Why Cloudinary?

- **Improve Conversions**
  Foster customer engagement with interactive visual experiences.

- **Team Agility**
  Scale the process of content collaboration between internal stakeholders, external partners and agencies.

- **Streamline Processes**
  Compress workstreams, reduce manual and repetitive process and shorter time to market.

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Product overview

Through automation and AI, the Cloudinary Media Experience Cloud eliminates the issues in traditional image- and video-management processes, reducing time to market and accelerating page loads. Cloudinary enables you to easily create, manage, optimize, and deliver engaging video experiences to your customers everywhere, at scale.

Product features

**On-the-fly video transformation**

Transform videos programmatically to fit graphic designs, add image and video overlays, tack on captions, or trim the content.

**Real-time video transcoding**

Dynamically transcode videos to any format or automatically deliver them in the most efficient format and codec—with no manual tasks or lag time.

**Content-aware compression**

Accelerate loading and play more smoothly through automated adjustments of the quality compression level and encoding of the settings based on the content.
How it works

Built on top of AWS products, Cloudinary is an industry-leading, dynamic platform for managing images and videos that enables the creation and delivery of engaging visual experiences through a secure, scalable, and cost-efficient approach.

Products

Programmable Media
- API-based video and image management with dynamic manipulations – for resizing, cropping, overlays – automated optimization, and accelerated delivery of content via Content Delivery Networks (CDNs).

Media Optimizer
- Automatically deliver images and videos in the format and quality suited for each end-user device, browser, and connection speed. All with no code or manual work.

Digital Asset Management
- Asset management to meet the unique needs of today focusing on flexibility, intelligent automation, and scale.
## Bleacher Report Scores with Real-Time Video Highlights Delivered by Cloudinary

**Challenge**
Bleacher Report needed a solution to publish game highlights in real-time while games were still in progress. Since 85% of users access Bleacher Report content via mobile, they needed to ensure the solution can automate and be optimized for every device, viewport and bandwidth.

**Solution**
Bleacher Report partnered with Cloudinary to automatically extract interesting moments from live footage based on specific criteria. Cloudinary eliminates many technical complexities like automating best video quality, resolution and format to ensure optimal playback. Bleacher Report also uses Cloudinary for image optimization, manipulation and delivery for all of their stories.

**Benefits**
- 25% increase in total video views per month
- 350% increase in video views within their gamecasts experience
- 20% increase in monthly highlight video views in the app
- 35% increase in monthly 3-second video views

“Speed to market is paramount for our video highlights solution, not only were we able to implement the full solution in a matter of weeks, we are now able to deliver sports video highlights within minutes.”

David Marks, Senior Director of Engineering for Bleacher Report

## Data Points

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>20% Increase in user engagement</td>
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<tr>
<td>2.4% Growth in revenue per visit</td>
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<tr>
<td>15-25% Faster page load time</td>
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<tr>
<td>50-90% Time savings in Media Management</td>
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## Additional Resources

- [Solutions by Industry](#)
- [Products](#)
- [Demos](#)
- [Customers](#)

Solution available in [AWS Marketplace](#)