# Media & Entertainment

## Entertainment Powered by the AWS Cloud

Media and Entertainment organizations are realizing the benefits of leveraging the cloud as the amount of content being produced, streamed, and viewed on-demand has increased exponentially. Organizations in these verticals are using the cloud to optimize data storage, enhance video production workflows, and create a more direct and personalized distribution of content. We work closely with our clients by utilizing data analytics and machine learning to understand the demands of their growing audiences and deliver a seamless user experience.

**aws** partner network

Premier
## Consulting Partner

Machine Learning Competency

IoT Competency

Data & Analytics Competency

DevOps Competency

Migration Competency

## Benefits of Media & Entertainment Solutions

### Accelerated Production

Expedite the path to innovation and reduce time to market by getting rid of capacity constraints, enabling you to securely manage petabytes of data while taking advantage of the virtually unlimited scale for your production environment.

### Global Footprint

Leverage the highly resilient, available and scalable AWS Cloud to distribute content to a widespread audience, while reducing costs with the on-demand, pay-as-you go capacity & pricing. Enable seamless delivery of content, whether on-demand or live, while achieving nearly zero downtime.

### Time & Efficiency Optimization

Simplify operations and maximize the value of your content with AWS services for each step in the media supply chain. By leveraging automation tools, you will be able to optimize time and efficiency in terms of rendering, processing, storing, and monetizing your media content.

### Personalized Content Creation

Unlock the value of your data and automate manual processes to deliver personalized insights. With AWS' suite of AI & ML services and integrated analytics, you are better able to understand your audience and cater recommendations based on their preferences.

### Enhanced Customer Experiences

Improve workforce efficiency and customer satisfaction with intelligent solutions powered by IoT applications and backed by a data analytics framework. Onica has experience developing IoT-enabled apps that allow you to employ intelligent decision making, while accelerating innovation with cloud native technology.

## Customer Success

glo

SAMSUNG

### Case Study: Glo

**The Customer:** Glo is an online yoga studio that wanted to re-encode and re-edit more than 5,000 on-demand classes to streamline the content production process and support their growing video library.

**What We Did:** Onica retooled their entire media library and enabled workflows that can dynamically re-encode content when future changes are required while leveraging AWS Elemental Media Services, Amazon S3, and Amazon Route53.

**The Outcome:**

- Dramatically streamlined and operationalized costs by automating workflows through AWS
- Enhanced viewing experience by improving performance and intelligently servicing geographically dispersed customers
- Set the foundation for rapid response to market trends, from streaming and captioning to supporting popular streaming devices

### Case Study: Samsung

**The Customer:** Samsung needed to create the infrastructure to maintain more than 4,000,000 concurrent connections and handle the transfer of data from the Samsung Smart TVs during the Super Bowl.

**What We Did:** Onica utilized Amazon CloudFront to scale and handle more than 500,000 connections per second and leveraged big data on AWS to deliver live feedback using Amazon Kinesis Data Streams and Amazon Redshift.

**The Outcome:**

- Scaled to meet massive spike in traffic demand with 2.4 million Smart TV's being actively used
- Processed and analyzed real-time data to enhance business Insights
- Migrated over 40 applications into AWS