Dynamic Media Setup and Configuration

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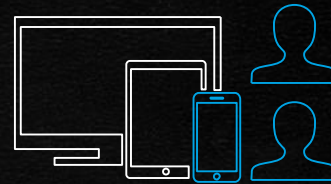# Content Marketing & Velocity

Business Issue: Drive greater demand, conversion, engagement and loyalty through relevant content across entire customer journey.

Plan & Source

Manage & Use

Assemble & Deliver

Amplify & Optimize

Use Case Definition: Content Marketing – Dynamic Content Delivery

"I want to…"

Drive conversion through interactive and personalized content experiences

DYNAMIC CONTENT DELIVERY

Primary Solution

AEM Assets + Dynamic Media

What I buy…

Adobe Target

Adobe Analytics
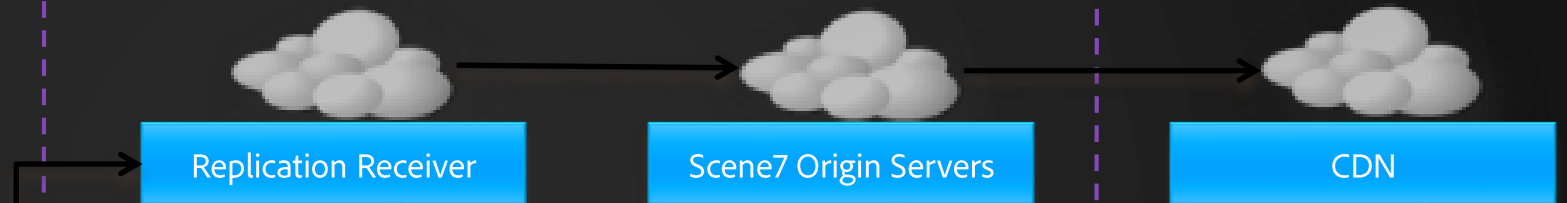
Creative Cloud for Enterprise
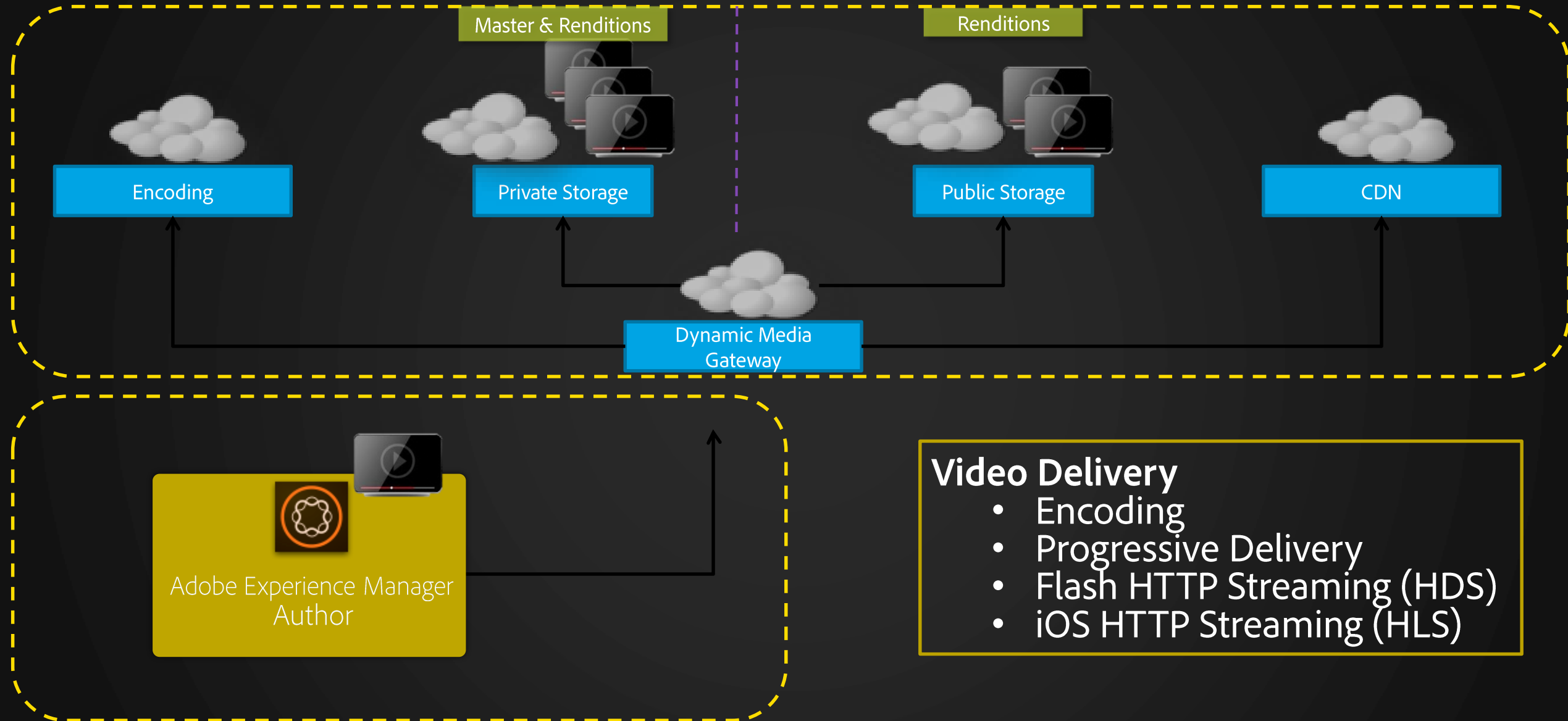
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Hybrid Image Delivery - Detail

Adobe Global Datacenters

Replication Receiver → Scene7 Origin Servers → CDN

Adobe Experience Manager Author

- **Image Delivery**
  - Images
  - Sets – Image, Spin, Mixed-Media
  - Video poster images

Hybrid Video Architecture - Detail

Master & Renditions

Renditions

Encoding

Private Storage

Public Storage

CDN

Dynamic Media Gateway

Adobe Experience Manager Author

Video Delivery
- Encoding
- Progressive Delivery
- Flash HTTP Streaming (HDS)
- iOS HTTP Streaming (HLS)

Supported Configurations

Scenario	How It Works
Deliver BOTH images and video in production	• Videos - delivered and cached by CDN • Images, video poster images - delivered via Adobe's WW data centers and cached by CDN
Deliver ONLY video in any environment (production, Dev, QE, Stage, etc)	• Videos - delivered and cached by CDN • Video poster image - delivered by AEM publish instance
Delivery ONLY images in production	• Images - delivered via Adobe's WW data centers and cached by CDN
Deliver ONLY images in pre-production (Dev, QE, Stage, etc.)	• Images - delivered through AEM publish node • Since traffic is minimal, performance is not an issue • Added benefit is secure preview of content before production launch
Asset Share (Download Dynamic image Renditions)	Dynamic Media generates image renditions on-the-fly without incurring any additional storage. Use Asset Share in conjunction with Dynamic Media to download image renditions for different formats, sizes, quality, etc.

AEM 6.2 Hybrid Image Delivery Improvements
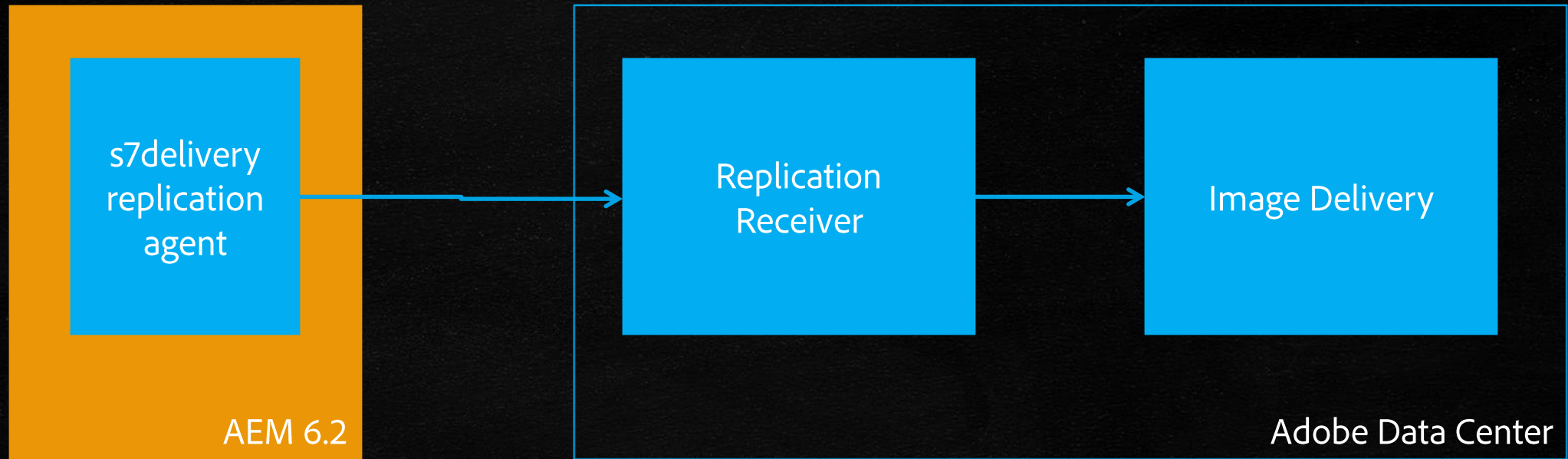
- Requires install of NPR-11201
- Clustered Multi-tenant Service
- Direct Publish to Delivery in Primary Data Center
- Distribution to Secondary Data Centers Asynchronously
- Independently Performance and Load Tested

AEM 6.1 Upgrade

- NPR-8956 – Scalable Dynamic Media Hybrid Publishing

  - Commons Interest FP for all AEM 6.1 Dynamic Media customers

  - Provides AEM 6.2 replication improvements to AEM 6.1 customers

- Migration Required

  - File layout in delivery changed which requires migration

  - No downtime in delivery during migration

  - Scheduled downtime in replication service during migration

  - Dry-run done by QE before NPR-8956 is released

Demo

- Enable Dynamic Media on AEM author node

- Configure Dynamic Media Cloud Services

- Video Processing and Delivery

- Imaging

  - Configure Image Replication

  - Configure Dynamic Media Image Settings

  - Deliver Assets

- Validation and Troubleshooting Common Issues

  - Test Replication Connectivity

  - Asset Existence Check in Delivery