

# **Media Cloud and Microservice Architecture**

MCMA At Bloomberg

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<https://tech.ebu.ch/groups/mcma>

# MCMA usage, some numbers:

- More than 500,000 media assets processed
- Distribution to social platforms
- Multi engines AI driven speech to text (concept to production in 3 weeks)
- Partner content distribution
- Cost of MCMA production environment is less than \$2 per day

# MCMA Infrastructure

- Services (in addition to out of the box MCMA services)
  - Twitter Service
  - SocialFlow Service (Twitter, Facebook,...)
  - AI Speech To Text Service
  - Distribution Service
  - Rule Engine Service
  - Queue Service (interaction with on premises infrastructure)
- Extensions
  - Job tracker
  - Centralized logs (Cloudwatch Logs Insights)

# MCMA Workflows

- Distribution to social platforms
  - Rule driven
  - Multi platforms
  - Twitter, Facebook, Instagram
- Speech to text generation
  - Context driven
  - Support multi AI engines
  - Support multi layers processing
- Cloud post-production
  - Ingest assets
  - Sync generated assets with MAM
- MRSS Feed generation

# MCMA Environments

- Developer sandbox environments
- Dev
- QA
- UAT
- Prod