




AWS Solutions for Media & Entertainment Companies

Deliver High-quality, Tailored Content to End-users Everywhere

The media and entertainment industry is transforming quickly at the hands of cloud computing technology. Cloud providers like Amazon Web Services (AWS) are making it easier than ever for companies to produce, store, publish, and improve the content that they broadcast to subscribers and viewers.

The challenge today now lies in taking full advantage of cloud-native services to deliver personalized experiences to all consumers, no matter how they consume content. With AWS and ClearScale, industry leaders have the technical expertise and resources they need to level up their services, reach new customers, and keep people engaged over the long term.

Here are three reasons to choose AWS and ClearScale

-  **Increase Content Availability and Application Uptime**
-  **Modernize to Increase Content Accessibility and Personalization**
-  **Get Answers from Your Data to Your Users**

Ensure your content is online and available at the highest quality possible by leveraging cloud infrastructure designed to maximize performance and scalability.

Learn more about your viewers by digging deeper into how they engage with your content on various devices and platforms.

Capitalize on the latest entertainment trends and speed up crucial aspects of the production process by collecting all data and discovering valuable insights with data analytics on AWS.

Customer Highlight: Gaia Online

CHALLENGES: Gaia Online needed to migrate its infrastructure to AWS to improve stability and minimize downtime for its anime-themed web community platform. The company was struggling to deploy new games and features with minimal disruption for its user base of 25+ million people.

SOLUTION: ClearScale migrated Gaia Online from an Equinix data center to AWS and implemented auto-scaling groups, AWS CodeDeploy to accelerate new app development, and AWS Systems Manager Parameter Store for data management purposes.

BENEFITS: Gaia's applications now have a durability rate of 99.99% and can adjust dynamically to demand across multiple Availability Zones. The platform continues to grow rapidly and deliver seamless experiences for platform users all over the world.

Customer Highlight: PBS

CHALLENGES: PBS wanted to develop a smart recommendation engine on AWS to offer truly personalized experiences to millions of viewers while preserving brand and content uniqueness.

SOLUTION: ClearScale helped PBS set up the machine learning (ML) platform it needed to make high-quality recommendations to viewers, build a demo UI, and incorporate contextual information about users from a variety of sources, including Google Analytics and PBS User Profiles.


BENEFITS: PBS now has the audience insights it needs and a sophisticated smart recommendation engine it can invest in over time as the organization continues to create better experiences for viewers.




Customer Highlight: USA Baseball

CHALLENGES: USA Baseball wanted to upgrade its data management practices and begin storing information in a scalable repository that could enable advanced analytics for key stakeholders.

SOLUTION: ClearScale set up a secure data lake on AWS capable of ingesting and storing information about tens of thousands of players, as well as efficient pipelines for moving data around for further analyses.

BENEFITS: USA Baseball can now perform deeper analysis of player data and share better insights faster with athletes, scouts, and 30 MLB clubs, enhancing the organization's prospect development pipeline initiative.

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About ClearScale

Founded in 2011, ClearScale provides cloud-native consulting solutions designed exclusively for AWS. We've earned 11 AWS competencies and our technical staff has more than 100 AWS certifications. We've demonstrated technical expertise and proven ability to optimize content delivery for all types of businesses, including media and entertainment companies, on the AWS cloud.