

Case study: CineSend grows video streaming business by 1000% with secure content delivery solution built on AWS

by [Paulien Ruijsenaars](#) | on 16 SEP 2022 | in [Amazon CloudFront](#), [Amazon Simple Storage Service \(S3\)](#), [AWS Elemental MediaConvert](#), [Data Science & Analytics for Media](#), [Media Services](#), [Media Supply Chain & Archive](#), [Networking & Content Delivery](#), [Storage](#) | [Permalink](#) | [Share](#)

[CineSend](#) provides secure, cloud-native video storage, encoding, and delivery solutions to customers ranging from major airlines and Hollywood studios to global financial institutions, top colleges, and other enterprises. The company experienced a significant spike in demand for its video streaming services at the onset of the COVID-19 pandemic, but leveraged AWS to quickly and efficiently scale to support a 1,000 percent increase in its video streaming client base in 2020.

[Read the full case study](#) to learn how CineSend uses file-based video transcoding service [AWS Elemental MediaConvert](#) to provide users around the world with secure file storage and delivery, antipiracy protection, and on-demand streaming, and taps into the service's [Quality-Defined Variable Bitrate](#) (QVBR) feature to minimize wasted bits and scale video bitrate to maintain consistent video quality. CineSend also uses [Amazon Simple Storage Service](#) (Amazon S3) to encrypt data at rest and provide its customers with more resilient and secure storage, as well as [Amazon CloudFront](#), a high-performance content delivery network service.

AWS offers the most purpose-built services for direct-to-consumer (D2C) and streaming to help companies reliably deliver, monetize, and support live and on-demand media over the internet, and brings unparalleled experiences to screens everywhere. Explore <https://aws.amazon.com/media/direct-to-consumer-d2c-streaming/> to learn more.



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