

Jamie Dobson Show Notes

- recording 2025/06/03
- episode release 2025/06/25

Questions in **BLUE**

Introduction

Our guest today... on the Insights Into Podcast

- Started programming when they were 9
- Graduating Computer Science in the early 2000s
- By trade a Professional Software Engineer

More importantly is the co-founder of Container Solutions, a professional services consultancy company specialising in cloud migration.

You may also know our guest as an author.

co-author of **Cloud Native Transformation** - Published by Oreilly - in which the book covers topics such as:

- HOW - Going cloud native has been a big advantage for many companies.
- BUT ALSO - How tough it is to get it right, especially for enterprises with critical legacy systems

They are also the co-author of **The Cloud Native Attitude**:

- a book that discusses a *Cultural Mindset Over Tools*: becoming cloud native is more about how you think and work rather than what tools you use.
- They also break down common jargon, helping readers separate meaningful strategies from hype.

A new book called - **Visionaries Rebels and Machines** - the story on humanity's extraordinary journey from electrification to cloudification was recently released on 19th June.

Welcome to the show - Jamie Dobson!

What is your definition of cloud?

CNCF - Cloud computing is a model for enabling ubiquitous, convenient, on-demand network access to a shared pool of configurable computing resources (e.g., networks, servers, storage, applications, and services) that can be rapidly provisioned and released with minimal management effort or service provider interaction.

The podcast serves the Broadcast, Media and Entertainment space. Many media companies and broadcasters are approaching the cloud-based production technology shift in unique ways. Some organizations have fully embraced cloud live production tools, while others are just starting to experience the potential capabilities

The Foundational Why

“For broadcasters used to running tightly-controlled, on-prem environments, **why should they even consider building a cloud-native platform instead of sticking with what they know?**”

The Legacy Anchor’

Switching to a fully cloud-based playout system over a period can be a difficult undertaking. Investment cycles, capital availability, personnel capabilities, can all hinder adoption.

However, the broadcast industry is certainly transitioning, and while the rates of change will understandably vary considerably across different markets — and even between broadcasters within them — broadcasters certainly need to be thinking of the cloud in the medium to long-term.

<https://www.techradar.com/features/why-broadcasters-should-have-a-solid-cloud-strategy>

the [hybrid](#) solution becomes important. Rather than jumping in feet first and going all-in on the cloud, this approach allows businesses in the broadcast sector to slowly lower themselves into the water by deploying cloud technologies on-site. Hybrid cloud workflows are becoming the norm, with 50% of broadcasters combining SDI, IP, and cloud technologies, though reliance on on-premise solutions remains strong.

What is your take on a hybrid approach? Good, bad, indifferent?

Cloud is not always the answer - optional additional topic

<https://world.hey.com/dhh/why-we-re-leaving-the-cloud-654b47e0>

2022 article - [Basecamp](#) has had one foot in the cloud for [well over a decade](#), and [HEY](#) has been running there exclusively since it was launched two years ago. We've run extensively in both Amazon's cloud and Google's cloud. We've run on bare virtual machines, we've run on Kubernetes. We've seen all the cloud has to offer, and tried most of it. It's finally time to conclude: Renting computers is (mostly) a bad deal for medium-sized companies like ours with stable growth. The savings promised in reduced complexity never materialized. So we're making our plans to leave.

The cloud excels at two ends of the spectrum, where only one end was ever relevant for us. The first end is when your application is so simple and low traffic that you really do save on complexity by starting with fully managed services. This is the shining path that Heroku forged, and the one that has since been paved by [Render](#) and others. It remains a fabulous way to get started when you have no customers, and it'll carry you quite far even once you start having some. (Then you'll later be faced with a Good Problem once the bills grow into the stratosphere as usage picks up, but that's a reasonable trade-off.)

The second is when your load is highly irregular. When you have wild swings or towering peaks in usage. When the baseline is a sliver of your largest needs. Or when you have no idea whether you need ten servers or a hundred. There's nothing like the cloud when that happens, like we learned when launching HEY, and suddenly 300,000 users signed up to try our service in three weeks instead of our forecast of 30,000 in six months.

But neither of those two conditions apply to us today.

Does that resonate with you?

Historical Data and Reference

- Flocking to the cloud - EBU tech-i 045 - 2020!
https://docs.google.com/document/d/1-_O0a_VlvVTWRp8cmsJBpGtGLjFT0Dycu2NhtVVx0jA/edit?tab=t.0
- How COVID-19 accelerated cloud-based production
- Shifting to OPEX through serverless and microservices

in 2025 Haivision's latest Broadcast Transformation Report

The 2025 Broadcast Transformation Report reveals that while cloud adoption is widespread, its integration into workflows remains limited. **86% of broadcasters use some form of cloud-based technology**, but 49% rely on it for less than a quarter of their workflows. **Only 2% of respondents are entirely cloud based.**

<https://www.csimagazine.com/csi/Broadcast-industry-advances-slowly-in-AI-and-cloud-adoption.php>

Is that a shocking statistic or expected?

AI snake Oil book - link

The Culture Shift

Moving to cloud-native often requires a mindset shift — not just in tech, but in people. **What does that shift really look like from your experience?**

From Uptime to Iteration

“In broadcast, we obsess over uptime and determinism. But cloud-native emphasizes agility and frequent deployment. **How can these seemingly opposing philosophies co-exist?**”

“Are We Over-Engineering It?”

“There’s a feeling in some corners of broadcast tech that cloud and microservices can overcomplicate things — especially when the goal is just to get a feed from A to B reliably. **Do you think the cloud-native approach risks becoming too complex for its own good?**” **Is there a story about a stone wall here?**

Docs vs Deployment Speed

“In a fast-moving cloud-native environment, where things are deployed constantly and infrastructure evolves weekly, **how do you keep documentation meaningful — and not just another outdated Confluence page?**

What's Next?

<https://www.csimagazine.com/csi/Broadcast-industry-advances-slowly-in-AI-and-cloud-adoption.php>

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AI and Machine Learning are seen as the most transformative technologies for the next five years, and yet 48% of respondents have no immediate plans to implement AI.

“If cloud-native is the now, what's next? What should the media and entertainment industry be preparing for in the next 5–10 years?”

Visionaries Rebels and Machines - the story on humanity's extraordinary journey from electrification to cloudification released 19th June. [Can we discuss - tell me more?](#)

- Ed Newton Rex FOI Request - <https://www.linkedin.com/feed/update/urn:li:activity:7335332774494486532/>
- THOMAS EDISON AND MENLO PARK <https://www.menloparkmuseum.org/history/>
- Tommy Flowers - https://en.wikipedia.org/wiki/Tommy_Flowers
- ENIAC - <https://www.britannica.com/technology/ENIAC>
- RADAR - History of Radar - https://en.wikipedia.org/wiki/History_of_radar
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