

# Rakuten Cloud

SOLUTION BRIEF

## Rakuten Cloud-Native Solutions for Media & Entertainment



## Enabling Immersive Experiences, Agile Content Delivery, and Secure Digital Transformation

The Media & Entertainment (M&E) sector is in a constant state of flux, driven by evolving consumer demands for personalized, high-quality content delivered across multiple platforms, the explosion of streaming services, and the need for rapid content production and distribution. Traditional IT infrastructures often struggle to keep pace with these demands, particularly when it comes to managing massive content libraries, supporting real-time rendering and editing, delivering ultra-low latency streaming, and safeguarding valuable intellectual property. Digital modernization is no longer a luxury but a strategic imperative, opening up new opportunities for engagement, innovation, and competitive advantage.

Rakuten Cloud's solutions empower M&E organizations to overcome these challenges by delivering a unified, secure, and scalable infrastructure. This solution brief details how Rakuten Cloud enables media companies to unlock new levels of creativity, improve operational efficiency, and drive significant business value by embracing digital modernization. By leveraging the power of cloud-native capabilities, Rakuten Cloud facilitates rapid content creation, efficient distribution, personalized viewer experiences, and enhanced security for critical M&E operations. This isn't just about cost reduction; it's about faster time-to-market for content, ensuring robust intellectual property protection, enhancing viewer trust, and delivering seamless, personalized entertainment services that meet the demands of today's digital economy.

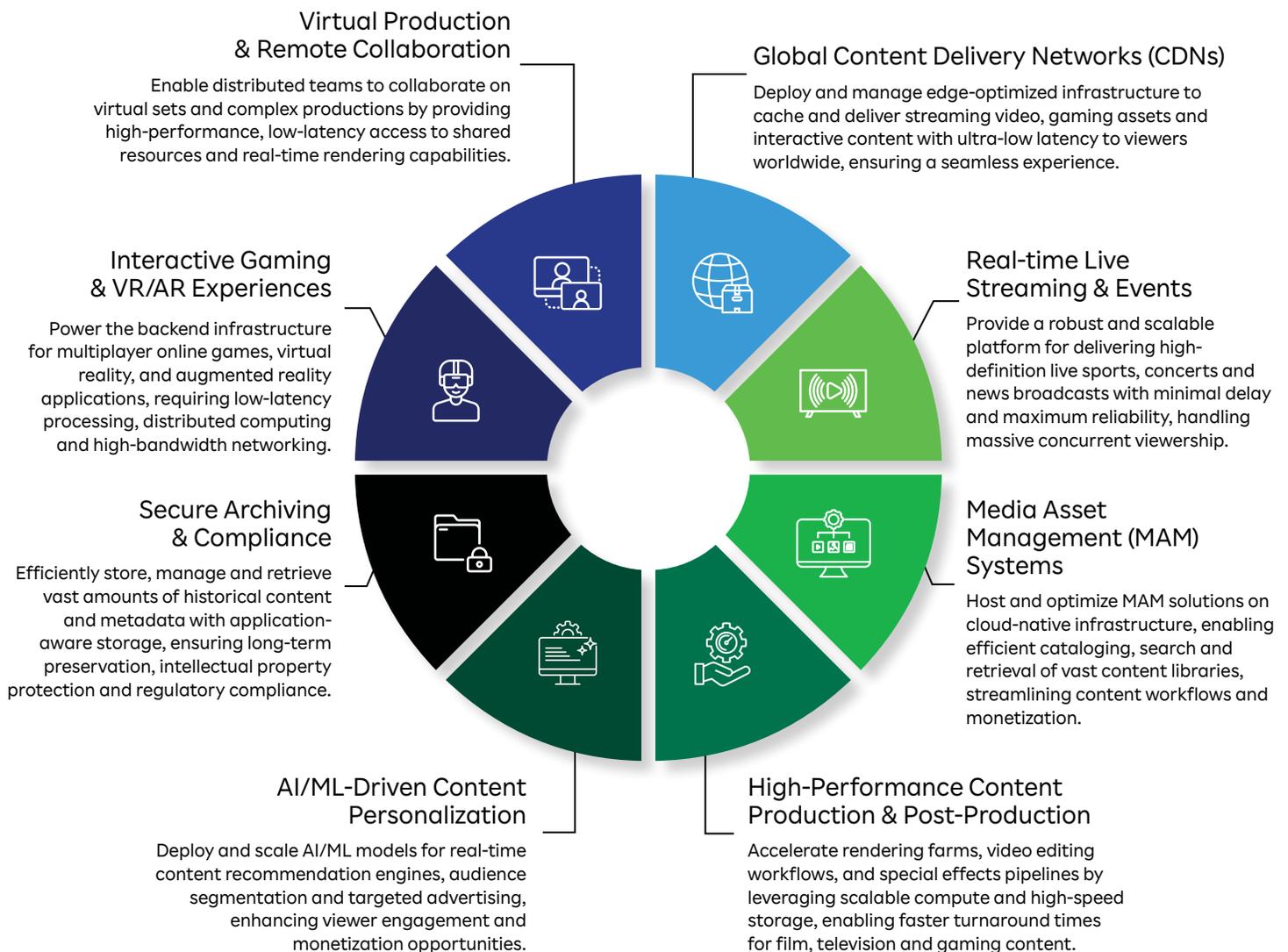
## Media & Entertainment Challenges Addressed by Rakuten Cloud

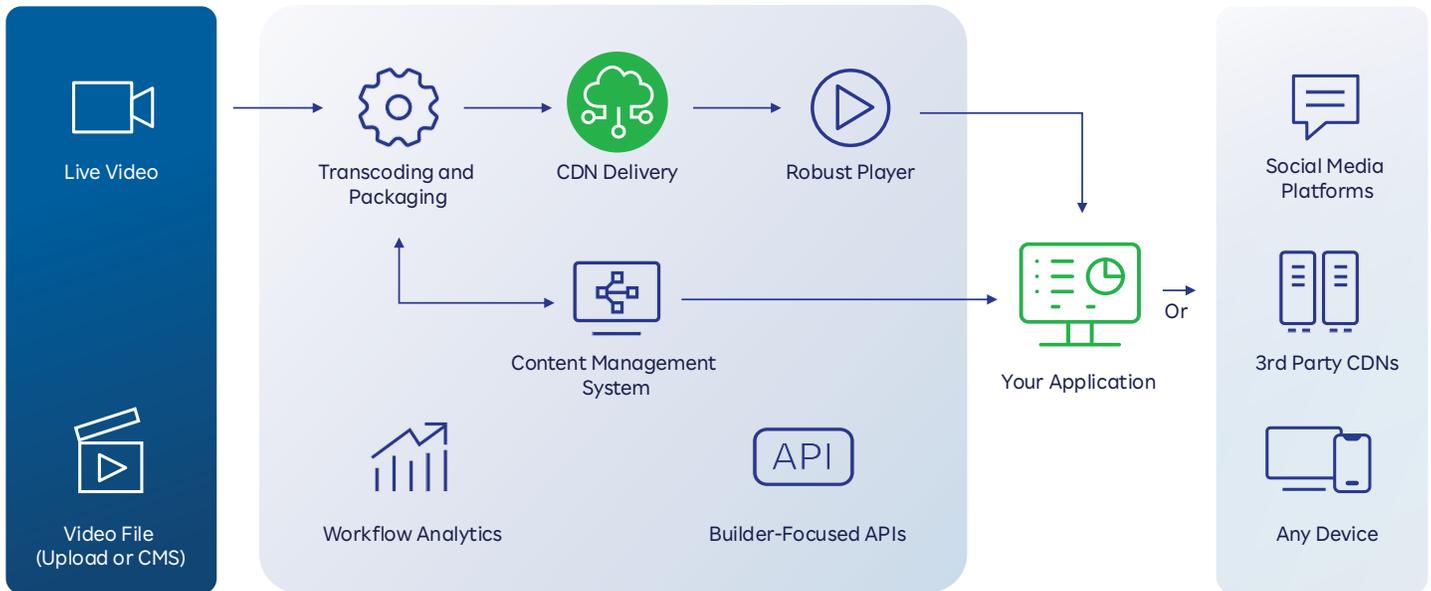
- **Massive Data Management & Storage:** The exponential growth of high-resolution content (4K, 8K, VR) and associated metadata requires petabyte-scale storage solutions that are highly performant, cost-effective and easily accessible for editing, rendering, and distribution.
- **Operational Efficiency & Cost Optimization:** The continuous drive to reduce operational complexities and overheads associated with managing disparate systems, automating content workflows, and optimizing resource utilization across the entire content lifecycle, all while maintaining high availability and performance.
- **Evolving Cybersecurity & IP Protection:** Protecting highly valuable intellectual property, preventing content piracy, safeguarding subscriber data and defending critical infrastructure against sophisticated cyberattacks and data breaches.
- **Ultra-Low Latency Content Delivery:** Delivering high-quality video and interactive experiences with minimal buffering and latency across diverse global networks to a multitude of devices, crucial for live streaming, gaming, and immersive content.
- **Personalized Viewer Experiences:** The demand for highly personalized content recommendations, interactive features, and adaptive streaming that caters to individual preferences and device capabilities.
- **Agile Content Production & Post-Production:** The need for collaborative, real-time editing, rendering, and special effects workflows that can scale on demand to meet tight production deadlines and accommodate geographically dispersed teams.

## Media & Entertainment Outcomes Addressed by Rakuten Cloud

Rakuten's Cloud-Native solutions provide a comprehensive and integrated approach to addressing these challenges, enabling M&E organizations to achieve the following business outcomes.

- **Accelerated Content Creation & Delivery:** Streamline production workflows, enabling faster rendering, editing, and distribution of content, leading to quicker time-to-market for new shows, movies and interactive experiences.
- **Enhanced Viewer Engagement:** Deliver personalized content, ultra-low latency streaming and immersive experiences that keep audiences captivated and increase subscriber retention.
- **Robust IP Protection & Security:** Implement multi-layered security measures, including secure storage, access control and real-time threat detection, to protect valuable intellectual property and sensitive subscriber data from piracy and cyberattacks.
- **Scalable & Flexible Infrastructure:** Dynamically scale compute, storage and network resources to handle peak demands for content production, streaming events and global distribution, without over-provisioning.
- **Reduced Operational Costs:** Optimize resource utilization, automate manual processes, and leverage software-defined infrastructure to significantly lower capital and operational expenditures associated with content management and delivery.
- **Data-Driven Decision Making:** Gain real-time insights from viewer analytics, content performance, and operational metrics to inform content strategy, personalization efforts, and infrastructure optimization.





## Conclusion

Rakuten Cloud transforms the Media and Entertainment with cloud-native core-to-edge computing. Government agencies can build a robust, scalable, and secure infrastructure, improving citizen services, enhancing public safety, and streamlining operations.

This is achieved through: **Automated Infrastructure Provisioning** via Rakuten Cloud-Native Orchestrator; **Kubernetes Cluster Deployment**, providing an edge-optimized platform that scales for the core; the ability to **Build Hyperconverged Infrastructure with Commodity Hardware**, eliminating expensive flash arrays; **Application Deployment and Management**, automating deployments; robust **Data Management and Protection** with automated backups and replication; and **Real-Time Monitoring and Analytics**, providing performance dashboards.

Contact us today to learn more about how Rakuten Cloud can transform your public sector organization.

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