

# CLOUDINARY TAKES STARRING ROLE ENABLING MOVIEPILOT TO SHINE SPOTLIGHT ON CORE BUSINESS

With Clouinary's image management solution Moviepilot reduce infrastructure demands, costs and bandwidth requirements.

**Return on Investment**

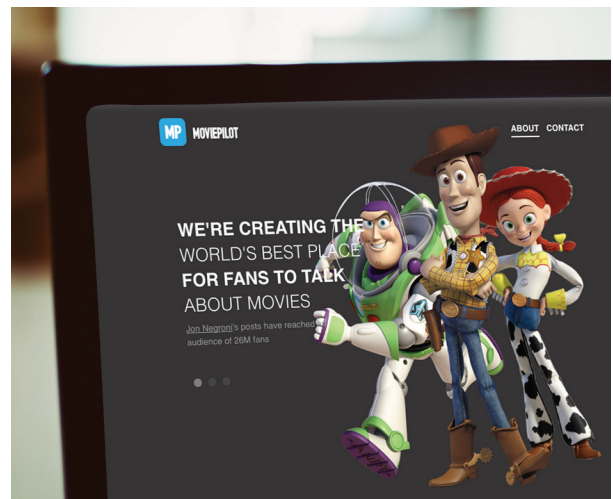


**Bandwidth By**  
40%



**Spend By**  
\$84,000 Annually

Moviepilot Inc. is a media company that hosts a website and social publishing platform designed to bring together movie and TV fans, and help studios trigger, fuel and amplify positive conversations about entertainment topics. The site invites fans to create content, such as writing articles and producing videos, which are then curated on the site and distributed to more than 30 million fans worldwide. The site boasts more than 20 million unique visitors per month, with 87 percent of visitors accessing the site on mobile devices. The company is headquartered in Venice Beach, Calif., and has an office Berlin, Germany, where it was originally founded.



## The Challenge: Infrastructure Demands Takes Focus Away from Core Business

When launched in 2012, Moviepilot was building a completely homegrown product, with hardware running the platform in Berlin. But with a site that is tailored to a U.S.-based audience, the company knew it needed to rely on content delivery networks (CDNs) to reduce latency and deliver an optimal user experience.



“We were focusing too much on managing infrastructure, rather than our core business” of curating the best content and aiding top influencers to become better writers, said Ben Kubota, co-founder and chief product officer at Moviepilot. “With the explosion of GIFs on the Internet and the quantity of content being added to our site, it was time consuming to keep up with the latest image and video technology, while ensuring that uploads were being converted properly, aspect ratios weren’t broken and that it could work with a CDN near our customers.”

Instead of building an image serving service itself, Moviepilot evaluated a number of companies and ultimately selected Cloudinary for its experience, performance and ease of integration.

### **The Cloudinary Solution: Easy to Use API and Infrastructure Reduction**

“The biggest selling points for me were Cloudinary’s comprehensive documentation, and its easy-to-use, URL-based API,” Kubota said.

He noted that there was minimal manual work required to integrate Cloudinary into the Moviepilot platform, and was impressed by the straightforward technical documentation and superior support that Cloudinary provided to convert and migrate all content over to its solution.

Moviepilot users now can upload their images – mostly JPEG, but some GIF, too – directly to Cloudinary, which optimizes the images and publishes them on the Moviepilot platform.

### **The Results: Bandwidth Optimization and Reduced Costs**

By using Cloudinary to support image management, instead of doing it in-house over their own infrastructure, Moviepilot is saving costs on both bandwidth and human resources.

Moviepilot has transformed more than 1 million images using Cloudinary so far. The vast majority – more than 95 percent, according to Kubota – are JPEG images. However, the biggest impact has been the small percent of GIFs that have been transformed into MP4/WEBM files. All totaled, Kubota estimates that using Cloudinary has enabled Moviepilot to reduce bandwidth usage by 40 percent, which has saved the company nearly \$48,000 annually.

Before implementing Cloudinary in 2015, Kubota said about half of one developer’s time was dedicated to ensuring that images worked properly on the Moviepilot

platform. With Cloudinary in place, the developer now can focus completely on new innovations to the platform, and saves nearly \$25,000 a year in costs related solely to managing images.

And the monthly fee for the Cloudinary solution is significantly less than the company would have incurred owning and maintaining its own infrastructure. Kubota estimates that Moviepilot saves about \$12,000 annually because it doesn't have to purchase additional servers to support image management.

Because Cloudinary enables Moviepilot to optimize images for various screen sizes and resolutions, images require less bandwidth and load faster, which is particularly important considering that a majority of Moviepilot users are working from mobile devices.

"With Cloudinary, I can sleep easier because it eliminates the technical headaches we were facing," said Kubota. "It's a fantastic tool that enables us to manage images more efficiently and allows us to focus on the written content that is most relevant to our site."

# HOW CAN YOU WIN WITH CLOUDINARY

As the leading cloud-based image and video management solution on the market today, Cloudinary is the natural choice for any company wanting to upload, store, manipulate, optimize and deliver images and videos efficiently and effectively.

## IMAGE UPLOAD

### Upload any file to the cloud

Upload any image type (JPG, PNG, Animated GIF, PSD, WebP, JPEG-XR, SVG and others). Upload videos, PDF and Office documents, and any other file type.

### Upload from any source

Use Cloudinary's image API to upload files from your back-end application. Support uploading directly from your visitors' browsers, iOS or Android mobile apps without any server-side component. Alternatively, fetch images in realtime using URLs from around the web.

### Upload at any scale

Upload anywhere from a few images to millions of images a day. Cloudinary takes care of your upload scale with zero hassle and no headaches.

### Upload files any way you want it

Cloudinary offers secure upload API, interactive manual uploads and customizable upload widgets you can embed in your website or mobile app.

## CLOUD STORAGE

### Your files are stored safely in the cloud

With Cloudinary your images are stored in a highly available, redundant, cloud-based persistent storage, with revision tracking and automatic backup.

### Store as many files as you need

Cloudinary allows you to store anywhere from a few files to millions of files, from a few bytes to many Terabytes and more.

### Store the files wherever you need it

Leverage Cloudinary's internal storage mechanisms or your own AWS S3 bucket for storage. Alternatively, you can keep utilizing your existing storage solution and have your files manipulated on-the-fly from their original location.

## POWERFUL ADMINISTRATION

### Web-based management console

Gain important insights on your images with usage reports, in-depth analytics and actionable advice. Setup and tweak every aspect of your image pipeline's behavior. Assign role-based access to all your team members.

### Online media management

Use Cloudinary's online web interface to interactively manage your media library wherever you are. Sift through your images with powerful browsing and advanced searching. Moderate your images manually or automatically. Tag your images or organize them in folders and much more.

### Administrative API

Use RESTful APIs to simplify and speed-up your move to the cloud. Automate all your image management and house-keeping. Cloudinary's SDKs offer streamlined integration for your specific development framework.

## IMAGE MANIPULATIONS AND TRANSFORMATIONS

On-the-fly image transformations with a URL-based API. Upload a full-sized image once and let Cloudinary generate different sized image versions from the original, on-the-fly or in advance. Manipulate your images dynamically to perfectly fit your graphic design across every device and resolution.

Images are processed ultra fast in the cloud, with no local software installation or ongoing maintenance required.