

# Video on demand: Cinépolis Klic Case Study

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## Challenge

- To deliver high-quality video, Cinépolis uses ABR streaming, which requires support for HLS, MSFT Smooth Streaming, and MPEG-DASH
- Subtitles and descriptive metadata make the content delivery more complex
- Desire to avoid building dedicated infrastructures and incurring large capital expenditures

## Solution

- Integrated AWS and AWS Elemental solution enabling TV Everywhere delivery on a full range of connected devices
- All processing – from storage to CDN – in the cloud allows flexibility and ability to respond instantly to demand peaks and troughs



## Benefit

- Cloud-based resources provide elastic video processing capacity with dynamic scaling to absorb spikes in demand
- Tight control over costs down to the transactional level along with high quality and responsiveness
- Cinépolis KLIC service saw seven-fold growth between 2014 and 2015