

Delight Customers with Reliable and Secure Entertainment Experiences

The scale and security of the cloud enable Media and Entertainment (M&E) companies to curate and amplify engaging and memorable customer experiences. Platform engineering empowers M&E companies to build secure, high-performance cloud applications that boost brand loyalty and revenue streams.

Major media companies spent over \$50 billion on content creation in 2022, primarily for their streaming platforms.¹

With F5 solutions, platform engineers can optimize AWS environments to enable the development and operations of reliable applications and services that deliver delightful digital and in-person entertainment. F5 enhances the performance and security of the AWS cloud applications that help keep customers engaged, safe, and happy.

Improve Streaming Performance

To thrive in today's streaming-heavy market and realize an ROI on content creation, M&E companies require applications to deliver HD video with zero latency.

Platform engineers can prevent downtime by protecting streaming apps that use Amazon CloudFront from resource-consuming bots with AWS F5 WAF Rules for AWS WAF.

Safeguard Customer Data

With the ubiquity of streaming platforms, some customers are apt to share their credentials with family and friends, making them a ripe target for malicious actors.

With F5 Distributed Cloud Bot Defense platform engineers can neutralize the fraud-perpetuating bots that target customer personal and financial information.

? Enhance Park Experiences

Some M&E companies diversify revenue streams with parks and offer attendees apps that provide detailed maps, ride reservation systems, and real-time attraction attendance.

Platform engineers can use F5 NGINX to seamlessly integrate AWS environments to boost the performance and accuracy of amusement park experience applications.



Modernize Infrastructure

M&E companies can improve operational workflows and productivity across many business functions by migrating legacy, on-premises infrastructure to the cloud.

With F5 BIG-IP, platform engineering can migrate legacy infrastructure to AWS with the confidence that they won't sacrifice security and functionality.

For more information, please visit f5.com

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