

# Providing millions of subscribers with a reliable, personalized experience



**Quickplay** Media is the industry leader in over-the-top (OTT) cloud transformations for sports, media, and entertainment across 10+ markets. Its cloud-native and open architecture platform delivers unparalleled performance, extensibility, and scale to meet the unique needs of customers and their audiences. The company has locations in the United States, Canada, and India.

## Challenges

- The database was required to handle sudden spikes in traffic amidst massive amounts of unexpected user demand
- Create a positive customer experience by maintaining zero service interruptions
- Provide a personalized experience for customers in real time

## Outcomes

- Couchbase's network-centric architecture allowed the database to scale while maintaining peak performance
- A fast, personalized experience for millions of subscribers with 100% uptime
- Thousands of queries per minute (typically 30-75K) and under 5-second app start time

## Industry

- [Media & Entertainment](#)

## Customer application

- Digital media application

## Use case

- [Caching and Session Management](#)
- [Personalization and Profiles](#)

## Product


- [Couchbase Server](#)

## Key features

- Analytics
- XDCR
- Full Text Search
- In-Memory / Caching
- SQL++

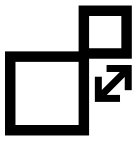
## Cloud provider

- [AWS](#)
- [GCP](#)
- [Azure](#)



**“We are happy with Couchbase’s availability, performance, easy-to-replicate data, security, scalability and full text search.”**

— Infrastructure Director, Quickplay



## THE CHALLENGES:

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Digital media is a demanding environment, as the applications must be able to handle high concurrency traffic while simultaneously promising peak performance and zero downtime. Whether it's streaming the hottest show on television or providing a personalized customer experience in real time, media organizations need a database that maintains 100% uptime, scales in real time to handle millions of users or more, and provides a data layer that delivers a single view of customers.

In most media companies, the challenge is to move more rapidly than ever before. Do more with content, move faster, build new products, try new products, and use new business models.

Quickplay Media was facing similar challenges and needed a database that could manage massive amounts of unexpected user demand while preventing service interruptions and poor user experiences.



## THE SOLUTIONS:

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Quickplay selected Couchbase for technical, operational, and financial reasons – to store all the company's media data. Couchbase's memory-first, network-centric architecture allowed the database to scale whilst maintaining peak performance.

"There are many key factors that made us choose Couchbase: scalability, high availability, flexible schema, advanced monitoring, full-text search capabilities, caching/key-value, data replication, analytics and more. We realized that SQL++ offers the flexibility to search with a language that looks 99% the same as SQL. Couchbase enables us to perform writes of our catalog at peak load consistently," explained an infrastructure director at Quickplay.

Most of Quickplay's use cases are heavily dependent on full-text search (FTS), while cross datacenter replication (XDCR) makes it easy to replicate data quickly. The company is using all three major cloud providers – Amazon Web Services (AWS), Google Cloud Platform (GCP), and Microsoft Azure – along with integrating Kafka. For GCP users, E & N Series VMs provide the flexibility to handle varying load levels – utilizing the resources of the database based on the needs of the application. GCP Cloud Storage keeps data safe, available and accessible.

"Being customer centric, we always go with customer demand and offer them solutions on their desired cloud provider. Couchbase puts us in a good place to achieve our goal of a perfect customer experience," said the director.





## THE RESULTS:

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Couchbase has enabled Quickplay Media to provide its millions of subscribers a fast, personalized experience for streaming content – with 100% uptime. Subscribers have access to personalized features such as multiple device sharing and placeholder on-demand content. The company has enhanced user interfaces and content access to increase customer loyalty and per-subscriber margins.

Quickplay Media now has the ability to initiate system changes in a matter of days, rather than weeks or months. Innovating existing infrastructure and continually adding new functionality and features helps ensure retention and keep competitors at bay. Metadata is stored in the platform, which gets accessed upon application launch which consists of thousands of queries per minute – typically 30-75K up to a high of 300K for one customer. In this context, Quickplay targets an app start time of under 5 seconds.

“We have increased our Couchbase usage by 50% over the last year, and expect this to continue to grow. We are happy with Couchbase’s availability, performance, easy to replicate data, security, scalability and full text search. The platform and caching layers have helped us support higher concurrency, while keeping costs at an optimum level,” said the director.



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Modern customer experiences need a flexible database platform that can power applications spanning from cloud to edge and everything in between. Couchbase’s mission is to simplify how developers and architects develop, deploy and run modern applications wherever they are. We have reimagined the database with our fast, flexible and affordable cloud database platform Capella, allowing organizations to quickly build applications that deliver premium experiences to their customers – all with best-in-class price performance. More than 30% of the Fortune 100 trust Couchbase to power their modern applications. For more information, [visit \*\*www.couchbase.com\*\*](http://www.couchbase.com) and follow us on X (formerly Twitter) @couchbase.

