

# Media and Entertainment trends

## Recap from NEXT 2021

Since our homes became our media centers in the past year, Google Cloud has helped many media companies by providing solid infrastructure and tools which can handle your most complex requirements.

To learn more about our media solutions, visit us [here](#).

Explore our sessions, which highlight the latest innovations to help media organizations :

- Meet consumer expectations
- Provide competitive business insight via data and AI
- Bring services closer to the edge with 5G networking partnerships
- Manage multi-cloud environments
- Improve development environments
- Automate privacy compliance and even tools to make sure you don't spend too much on cloud compute.



**[01 Keynote](#) :** Putting data to work for a concrete (and dare we say measurable) result on the bottom line.

Google CEO Sundar Pichai outlines how Google Cloud services are helping transform enterprise businesses across industries. 1500+ product and feature releases this year have helped drive digital transformation in media and other industries. Data has been at the heart of this.

---

**[02 Digital Transformation in M & E](#) :** The cloud advantage at scale.

The speed of which digital transformation has hit M & E has snowballed in the past year. We cover what you need to do to serve audiences in a digital-first future. Hear how Univision is revamping their architecture for the cloud as they expand to become the top Spanish speaking media platform

---

**[03 Major League Baseball Reinvention](#) :** Modernizing a classic, using data to improve the game people love.

MLB is turbo charging the quintessential American game using data to pitch at a whole new level; to do deep analysis for how to build a better ballgame. Fans can get detailed backstory for each play or player.

#### 04- [Major League Baseball's cloud journey](#) : Google - MLB home run.

Go deeper into MLB's journey migrating systems to a multi-cloud environment. Learn how MLB is using the Anthos platform for management of bare metal deployments in the stadiums for some specific low latency needs.

---

#### 05 - [Google Cloud data techniques](#) : How to design systems to process 1 billion user generated requests per second

Hear how GCP helped architect low latency, high availability data processing for large, real-time consumer audiences; such as an online gaming example.

---

#### 06 - [Google Distributed Cloud Edge and 5G](#) : Telco partnerships bringing the edge to customers everywhere.

A closer look at [Google Distributed Cloud](#) implemented on Google's network edge, Operator edge, customer edge and customer data center. Think personalized immersive experiences, gaming and customer interaction delivery.

---

#### 07 - [Just right costs](#) : This is a must-have for controlling cloud budgets.

Serving video to consumer audiences requires large amounts of cloud resources. Best practices for cost optimization on compute. Introducing the Rightsizing Recommendation tool which runs multiple simulations to help optimize infrastructure costs including evaluating CPU and RAM usage.

---

#### 08 - [Code more](#) : Deployment without platform configuration, means more productive coding.

Cloud Run for Anthos provides the use of Kubernetes and Knative without requiring developers to learn either technology. Build and deploy native applications, Docker containerized applications as well as incremental rollouts and rollbacks.

---

#### 09 - [Protecting sensitive data](#) : Automated tools for meeting all privacy requirements.

Consumers increasingly expect their private data to be handled responsibly. Understand your data risk using automatic analysis. This fully managed service provides monitoring and obfuscation of confidential data, including email, credit card, other PII, or even unstructured data, to ensure privacy requirements are upheld.

---

#### 10 - [Short Form](#): Snapchat and Wix.

[Case study](#) about the data architecture for Snapchat; creating one single catalog, multi-tenant platform for each and every data team's pipeline.

[Wix](#) about the data architecture for Snapchat; creating one single catalog, multi-tenant platform for each and every data team's pipeline.

