Cloudinary

Case Study | Mediavine

Mediavine

HOW MEDIAVINE HANDLED IMAGE LOAD IN A 50M+ PAGE-VIEWS RAILS SITE

Cloudinary Delivers Faster, More Reliable and Less Expensive Image Management Solution

Return on Investment

Image Hosting Cost
50% Savings

Mediavine, Inc. owns and operates some of the web's largest entertainment and lifestyle properties. Mediavine's network of sites include: The Hollywood Gossip, TV Fanatic, Movie Fanatic, and Food Fanatic. Combined, these websites garner a traffic of nearly 50 million page views a month. As modern media outlets go, Mediavine's websites are incredibly image rich.

The Challenge

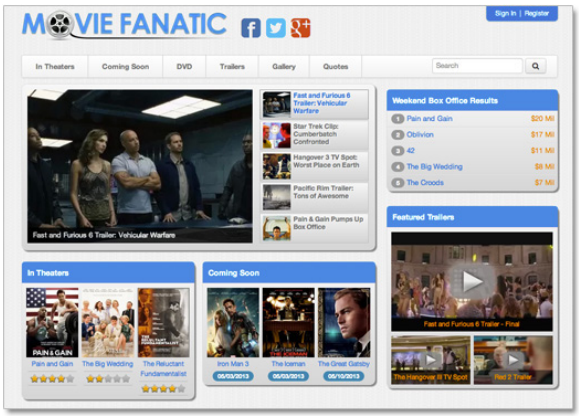
Mediavine's sites run on a custom Ruby on Rails CMS hosted on Heroku. Like many other Rails sites, they started off using the Carrierwave and mini_magick gems to handle their image needs. However, as their page views and image processing needs grew, they quickly ran into performance problems.

"No matter how much we optimized image uploads - including moving all version processing to background workers - uploading several high resolution files was just not going to be possible through the dyno manifold." Says Eric Hochberger, founder and head of development at Mediavine. "We knew we needed to go directly to our image store, S3. We looked into rolling out our own solutions, such as carrierwave_direct, but they were far too complex after way too many hours of struggling. And they would still require additional image processing!"

The Solution

"With Cloudinary we got direct upload to the cloud working within minutes. But it didn't just stop there. Cloudinary solved our timeout issue, while greatly speeding up our uploading

process, thanks to its easy-to-implement javascript upload." Eric said.

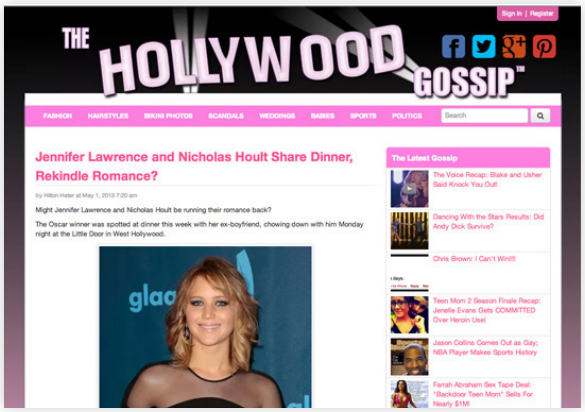


"Cloudinary did more than that though. It helped us solve problems we had previously never thought were fixable," Eric added. "Scaling animated gifs worked perfectly without any of our previous imagemagick glitches. As for face detection we thought only the geniuses at Facebook could possess? Yeah. We have it now. Full ITPC data? Just try getting that out of mini_magick. Now we can pull locations out of images."

What about the integration with Cloudinary? "This all came in ridiculously easy fashion. Really, when it comes to any headaches with dealing with images, Cloudinary has solved them all. Its URLs even solve CDN cache busting. Working with Cloudinary's gem and carrierwave implementation has been a programmer's dream."

The Results

"It's rare when you can outsource a problem and save money but somehow Cloudinary managed to do that." says Eric. "We were able to knock our direct image hosting costs in half from S3/CloudFront, thanks to Cloudinary's generous pricing and optimization. Even better, we were able to significantly reduce Heroku usage, courtesy of seriously reducing worker dynos with outsourcing thumbnail and version generation. Talk about a win-win."



"Even if you have a 'working' solution," continues Eric, "we promise Cloudinary will do it better. Don't worry if you have to migrate from an existing system. They even come with code to help you do that. We had our hundreds of thousands of images migrated in less than an hour. And thanks to the fact they support carrierwave, we had minimal code changes."

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.

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