



CASE STUDY

Online Film Festival Streams in 30+ Countries with 99.99% Uptime Using Muvi One & AWS

OFF Builds Global Virtual Film Festival on Muvi One and AWS, Delivering Secure, High-Performance Streaming

OFF (Online Film Festival) partnered with Muvi and AWS to build a secure, scalable digital film festival platform supporting live and on-demand streaming, advanced monetization models, and global audience reach.

About the Customer

OFF (Online Film Festival) is a **digital-first film festival platform** that brings independent filmmakers and audiences together in a **virtual cinema experience**. By leveraging streaming technology, OFF enables global film screenings, providing filmmakers with a unique opportunity to showcase their work to a **wider audience without geographical limitations**.

Customer Challenge

OFF needed a **scalable, high-performance streaming solution** to support its **film festival screenings**, ensuring a **seamless viewing experience** for users worldwide. The platform faced several challenges:

- **High-Quality Streaming for Live & On-Demand Films** – Ensuring **HD & 4K playback** across multiple devices.
- **Scalability & Performance** – Handling high traffic spikes, especially during festival peak times.
- **Content Security & Digital Rights Management (DRM)** – Protecting copyrighted films from piracy.
- **Geo-Blocking & Licensing Compliance** – Restricting access based on regional licensing agreements.

- **Monetization Strategy** – Implementing **SVOD, TVOD (Pay-Per-View), and sponsorship-based monetization** models.
- **Multi-Device Compatibility** – Supporting streaming across **web, iOS, Android, and Smart TVs**.

To achieve these objectives, OFF required a **robust and scalable cloud infrastructure**.

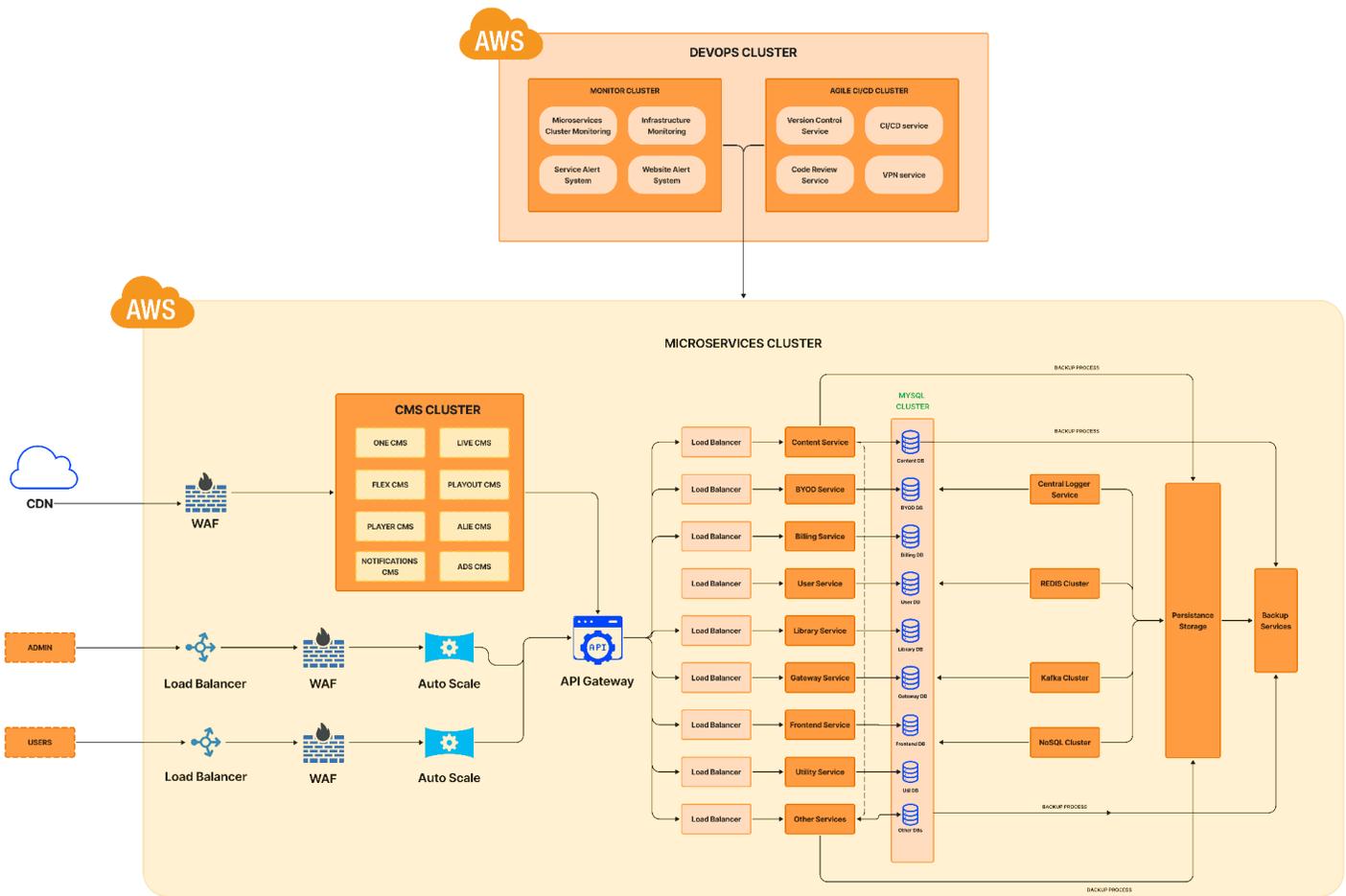
Our Solution

OFF partnered with **Muvi** to build a **customized white-label OTT streaming solution**, leveraging AWS services for **scalability, security, and high performance**.

Key AWS Services Used:

1. **Amazon CloudFront** – Enabled low-latency content delivery for a **buffer-free streaming experience**.
2. **Amazon S3** – Provided **secure and scalable storage** for **film archives and user-generated content**.
3. **AWS Elemental MediaConvert** – Allowed high-quality **adaptive bitrate streaming** for films.
4. **Amazon EC2** – Delivered **on-demand compute power** for processing live and on-demand film streams.
5. **Amazon RDS** – Managed **user authentication, subscriptions, and film metadata** efficiently.
6. **AWS Lambda** – Automated festival scheduling, ticketing, and access control workflows.

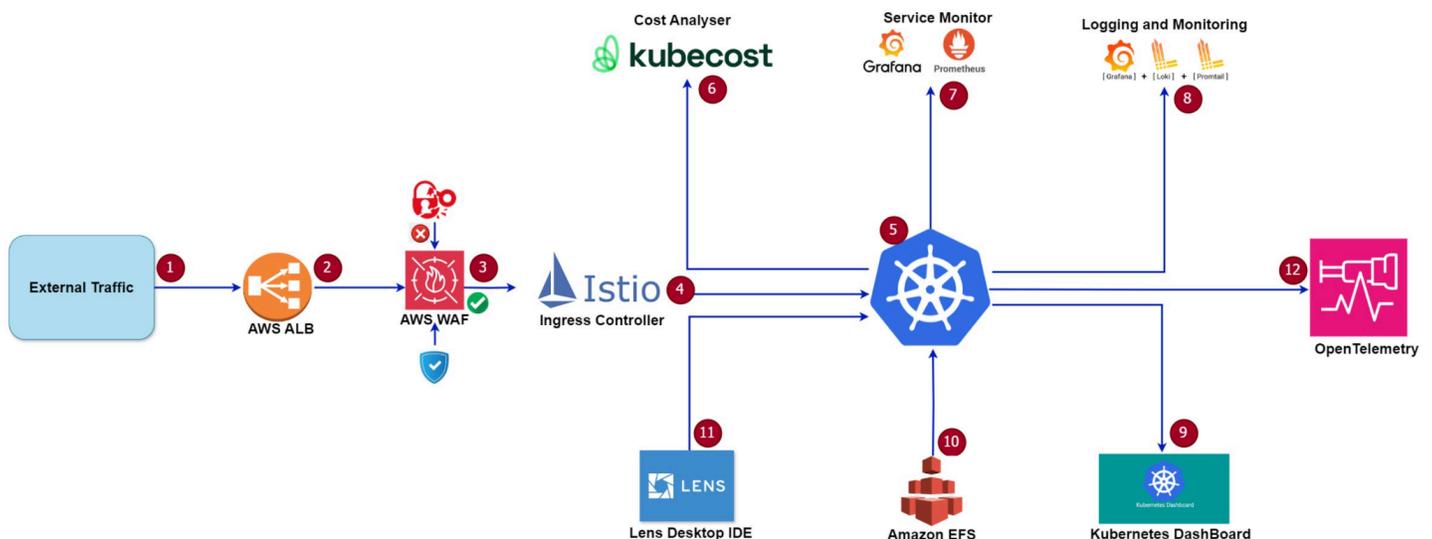
MICROSERVICES ARCHITECTURE



Solution Features & Implementation:

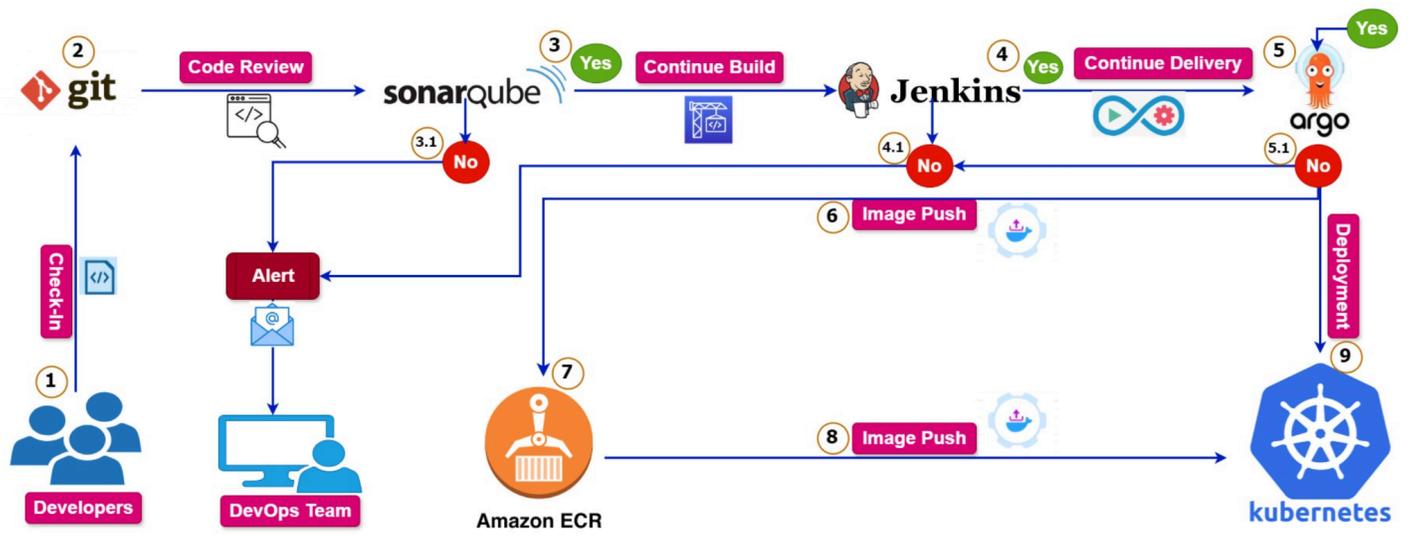
- **Festival Streaming Platform** – OFF launched a **fully customized digital festival experience**, powered by AWS and Muvi’s OTT platform.
- **On-Demand & Live Streaming** – **AWS Elemental MediaConvert** enabled **adaptive bitrate streaming** for smooth playback across devices.
- **Scalable CDN for High Traffic Loads** – **AWS CloudFront** ensured peak-time traffic was handled without performance issues.
- **Studio-Approved DRM & Security** – **AWS Shield and DRM solutions** secured film content against piracy.
- **Geo-Blocking & Licensing Compliance** – Region-based restrictions were **enforced through AWS-powered geo-blocking**.
- **Multi-Device Compatibility** – OFF’s festival screenings were made available on **web, iOS, Android, Samsung TV, and LG Smart TVs**.
- **Monetization with TVOD & SVOD** – Integrated **Pay-Per-View, Subscriptions, and sponsorship** revenue models.
- **Automated Festival Scheduling** – **AWS Lambda** enabled an **automated film lineup** with scheduled streaming.

EKS COMPONENTS



CI/CD PIPELINE

Muvi Deployment Pipeline Work Flow



Results and Benefits

By leveraging **Muvi's OTT solution and AWS cloud infrastructure**, OFF successfully created a **fully digital film festival platform**, offering filmmakers a **global stage for their work**. The key benefits included:

- **99.99% Uptime & Scalable Streaming** – AWS-powered infrastructure ensured seamless streaming, even during **high-traffic festival peaks**.
- **Global Festival Expansion** – Geo-targeted distribution **increased accessibility in 30+ countries**.
- **Revenue Growth through TVOD & Sponsorships** – **Film screenings generated a 50% increase in festival revenue**.
- **Increased Viewer Engagement** – **A 35% boost in audience participation** due to **multi-device access & real-time streaming**.
- **Fast Deployment & Time-to-Market** – Muvi's no-code platform reduced **setup time by 60%**.
- **Improved Security & Content Protection** – **AWS DRM and security protocols** ensured full compliance with film licensing.



<https://www.muvi.com>

