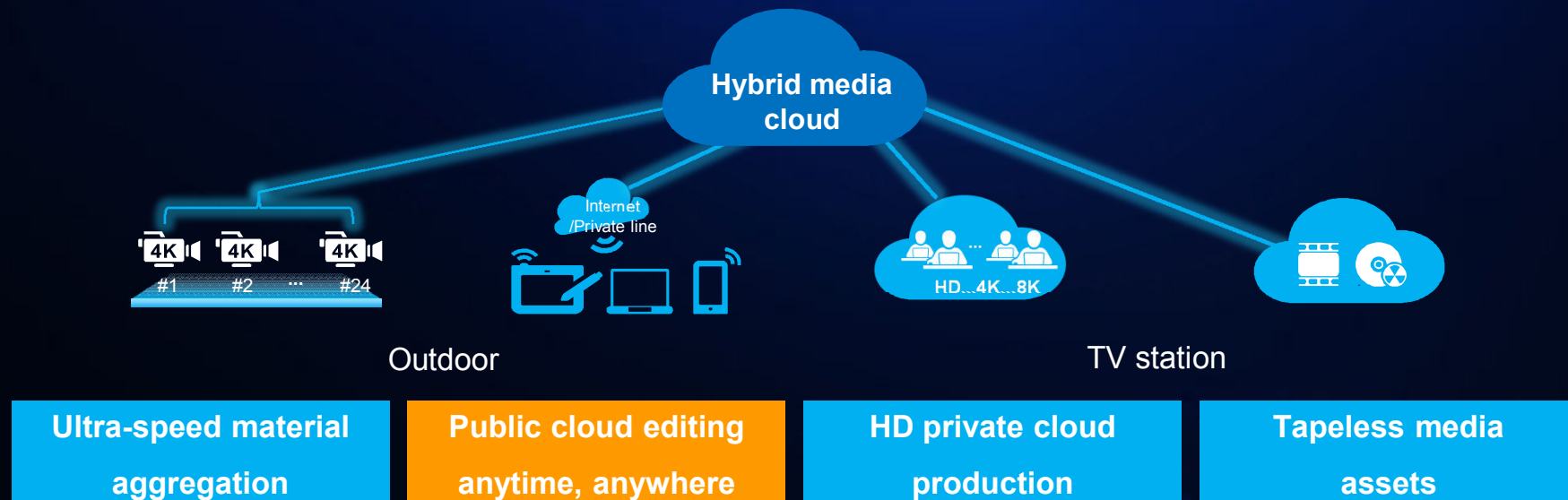
Efficiency

↑98%

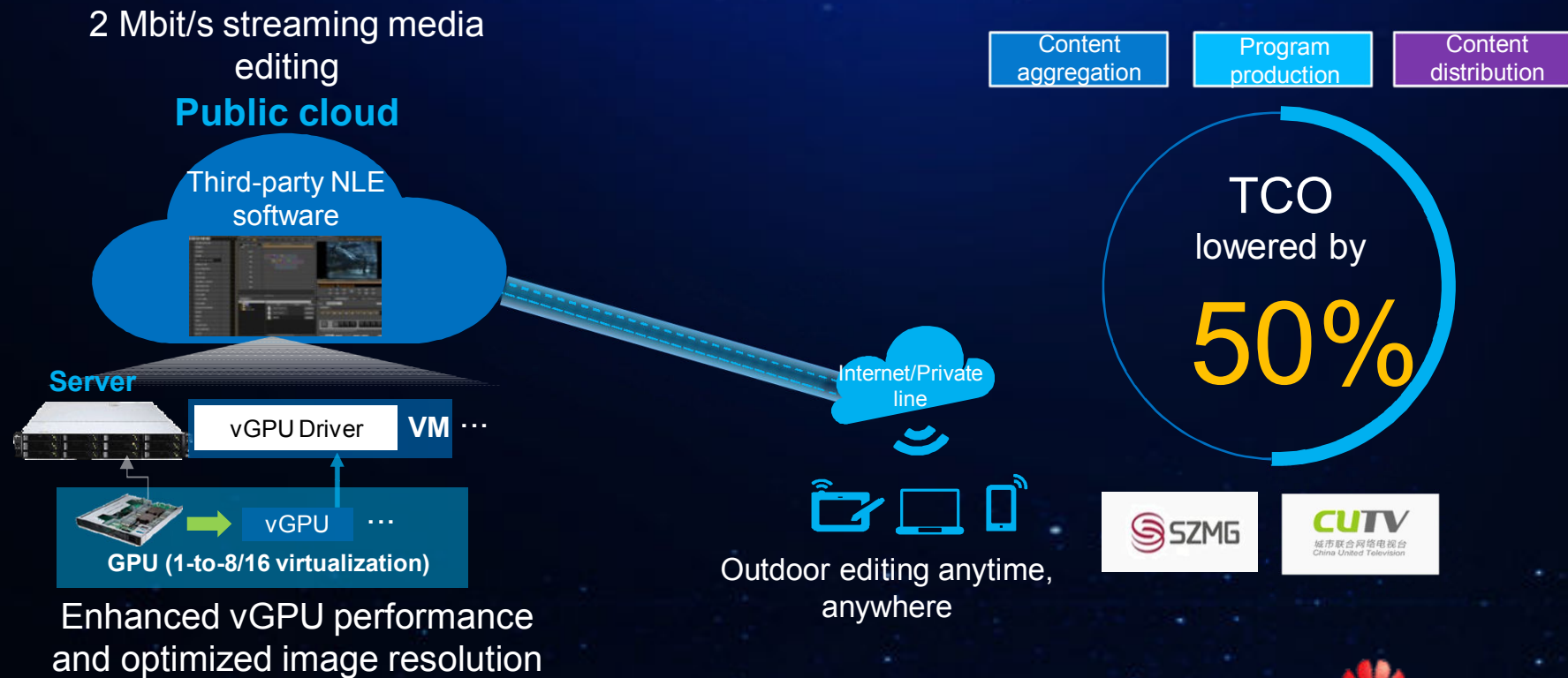
Time

Using a TV station as an example

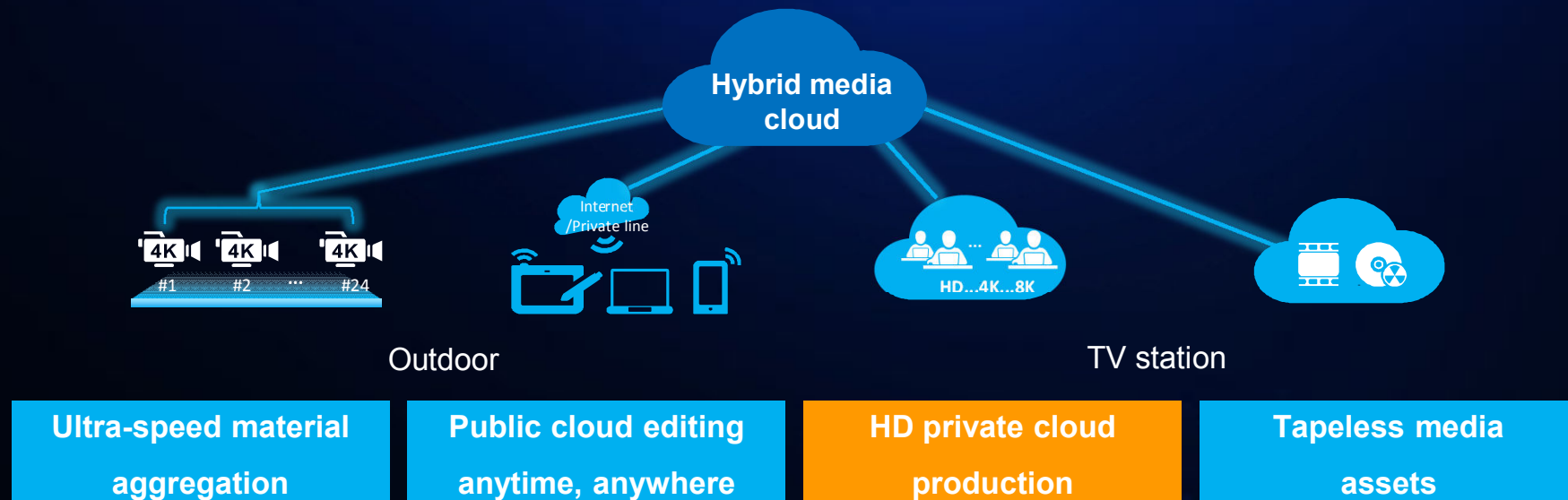
# Converged Media Cloud Enables Omnimedia Transformation



# Content Production Anytime, Anywhere



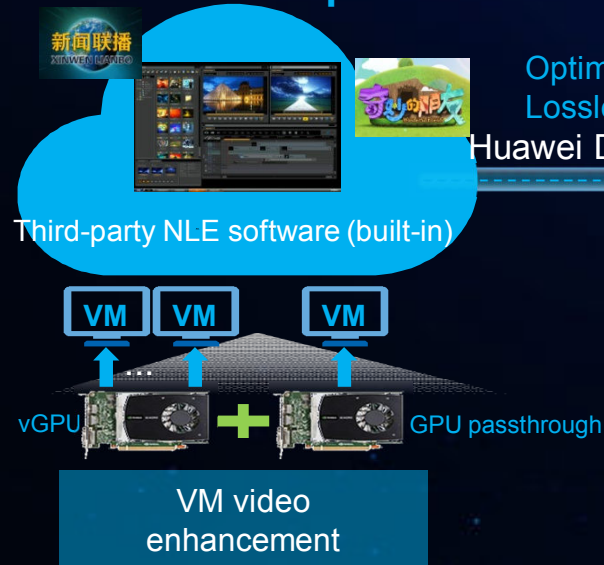
# Converged Media Cloud Enables Omnimedia Transformation



# Industry's First Cloud Capable of Editing 8-Layer 120 Mbit/s HD Videos

Synchronized images and sounds,  
smooth editing, and efficient  
resource utilization

## In-station private cloud



Optimized video compression  
Lossless text compression  
Huawei Desktop Protocol (HDP)



Thin client



In-station HD  
production

News production	Windows OS, 6 VMs concurrently editing 6-layer HD videos, vGPU
HD production (shows, documentaries, and TV series)	Windows OS, 6 VMs concurrently editing 4-layer HD videos, vGPU Windows OS, 4 VMs concurrently editing 8-layer HD videos, GPU passthrough

60<sub>minutes</sub>

Before

10<sub>minutes</sub>

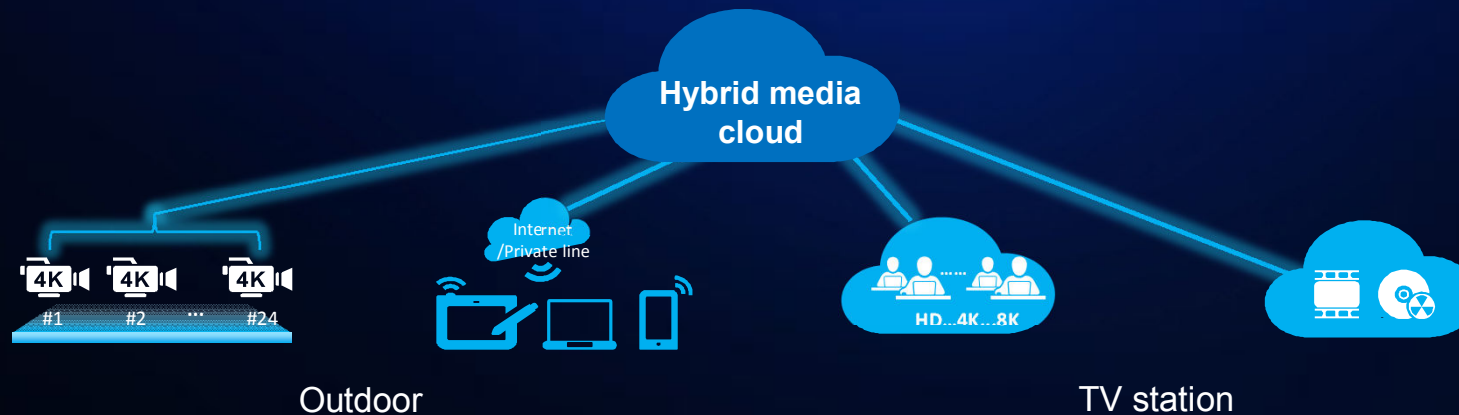
Now

Production service rollout time





# Converged Media Cloud Enables Omnimedia Transformation



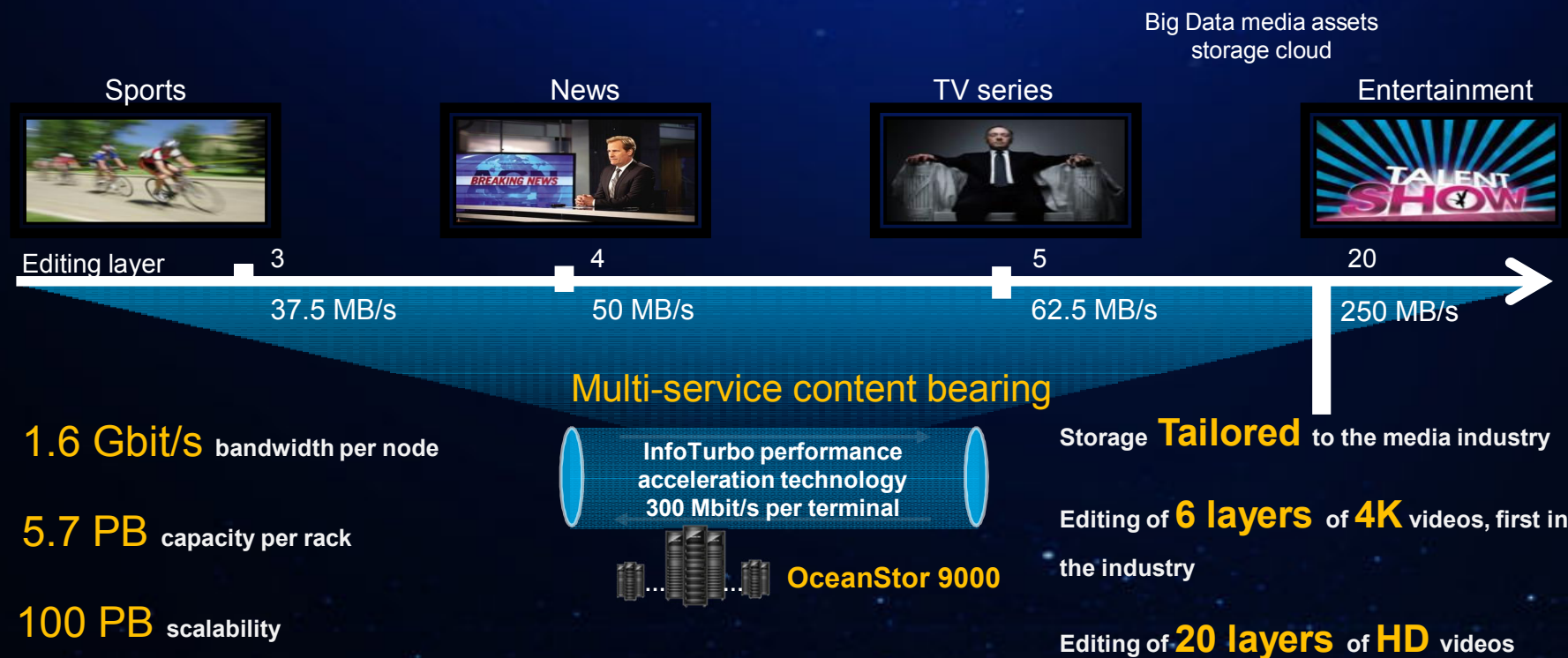
Ultra-speed material  
aggregation

Public cloud editing  
anytime, anywhere

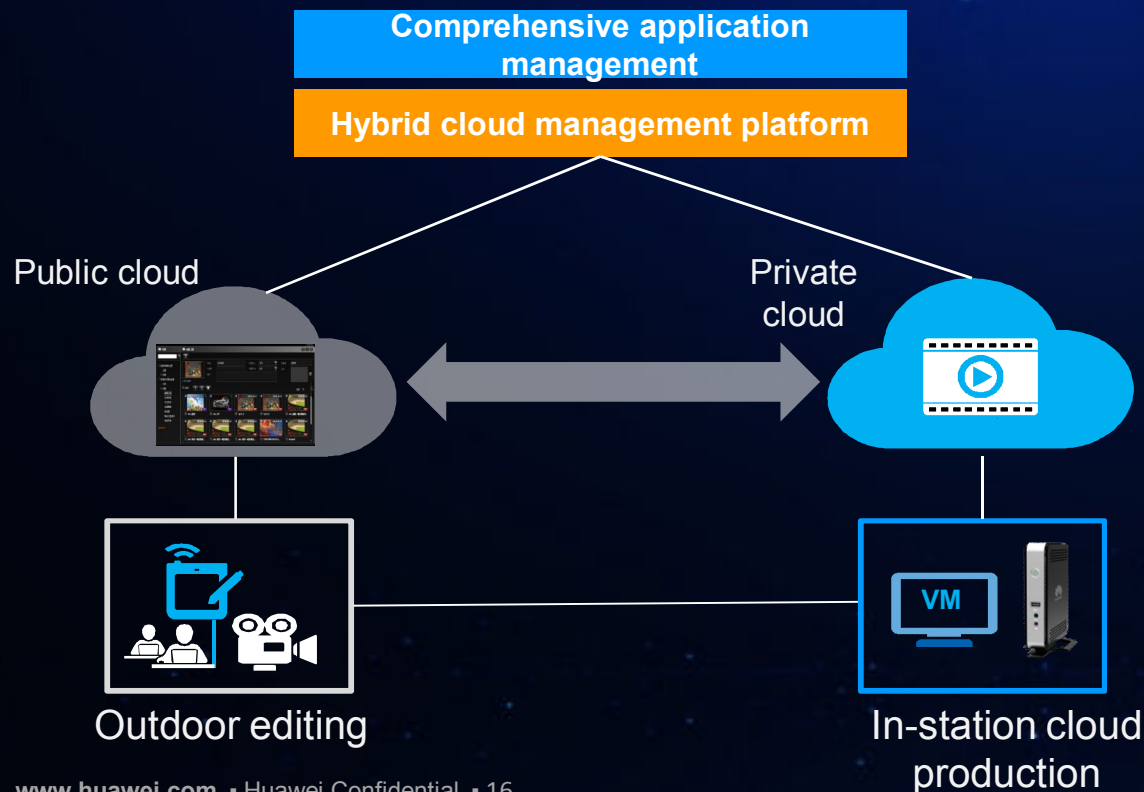
HD private cloud  
production

Tapeless media  
assets

# Fastest Scale-Out Storage Digs Out Value Ascribed to Cloud-based Contents



# Hybrid Cloud Management Platform Supports Smooth Evolution Towards the Media Cloud



## Huawei hybrid cloud management platform:

- Adapts to various service applications.
- Manages diverse public and private cloud platforms.

# Phoenix TV: "2+7" Distributed Cloud Data Centers

- **News available for broadcasting in 5 minutes thanks to data shared** among the two main data centers in Beijing and Hong Kong, as well as other seven branch data centers in cities like Taipei, Paris, London, and Los Angeles.
- **90%** shorter service rollout due to modular deployments
- **30%** lower CAPEX thanks to the cloud platform
- **Doubled** O&M efficiency







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