CASE STUDY

How NetGigs Delivered Low-Latency Live Concert Streams with Muvi

NetGigs Launches Global Live Concert Streaming with Muvi Live and AWS, Driving Artist Monetization and Viewer Engagement

NetGigs partnered with Muvi and AWS to create a scalable, secure live-streaming platform enabling real-time concert experiences, global reach, and multi-currency monetization options for artists.

About the Customer

NetGigs is a pioneering **live-streaming platform** that connects artists with global audiences by enabling high-quality, real-time concert streaming. Catering to both independent musicians and established performers, NetGigs provides a seamless digital concert experience, allowing artists to **monetize their live performances** and engage with fans worldwide. The platform's mission is to revolutionize live entertainment by making concerts **accessible from anywhere**, overcoming geographical barriers.

Customer Challenge

NetGigs aimed to create a **scalable, high-performance live streaming platform** that could handle thousands of concurrent viewers while ensuring a secure and smooth viewing experience. The key challenges included:

- **High-Quality Live Streaming** – Delivering **low-latency, HD live streams** to a global audience.
- **Scalability & Performance** – Handling unpredictable surges in traffic, especially during major concert events.
- **Secure Access & Geo-Blocking** – Implementing **location-based content restrictions** to comply with artist contracts and licensing agreements.

- **Multi-Device Compatibility** – Ensuring seamless playback across **web, mobile, and smart TV applications**.
- **Monetization Options** – Enabling **Pay-Per-View (TVOD), Subscription (SVOD), and in-app purchases** for artists.
- **User Authentication & Payments** – Implementing a **secure login and multi-currency payment system**.

To achieve these goals, NetGigs required a **robust and scalable cloud-based solution**.

Our Solution

NetGigs partnered with **Muvi** to leverage **Muvi Live**, an **end-to-end live-streaming solution** powered by AWS. The platform was customized to meet NetGigs' specific requirements while utilizing AWS services for scalability, security, and reliability.

Key AWS Services Used:

1. **Amazon CloudFront** – Ensured fast, global content delivery with minimal buffering.
2. **AWS Elemental MediaLive** – Provided real-time video processing for high-quality live streaming.
3. **Amazon S3** – Used for scalable content storage and on-demand video archiving.
4. **Amazon EC2** – Delivered computing power to support live transcoding and content processing.
5. **Amazon RDS** – Managed relational databases for **user authentication, payments, and analytics**.
6. **AWS Lambda** – Automated key backend processes, including access control and payment verifications.

MICROSERVICES ARCHITECTURE
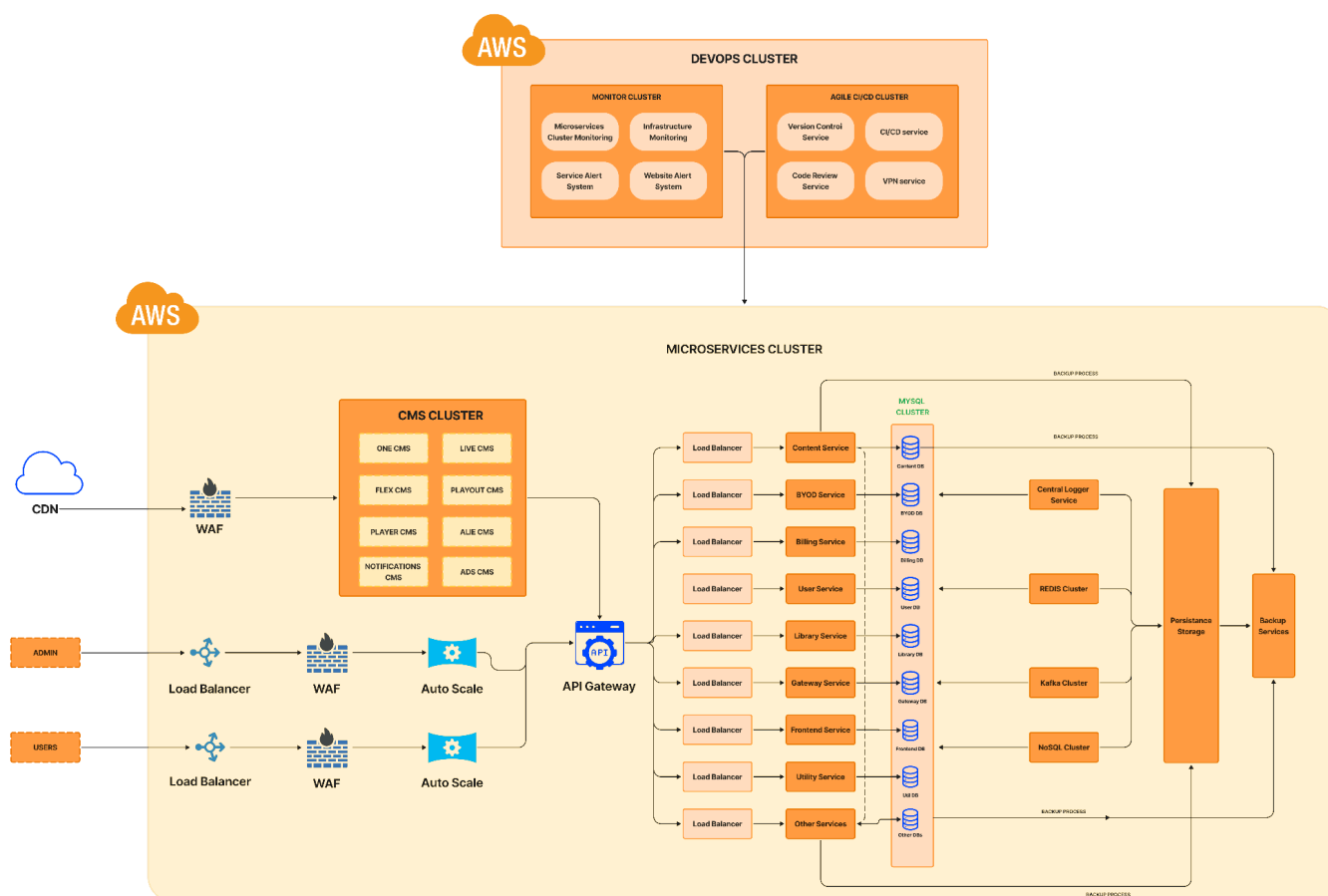
Solution Features & Implementation:

- **Live Streaming with Low Latency** – Using **AWS Elemental MediaLive**, NetGigs delivered high-quality, low-latency live streams to a global audience.
- **Scalable CDN for Uninterrupted Streaming** – **AWS CloudFront** ensured smooth playback, even during high-traffic spikes.
- **Geo-Blocking & Secure Access** – AWS-powered **geo-restrictions** enabled NetGigs to enforce content licensing agreements.
- **Multi-Device Compatibility** – Muvi Live ensured that NetGigs' content was accessible on **web, iOS, Android, and smart TVs**.
- **Monetization through TVOD & SVOD** – NetGigs enabled **Pay-Per-View (TVOD), Subscription (SVOD), and in-app purchases**.
- **Multi-Currency & Payment Gateway Support** – AWS-hosted **payment integrations** allowed global transactions in multiple currencies.
- **Advanced CMS for Content Management** – NetGigs leveraged Muvi's **centralized CMS** for efficient event management and content updates.
- **Comprehensive User Analytics** – **AWS Lambda and RDS** facilitated real-time analytics, helping NetGigs track viewer engagement and revenue trends

EKS COMPONENTS

CI/CD PIPELINE

Muvi Deployment Pipeline Work Flow
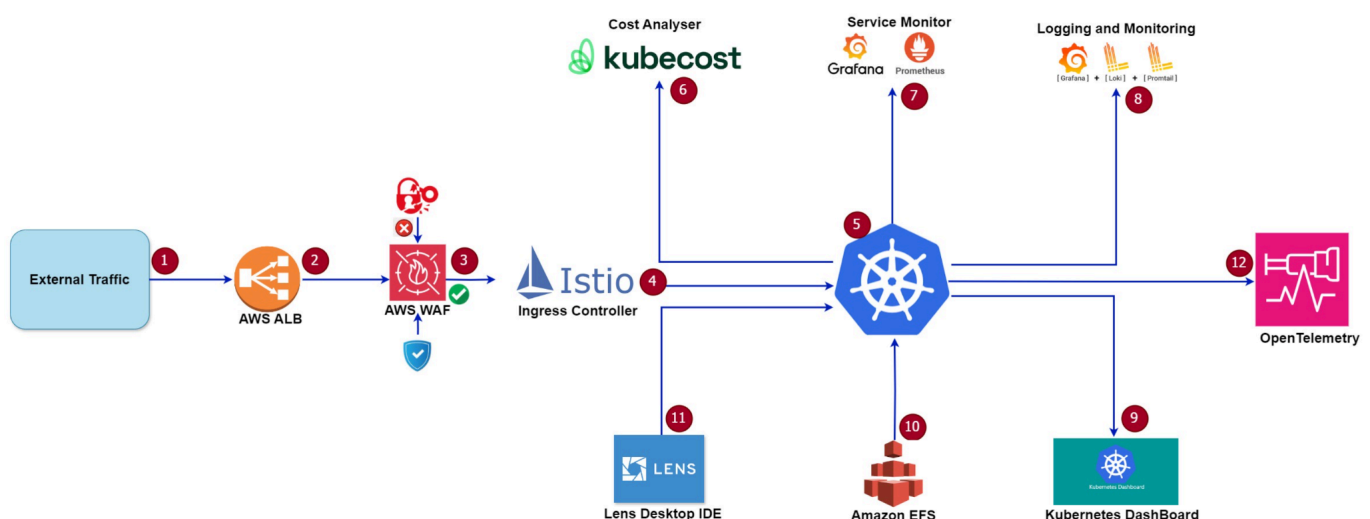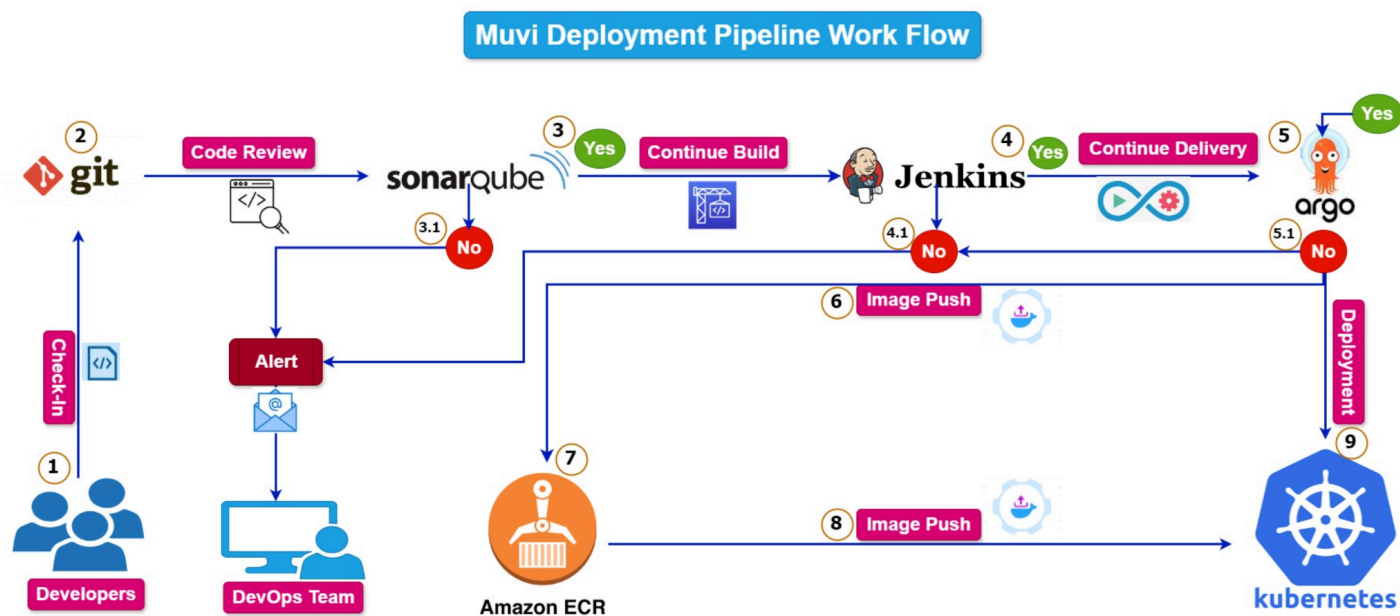
Results and Benefits

By leveraging **Muvi Live** and AWS services, NetGigs successfully launched a **scalable, high-performance live streaming platform**, delivering an engaging and seamless experience to artists and audiences. Key benefits included:

- **99.99% Uptime & Scalability** – AWS CloudFront and MediaLive ensured a **buffer-free experience**, even with thousands of concurrent viewers.
- **30% Increase in Revenue** – Multi-currency **TVOD & SVOD models** enabled more artists to monetize their performances.
- **Expanded Global Reach** – **AWS-powered geo-blocking** allowed NetGigs to stream concerts to over **20+ countries** while enforcing content restrictions.
- **Improved Viewer Engagement** – High-definition streaming and real-time interactions increased **audience retention rates by 40%**.
- **Automated Access & Payments** – AWS Lambda streamlined **user authentication and ticket sales**, reducing manual intervention.
- **Seamless Artist Onboarding** – NetGigs leveraged **Muvi's API and SDK** for easy content uploads and scheduling.

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