

A background image showing a person's hand holding a tablet. The tablet screen displays a movie interface with the word 'SURVIVOR' at the top, a search bar, and several movie thumbnails. The entire image is overlaid with a semi-transparent blue filter.

**CASE STUDY**

# **Bonnier Boosts Viewer Engagement and Revenue with Muvi's Scalable OTT Solution**

# Bonnier Corporation Launches Multi-Device OTT Streaming Platform Using Muvi One and AWS

Bonnier Corporation partnered with Muvi to launch a custom OTT platform using AWS services, delivering scalable, multi-device streaming with flexible monetization models and multilingual support.

## About the Customer

Bonnier Corporation is a leading media and publishing company known for producing high-quality content across various platforms, including digital, print, and video. With a portfolio of globally recognized brands, Bonnier has been at the forefront of delivering engaging and informative content to audiences worldwide. The company aims to enhance its digital presence and provide a seamless viewing experience for its users.

## Customer Challenge

Bonnier sought to **expand its digital content distribution** by launching a **custom OTT streaming platform** to cater to its vast audience. The company faced several challenges, including:

- **Scalability Issues** – Managing high traffic spikes during new content releases.
- **Complex Content Management** – Efficiently organizing and distributing a large content library across different channels.
- **Multi-Device Compatibility** – Ensuring seamless streaming across web, mobile, and smart TV applications.
- **Monetization Strategy** – Implementing **SVOD, AVOD, and TVOD models** to maximize revenue.
- **Localization Requirements** – Supporting multilingual content and region-specific access.
- **Infrastructure Reliability** – Ensuring high availability, low latency, and smooth user experiences.

To overcome these challenges, Bonnier needed a **reliable, scalable, and secure** cloud-based streaming solution.

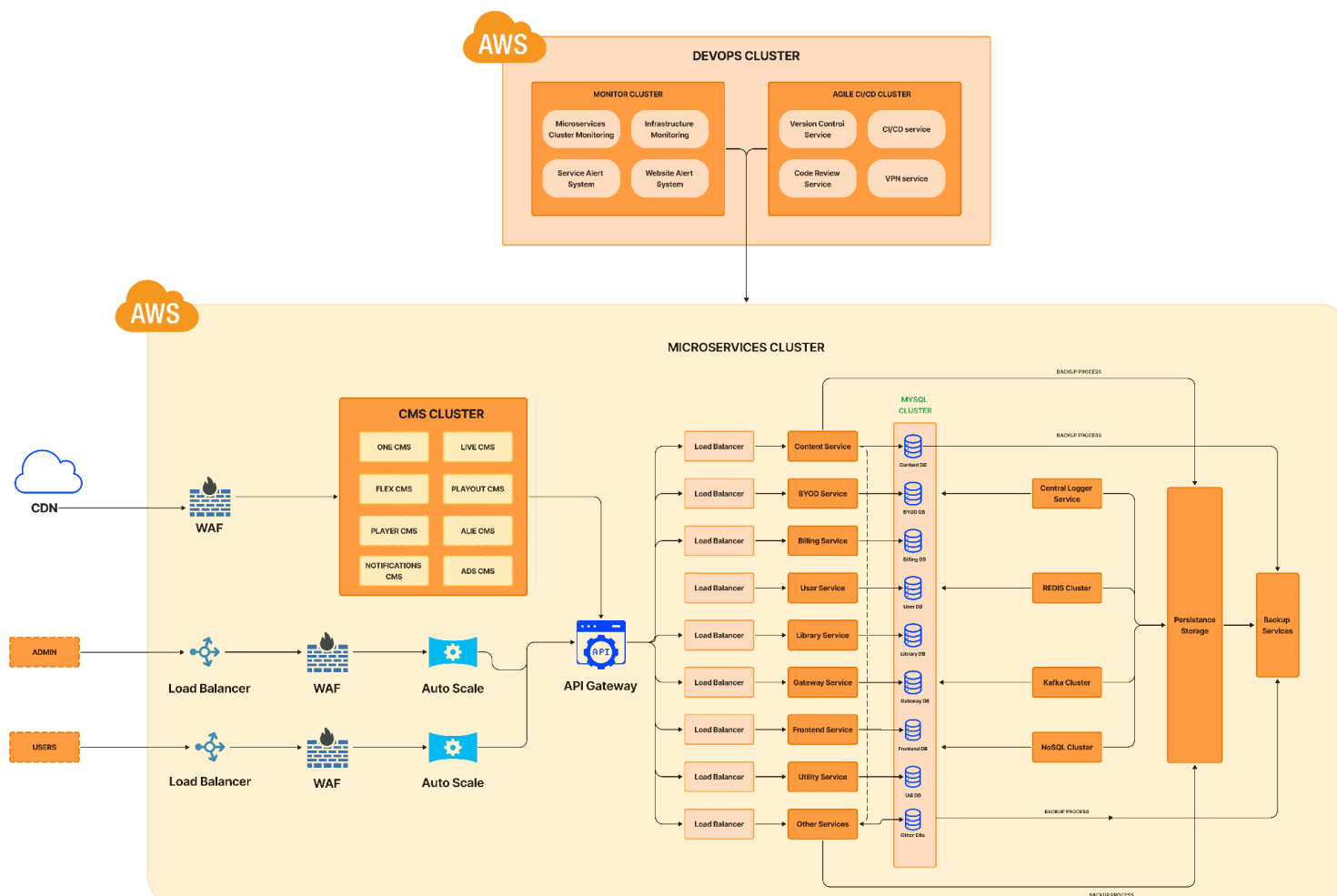
## Our Solution

Bonnier partnered with **Muvi** to launch a **fully customized OTT platform** using **Muvi One**. The solution leveraged AWS infrastructure to ensure high performance, content security, and an optimized user experience.

### Key AWS Services Used:

1. **Amazon CloudFront** – Ensured fast and secure content delivery, reducing latency and improving load times.
2. **Amazon S3** – Provided **scalable storage** for large video libraries, enabling seamless content management.
3. **Amazon EC2** – Delivered the necessary computing power to handle streaming workloads.
4. **Amazon RDS** – Managed relational databases for user authentication, subscriptions, and analytics.
5. **AWS Elemental MediaConvert** – Enabled high-quality, adaptive bitrate video encoding.
6. **AWS Lambda** – Automated workflows for content updates, user interactions, and backend processes.

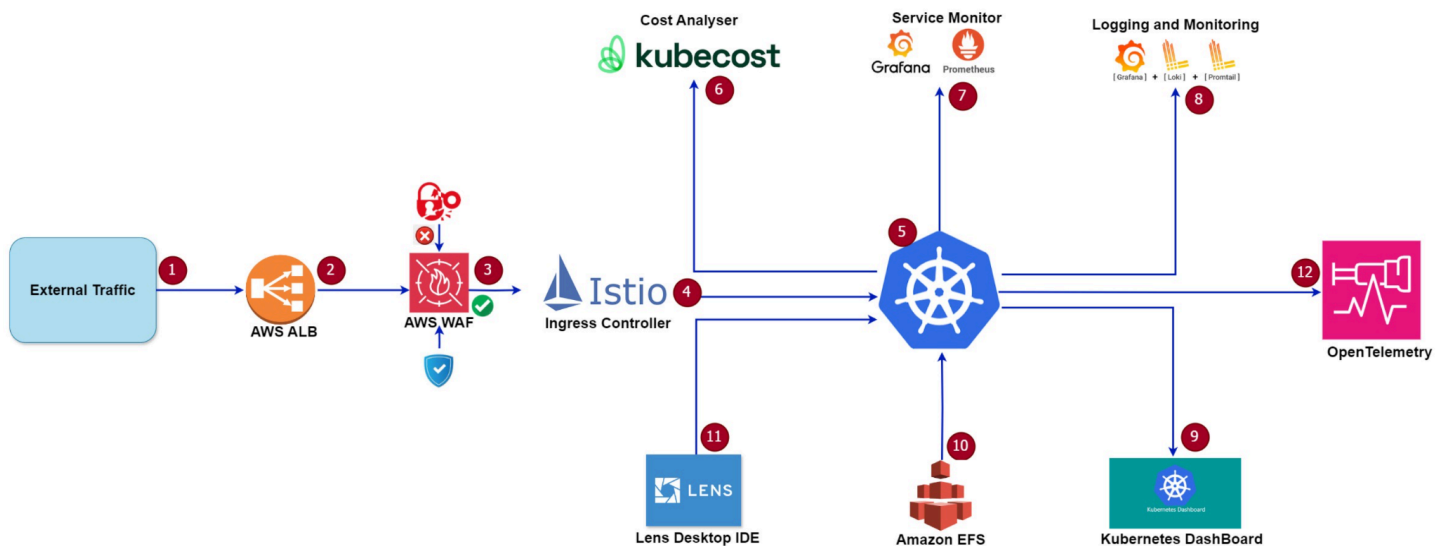
# MICROSERVICES ARCHITECTURE



## Solution Features & Implementation:

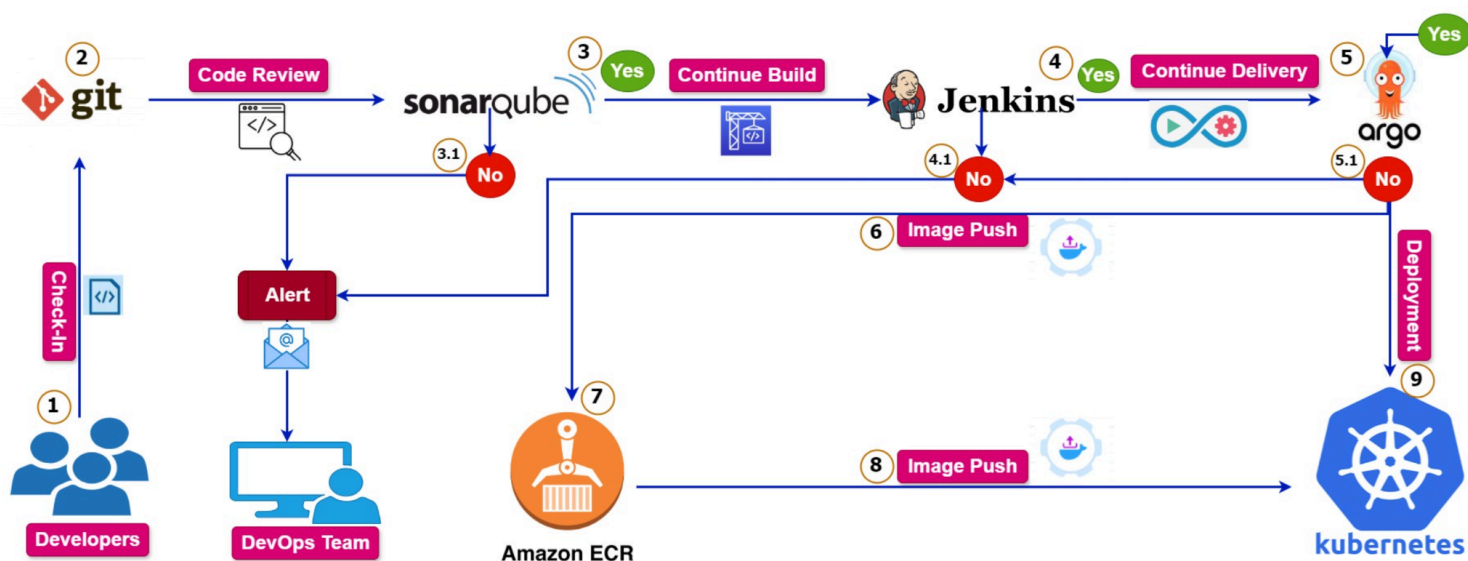
- **Multi-Device Streaming** – Muvi enabled **cross-platform support** for web, mobile, smart TVs, and other connected devices.
- **Monetization Flexibility** – Bonnier could implement **Subscription (SVOD), Advertising (AVOD), and Pay-Per-View (TVOD)** models.
- **Localization & Multi-Language Support** – The solution offered **language-based content filtering** to cater to different regions.
- **Automated Content Processing** – AWS **Elemental MediaConvert** was used to **transcode content** for smooth playback on all devices.
- **Scalable & Secure Storage** – AWS **S3** provided secure and efficient content storage.
- **Advanced Analytics & User Insights** – AWS-powered analytics helped track viewer engagement, subscription trends, and content performance.
- **Content Access & Geo-Blocking** – Region-based restrictions ensured compliance with licensing agreements.
- **Seamless UI/UX Customization** – Bonnier’s brand identity was integrated into the platform for a consistent user experience.

## EKS COMPONENTS



# CI/CD PIPELINE

Muvi Deployment Pipeline Work Flow



## Results and Benefits

By leveraging **Muvi One** and AWS services, Bonnier successfully launched a feature-rich OTT platform that delivered **scalable, high-quality streaming experiences** to its audience. The key benefits included:

- **80% Faster Time-to-Market** – Muvi's **Instalaunch** feature allowed for rapid platform deployment.
- **99.99% Uptime & Reliability** – AWS infrastructure ensured seamless and uninterrupted streaming.
- **Enhanced Monetization** – Bonnier effectively utilized **SVOD, AVOD, and TVOD** to maximize revenue.
- **Global Reach & Accessibility** – AWS **CloudFront** and **S3** enabled smooth content distribution across multiple regions.
- **Improved Viewer Engagement** – Personalized content recommendations and multi-language support increased user retention.
- **Operational Efficiency** – Automating content workflows reduced manual intervention and improved efficiency.



<https://www.muvi.com>

