

A background image of a modern living room with a large wall-mounted television displaying a soccer match. Three people are sitting on a sofa in the foreground, watching the game. The room has large windows and a wooden floor. The entire image is overlaid with a blue gradient.

**CASE STUDY**

# **MGM Achieves Instant Roku App Deployment Across Global Markets with Muvi**

# **MGM Launches Region-Specific Roku App with Muvi One and AWS, Achieving Rapid Go-to-Market and Scalable Monetization**

Muvi partnered with Metro-Goldwyn-Mayer Studios Inc. to launch a region-specific Roku app using Muvi One and AWS services, enabling seamless SVOD/PPV monetization, localized content delivery, and scalable performance.

## **About the Customer**

Metro-Goldwyn-Mayer Studios Inc. (MGM) is an American media and entertainment company that has been a cornerstone of the global film and television industry since 1924. Headquartered in California, MGM is renowned for producing and distributing a diverse range of motion pictures and television content. The studio continues to shape the entertainment landscape through innovative content creation and distribution strategies. In 2021, MGM was acquired by Amazon for \$8.45 billion and now operates under Amazon Prime Video.

## **Customer Challenge**

To expand its digital distribution strategy, MGM aimed to build a region-specific Roku application to showcase its vast content library. The application needed to mirror the brand consistency of MGM's presence on Amazon, while introducing complex technical and functional requirements:

- Geo-restricted availability across the UK, Canada, Brazil, and Mexico.
- Localised language support and dual-language content per region.
- Mandatory user registration and sign-in before content access.
- Support for SVOD and Pay-Per-View models with multi-currency transactions.
- Integration of a 24/7 customer support ticketing system.
- UI/UX aligned with existing MGM streaming interfaces.

The challenge was to meet these requirements with high scalability, performance, and security — all within a tight go-to-market deadline.

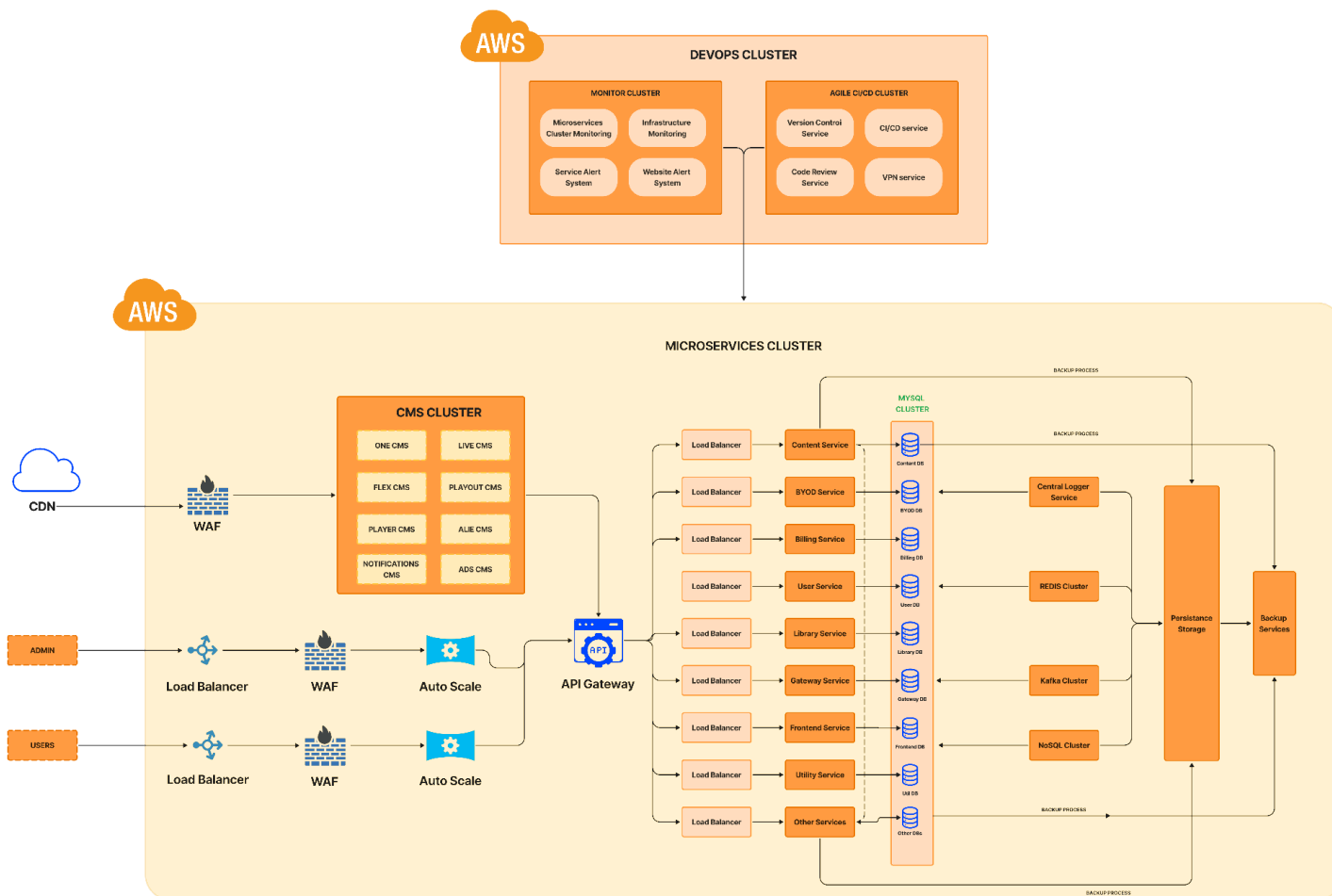
## Our Solution

MGM collaborated with Muvi, to deploy the solution using Muvi One, a no-code OTT streaming platform built to support rapid app development and deployment. Muvi tailored its platform and backend architecture to MGM's unique business requirements, leveraging multiple AWS services to ensure agility, scalability, and seamless performance.

### Key AWS Services Used

1. **Amazon CloudFront** – Used as a global content delivery network (CDN) to ensure seamless video streaming with minimal latency and buffering across all targeted regions.
2. **Amazon S3** – Enabled secure and scalable storage of media assets, ensuring efficient management of MGM's vast content library.
3. **Amazon EC2** – Provided the required compute power to handle dynamic workloads, including content processing and user authentication.
4. **Amazon RDS** – Managed relational database services for user authentication, subscriptions, and analytics.
5. **AWS Elemental MediaConvert** – Optimized media processing for adaptive bitrate streaming, ensuring high-quality video playback across devices.
6. **AWS Lambda** – Facilitated event-driven automation for content updates and user interactions.

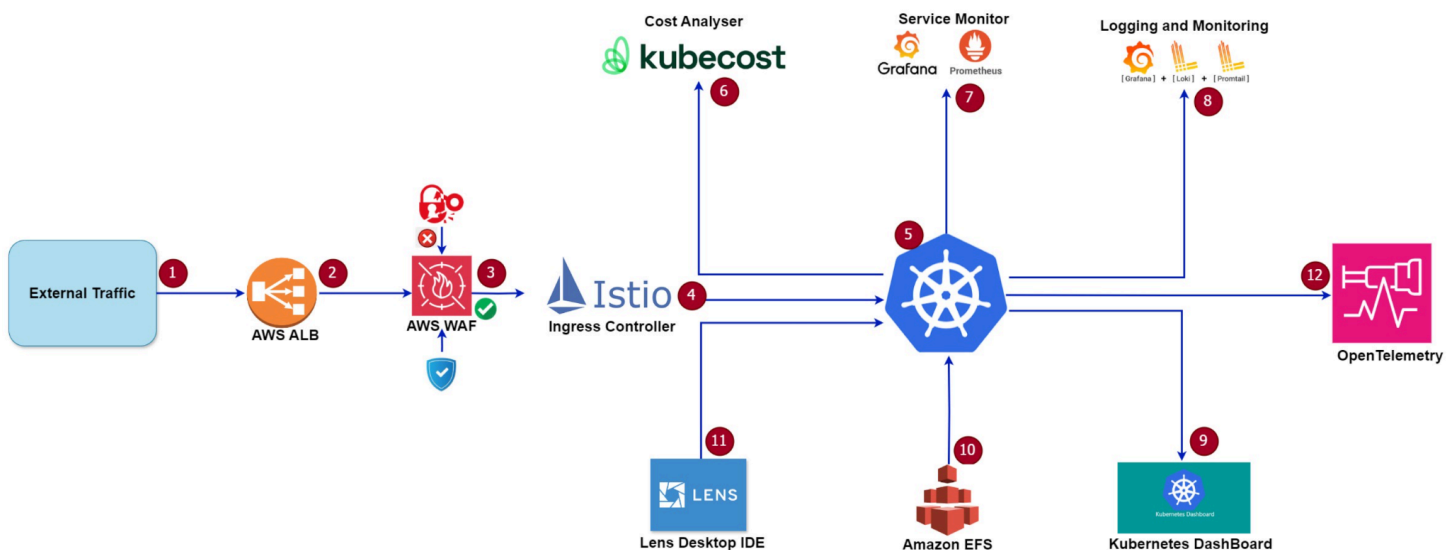
# MICROSERVICES ARCHITECTURE



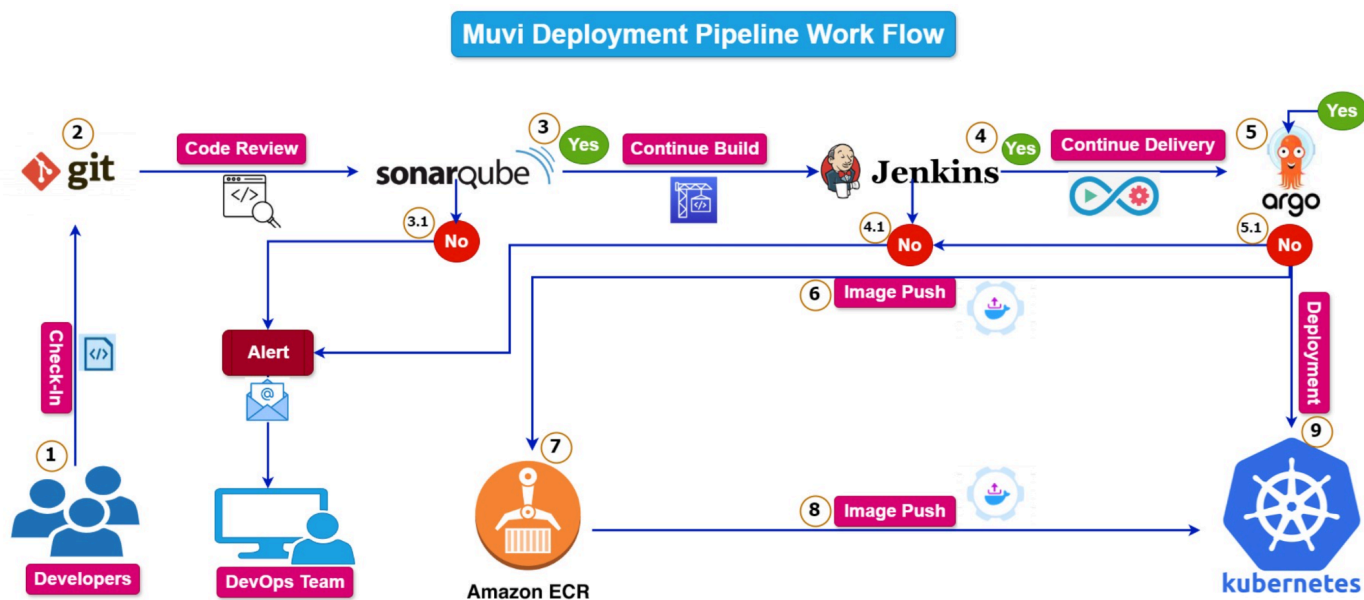
## Solution Features & Implementation:

- **Roku App Development & Deployment** – A fully customized Roku app was built using **Muvi One**, ensuring seamless content accessibility with region-based restrictions.
- **Geo-Blocking & Multilingual Support** – AWS CloudFront and S3 ensured that only users from specified regions could access the content while offering dual-language support per region.
- **Scalable Subscription & Monetization** – The app featured a region-based **SVOD model** with **multi-currency payments**, managed via **Amazon RDS** and integrated payment gateways.
- **Metadata Integration for Search & Discovery** – MGM's metadata was integrated with Roku's **Global Search Tool**, enhancing content discoverability.
- **Advanced Analytics & Reporting** – **AWS Lambda** and **Amazon RDS** enabled automated reporting of user behavior, subscription trends, and revenue insights.
- **User Support System via AWS** – A 24/7 **ticketing system (Tattle)** was implemented, leveraging **AWS EC2** for automated query handling and response.

## EKS COMPONENTS



# CI/CD PIPELINE



## Results and Benefits

By leveraging **Muvi One** and AWS services, MGM successfully launched its Roku app with a **100% region-specific content distribution model** while maintaining brand consistency and a seamless user experience. Key benefits included:

- **Reduced Time-to-Market** – The Roku app was launched in record time using **Muvi's no-code platform**, accelerating MGM's entry into new markets.
- **Improved Performance & Scalability** – AWS **CloudFront** and **S3** enabled fast, buffer-free streaming, handling thousands of concurrent users.
- **Enhanced Viewer Engagement** – The **multilingual support and customized UI** boosted audience retention across different territories.
- **Revenue Growth through SVOD & PPV** – A region-based **multi-currency payment model** increased monetization opportunities.
- **Optimized User Support** – The **Tattle system**, powered by **AWS Lambda**, improved ticket resolution speed and efficiency.





<https://www.muvi.com>

