

CLAIMS

WHAT IS CLAIMED IS:

1. A system for content item execution during production of a virtual machine image comprising:
 - one or more computing devices; and
 - one or more memories having stored thereon computer-executable instructions that, upon execution, cause the system to perform operations comprising:
 - loading information associated with the content item onto a first virtual machine instance and a second virtual machine instance;
 - initiating, on the second virtual machine instance, the production of the virtual machine image including the information associated with the content item, wherein the virtual machine image comprises a file system image that is at least one of signed, encrypted or compressed;
 - executing, on the first virtual machine instance, a first instance of the content item, wherein at least part of a time during which the first instance of the content item is executed occurs during the production of the virtual machine image;
 - completing the production of the virtual machine image;
 - replicating the virtual machine image to one or more other virtual machine instances; and
 - executing one or more other instances of the content item on the one or more other virtual machine instances.
2. The system of claim 1, wherein the operations further comprise determining an approval for use of the virtual machine image, wherein the replicating of the virtual machine image is performed based, at least in part, on the approval.
3. The system of claim 1, wherein the operations further comprise, prior to executing the first instance of the content item, examining the first virtual machine instance to determine that the information associated with the content item comprises instructions associated with an approved software development kit.

4. The system of claim 1, wherein the operations further comprise, prior to executing the first instance of the content item, installing one or more proxy components on the first virtual machine instance.

5. A computer-implemented method for content item execution during production of a virtual machine image comprising:

loading information associated with the content item onto a first virtual machine instance and a second virtual machine instance;

initiating, on the second virtual machine instance, the production of the virtual machine image including the information associated with the content item, wherein the virtual machine image comprises a file system image that is at least one of signed, encrypted or compressed;

executing, on the first virtual machine instance, a first instance of the content item, wherein at least part of a time during which the first instance of the content item is executed occurs during the production of the virtual machine image;

completing the production of the virtual machine image;

replicating the virtual machine image to one or more other virtual machine instances; and

executing one or more other instances of the content item on the one or more other virtual machine instances.

6. The computer-implemented method of claim 5, further comprising, prior to executing the first instance of the content item, examining the first virtual machine instance to determine that the information associated with the content item comprises instructions associated with an approved software development kit.

7. The computer-implemented method of claim 6, wherein the approved software development kit assists in reporting of information associated with executing instances of the content item.

8. The computer-implemented method of claim 5, further comprising, prior to executing the first instance of the content item, installing one or more proxy components on the first virtual machine instance.

9. The computer-implemented method of claim 5, further comprising determining an approval for use of the virtual machine image, wherein the replicating of the virtual machine image is performed based, at least in part, on the approval.

10. The computer-implemented method of claim 9, further comprising terminating or repurposing the first virtual machine instance based, at least in part, on the approval.

11. The computer-implemented method of claim 9, wherein the first instance of the content item is available for execution at least until receiving or inferring the approval.

12. The computer-implemented method of claim 10, wherein the virtual machine image is used on a plurality of virtual machine instances to host multiple users accessing the content item.

13. One or more non-transitory computer-readable storage media having stored thereon instructions that, upon execution on at least one compute node, cause the at least one compute node to perform operations comprising:

loading information associated with a content item onto a first virtual machine instance and a second virtual machine instance;

initiating, on the second virtual machine instance, a production of a virtual machine image including the information associated with the content item, wherein the virtual machine image comprises a file system image that is at least one of signed, encrypted or compressed; and

executing, on the first virtual machine instance, a first instance of the content item, wherein at least part of a time during which the first instance of the content item is executed occurs during the production of the virtual machine image;

completing the production of the virtual machine image;

replicating the virtual machine image to one or more other virtual machine instances; and

executing one or more other instances of the content item on the one or more other virtual machine instances.

14. The one or more non-transitory computer-readable storage media of claim 13, wherein the operations further comprise, prior to executing the first instance of the content item, examining the first virtual machine instance to determine that the information associated with the content item comprises instructions associated with an approved software development kit.

15. The one or more non-transitory computer-readable storage media of claim 14, wherein the approved software development kit assists in reporting of information associated with executing instances of the content item.

16. The one or more non-transitory computer-readable storage media of claim 13, wherein the operations further comprise, prior to executing the first instance of the content item, installing one or more proxy components on the first virtual machine instance.

17. The one or more non-transitory computer-readable storage media of claim 13, wherein the operations further comprise determining an approval for use of the virtual machine image, wherein the replicating of the virtual machine image is performed based, at least in part, on the approval.

18. The one or more non-transitory computer-readable storage media of claim 17, wherein the operations further comprise terminating or repurposing the first virtual machine instance based, at least in part, on the approval.

19. The one or more non-transitory computer-readable storage media of claim 17, wherein the first instance of the content item is available for execution at least until receiving or inferring the approval.

20. The one or more non-transitory computer-readable storage media of claim 13, wherein the virtual machine image is used on a plurality of virtual machine instances to host multiple users accessing the content item.