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# VideoVerse Optimizes AI-Powered Sports Video Analytics and Editing, Achieving 10x Faster Onboarding and 70% Cost Savings

Learn how VideoVerse enhanced the flexibility of Magnifi, an AI-powered editing platform, using AWS Media Services to meet viewer demands faster.



## Key metrics

10

times increase in speed to serve viewers quickly

400%

increase in model inference and processing speeds

70%

reduction in video production costs

90%

reduction in production time for customers

## Overview

[VideoVerse](#), a provider of AI-powered video editing solutions, sought to improve the scalability and agility of its Magnifi platform running on AWS. Initially, customer onboarding was a manual process involving the creation of new servers and end-to-end pipeline configuration, which limited operational efficiency and scalability. To address these challenges, VideoVerse migrated Magnifi to AWS Media Services. By optimizing its infrastructure to enhance operational efficiency, the engineering team can focus



on product innovation and development. As a result, Magnifi now delivers faster, more cost-effective services to its customers, reducing video production costs by 70 percent and cutting production time by 90 percent.



# About VideoVerse

Headquartered in Mumbai, VideoVerse is building an ecosystem of AI-based tools for organizations to streamline video production processes. The startup has received more than \$105 million in funding as well as receiving multiple accolades for its video technology.

## Opportunity | Optimizing Performance to Drive Customer Service and Development

VideoVerse is a technology company specializing in AI video editing solutions. Founded in 2016, VideoVerse has offices in the US, Europe, and India and works with leading rights holders, sports broadcasters, and businesses around the world. The company's flagship product is the software-as-a-service (SaaS) solution [Magnifi](#), which uses cutting-edge AI and machine learning (ML) technologies to craft digital-ready video highlights in near real-time. Customers can also use the AI-powered Magnifi Studio Advanced Editor to easily create powerful video content, including subtitles, voiceovers, and images. Shyam Vyas, vice president of engineering for Magnifi at VideoVerse, explains, "Rights holders and sports broadcasters use Magnifi's video editing capabilities to publish bite-sized clips of the action during live sports events to drive viewer engagement. They can also drop overlays and graphics onto the highlights using the platform."

VideoVerse built Magnifi on Amazon Web Services (AWS). The Magnifi engineering team used [Amazon Elastic Compute Cloud](#) (Amazon EC2) virtual instances to host the platform's applications while customers were manually onboarded. "Setting up new customers involved creating new servers, deploying software, and configuring end-to-end pipelines to ingest, edit, store, and distribute content," recalls Vyas. The team also had to physically scale the AWS infrastructure behind its AI and ML infrastructure and build streaming solutions for popular communication protocols for video and audio. Vyas continues, "To drive the business forward, we wanted to optimize our AWS infrastructure and automate processes to deliver a more agile service to customers while freeing up our engineers to focus on development."



## Solution | Enhancing Customer Responsiveness by 10x with AWS Media Services

VideoVerse decided to migrate its Magnifi platform to [AWS Media Services](#) to transport, prepare, process, and deliver live and on-demand content in the cloud. Vivek Gurjar, head of engineering for Magnifi at VideoVerse, says, "AWS offers a comprehensive set of tools tailored to build a media solution end-to-end. Thanks to our experience with AWS and the readily available services, we

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# “It used to take up to a couple of days to onboard a customer, but with AWS Media Services, it takes no more than 15 minutes.”

Shyam Vyas

Vice President of Engineering for Magnifi at VideoVerse

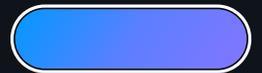
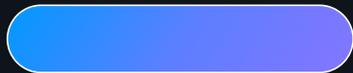
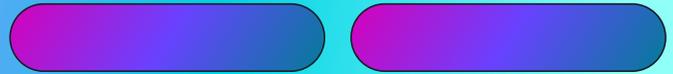
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