

# e-TF1 in France Ensures Viewers See the Biggest Events Online Using AWS



## Executive Summary

e-TF1 in France continues developing the MYTF1 service safe in the knowledge it has the IT flexibility and scalability to support the biggest news and sports streaming events with AWS. e-TF1 focuses on the development of TF1 Group content across digital channels. e-TF1 uses Amazon EKS to rapidly scale its microservices-based applications running on Amazon EC2 instances to ensure 24/7 access to MYTF1 content.

## The Growth of Digital

[TF1 Group](#) has been providing television services in France for more than 30 years and is a global media player in production, editing, and distribution of content. The group has almost 3,200 employees and a presence in 10 countries. Annual turnover is around 2.3 billion euros. Like media companies across the world, TF1 has embraced digital technology and founded [e-TF1](#) in 2000 to take charge of the group's digital media.

e-TF1's core business is the development and distribution of content across digital channels, including fixed and mobile internet as well as apps. Of the content that e-TF1 controls, 90 percent is available through MYTF1, a multi-screen entertainment service, enabling viewers to watch videos, movies, news, and sport. The success of e-TF1 is determined by metrics such as viewing figures, duration of views, and, of course, the availability of the content across channels.

## The Opportunity of the Cloud

Historically, e-TF1's channels ran on an on-premises infrastructure hosted in a data center, with the infrastructure following a traditional three-tier model of servers, storage, and networking. But with the evolution of cloud-based IT, the weaknesses of the on-premises format began to show. The data center couldn't match the elasticity of the cloud—a crucial requirement due to the large spikes in audience numbers, particularly during major news events.

Ali Oubaziz, head of digital infrastructure at e-TF1, says, "Compared with the cloud, the on-premises solution was time consuming to deploy, leaving fewer resources for development."

As an initial step towards the cloud, e-TF1 moved its backup and recovery infrastructure to Amazon Web Services (AWS). The move was a success, reducing costs while ensuring reliable backups, and gained e-TF1 the buy-in from stakeholders for a broader cloud strategy. What then followed was a project to migrate the back-end infrastructure for e-TF1's operations, primarily MYTF1, to AWS.

Oubaziz says, "We knew MYTF1 would benefit from the scalability of AWS, allowing us to increase capacity on the fly for viewing peaks during popular news and sports events."

## A Collaborative Success

e-TF1 engaged [Cloudreach](#), a partner in the [AWS Partner Network](#) (APN), which has helped several large enterprises migrate workloads to the AWS Cloud. Cloudreach created [AWS Landing Zones](#), which help customers more quickly set up secure, multi-account AWS environments, to deliver content-as-a-service. To control access, the partner also used services such as [AWS Identity and Access Management](#) (IAM) and [Amazon Route 53](#) to reliably route users to the site.

e-TF1 already followed a Kubernetes microservices architecture, but not everything was containerized. The e-TF1 infrastructure team and Cloudreach migrated systems to run using the [Amazon Elastic Kubernetes Service](#) (Amazon EKS), which ensures high availability of the applications running on [Amazon Elastic Compute Cloud](#) (Amazon EC2) instances. To store content, e-TF1 uses [Amazon Simple Storage Service](#) (Amazon S3) and [Amazon CloudFront](#), the latter operating as a fast and highly secure content delivery network.

## About e-TF1



e-TF1 is an online TV media business and is part of TF1 Group, which has been providing television services in France for more than 30 years.

### Supporting the Biggest Media Events

With the new AWS platform up and running, e-TF1 ensures MYTF1 has the elasticity to handle major news and sporting events. In 2019, during the FIFA Women's World Cup, viewers watched 1.8 billion videos on MYTF1—24 percent more than the previous year. Then, in 2020, traffic loads broke 1 TB per second during a speech by President Macron on the COVID-19 pandemic.

Oubaziz comments, "Every time our traffic spiked, the AWS infrastructure automatically scaled up to ensure viewers could live-stream the content or watch videos on demand with a personalized experience. If e-TF1 had been using the previous on-premises infrastructure and had not moved to the AWS Cloud, we wouldn't have been able to handle the load."

### Removing Restrictions on Development

With AWS, e-TF1 can also focus on enriching the viewing experience through tailored recommendations for viewers. This kind of development requires lots of computing power and reliability, both of which e-TF1 gets from AWS.

"We feel liberated from the restrictions of the on-premises infrastructure because of the highly scalable architecture that we have developed with Cloudreach," says Oubaziz. Right now, for example, the e-TF1 team is working on customizing advertisements based on the viewing habits of customers—something that would have been impossible before.

### Responding at Speed

The flexibility of the AWS Cloud is also a key factor in the transformation that has happened at e-TF1. While it once took several weeks to set up a development environment, it now takes less than a day. So, when Mediamétrie, which provides audience measurement and insight services to companies like e-TF1, asked for a testing environment, the e-TF1 Team made one available in less than 2 hours. And once validation was complete, the environment was taken down.

Oubaziz comments, "We are a lot more agile as an infrastructure team, which is good news for e-TF1 and for the continued development of MYTF1."

## About Cloudreach

Cloudreach helps companies deliver their cloud strategies through its teams of cloud natives, who between them have multiple certifications for AWS. It has more than 1,000 clients globally.

