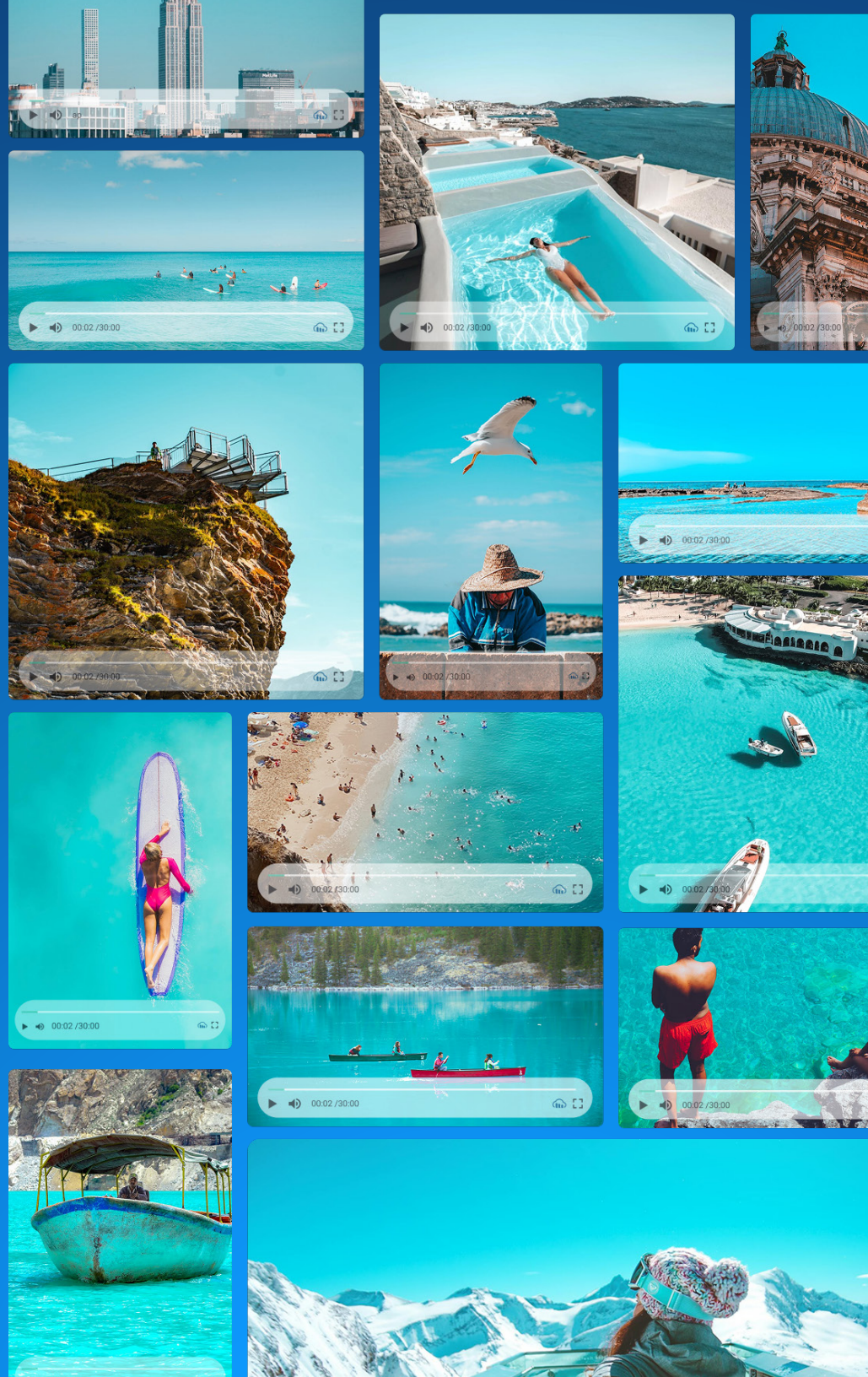
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Why Build When You Can Embed?

The smart way to deliver video at scale using Cloudinary Video as a Service for scalable, accessible, and fast-to-market product development.



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Builders Don’t Have to Build Everything

Building a product means making deliberate choices about where to focus your engineering effort. When video enters the roadmap, the question becomes: How do you implement it without diverting resources from core development work?

Spinning up video infrastructure is not easy. The “basics” include encoding, transcoding, adaptive bitrate streaming, CDN tuning, player integration, accessibility, analytics, to say nothing of handling edge cases.

Cloudinary’s Video as a Service (VaaS) is purpose-built for developers, product managers, and engineering leads who want to ship great video experiences without reinventing the wheel. Now you can quickly embed world-class video into your product without the complexity or technical debt.

In this eBook, we’ll explain how Cloudinary's VaaS is your ally in delivering scalable, accessible, and fast-to-market video solutions without the overhead.

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CHAPTER 1

Video is the Expectation

Video is an online essential. It boosts engagement, builds trust, and increases sales. It allows for a dynamic and engaging way to showcase products, making them more appealing to potential customers.

82%

of consumer internet traffic is now driven by online videos, 15x higher than in 2017.

91%

of businesses use video as a marketing tool, up from 86% in 2022.

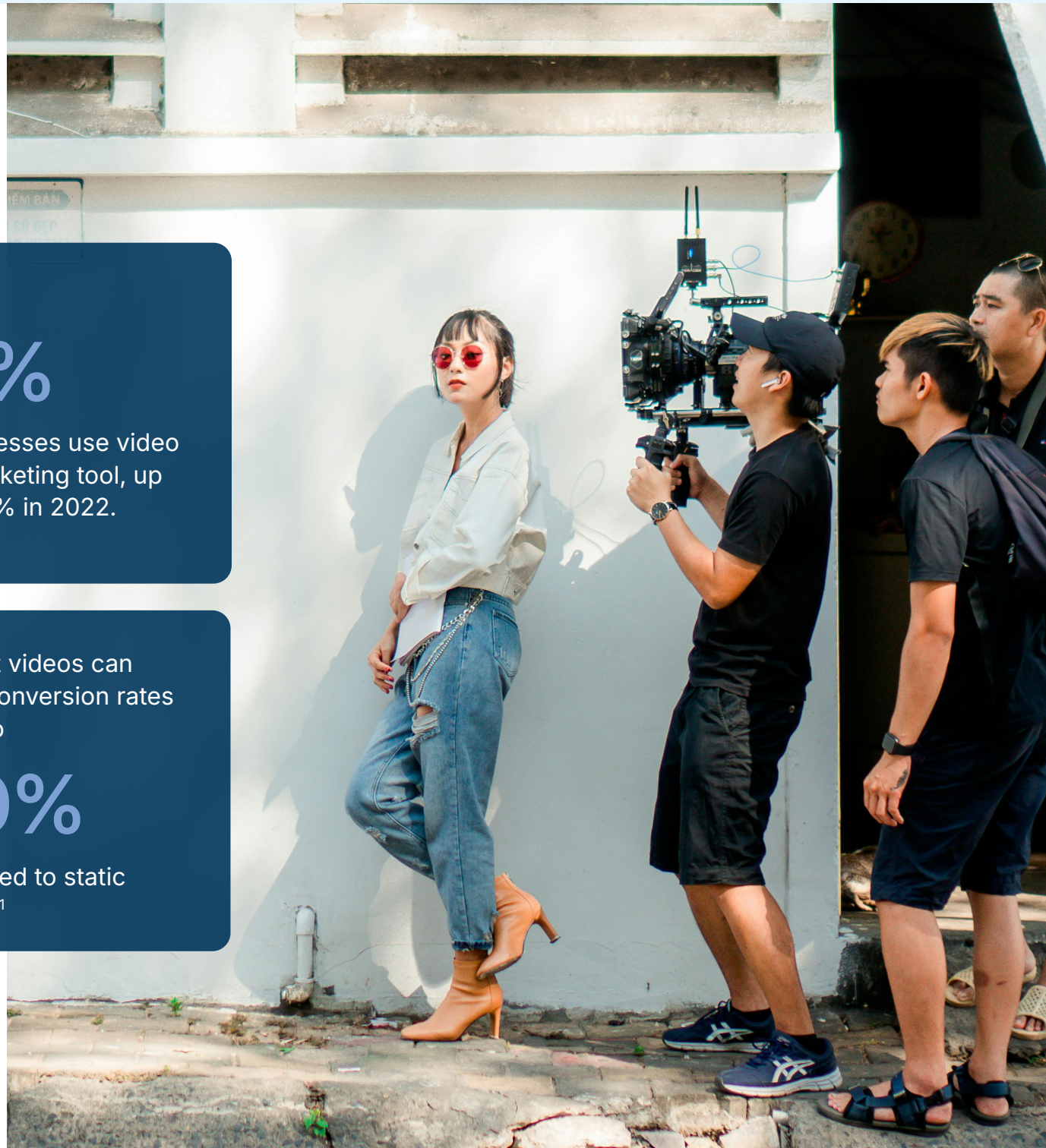
72%

of consumers prefer watching videos to learn about a product rather than reading text.

Product videos can boost conversion rates by up to

80%

compared to static images.[1]



1. https://www.invespcro.com/blog/video-marketing-trends/

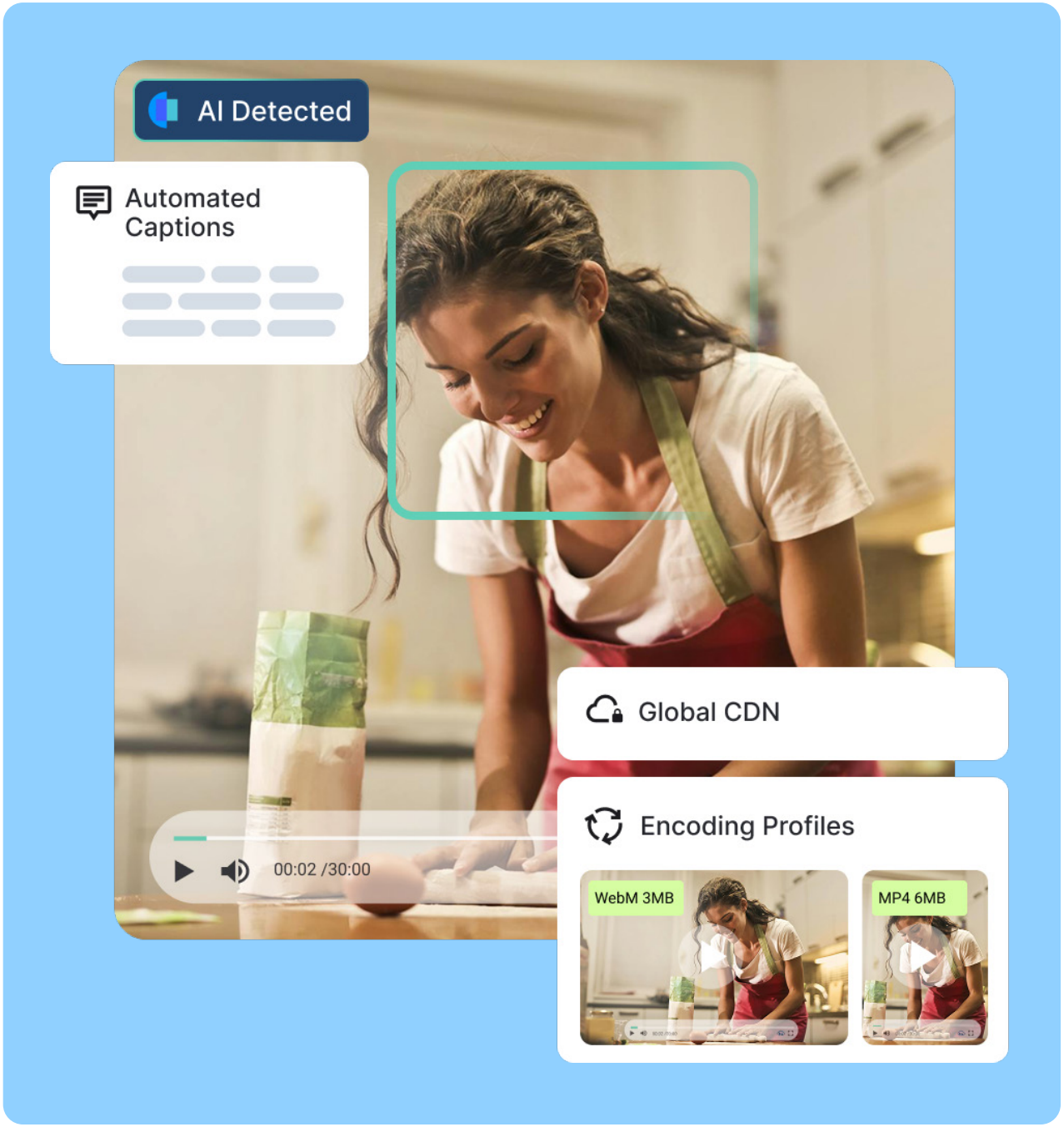
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CHAPTER 2

What is Video as a Service?

Video as a Service (VaaS) is a cloud-based solution that provides developers with the tools to upload, manage, and deliver video content without the need to build and maintain complex infrastructure from scratch. With VaaS, you can leverage a robust, scalable platform to handle video processing, storage, and delivery. Cloudinary's VaaS offers:

- **Encoding and transcoding.** Automatically convert videos into multiple formats and resolutions for optimal playback across devices.
- **Storage and delivery.** Securely store videos and deliver them efficiently using a global content delivery network (CDN).
- **Accessibility.** Ensure compliance with accessibility standards through features like automated captions and transcripts.
- **Optimization.** Enhance video performance with adaptive bitrate streaming and AI-driven transformations.



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CHAPTER 3

Cloudinary VaaS: What's in the Box?

APIs for Scalability

Scale your video capabilities without the need to build and maintain complex infrastructure with flexible APIs. Upload videos from any source, transform at scale, and optimize for any endpoint to meet custom workflow requirements and deliver high-quality videos to millions of users.

Built-in Accessibility

Delivering an accessible digital experience that reaches everyone is the right thing to do. It's also a growing legal and user expectation worldwide. Regulations like the European Accessibility Act (EAA) have made it mandatory that digital experiences be inclusive.

Accessibility capabilities include:

Automatic Captions and Transcripts

- Generate captions and transcripts using AI-powered services.
- Support for multiple languages and formats (VTT, SRT, transcript).
- Customize caption styling.

Audio Descriptions

- Integrate alternate audio tracks that narrate visual elements for users with visual impairments.
- Manage multiple audio tracks within a single video asset to offer descriptive audio without duplicating media files.

Keyboard Navigation and Screen Reader Support

- Full keyboard operability.
- Clear focus indicators for active elements.
- ARIA roles and attributes embedded.

Chapters and Navigation

- Define chapter markers using WebVTT files or manually.
- Display chapters on the seek bar and provide a dedicated button for easy navigation.

Adjustable Playback and UI Customization

- Adjustable playback speed.
- Support high-contrast themes and adjustable text sizes.
- Customize player UI.

Transcript Availability

- Provide text-based versions of spoken content.
- Generate, store, and deliver transcripts alongside video assets using Cloudinary's API.

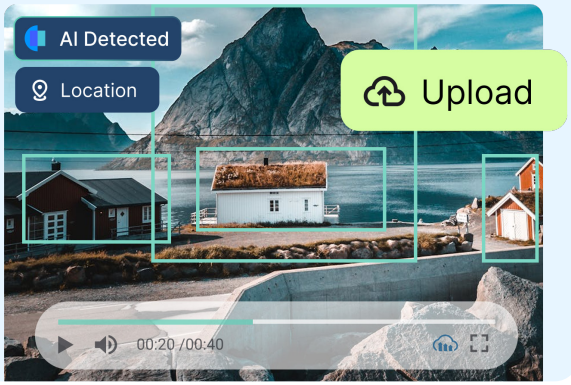
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Video API: Developer-Ready

Cloudinary Video API is supported by a range of SDKs for popular programming languages and frameworks, facilitating total integration into various development environments. Core features include:

Video Upload and Management

- **Flexible upload options.** Upload videos from various sources, including local files, remote URLs, or directly from user devices.
- **Metadata management.** Assign tags, context, and custom metadata to organize and retrieve video assets efficiently.
- **Asset administration.** Perform operations like renaming, deleting, and managing asset versions through the Admin API.



Video Transformation and Optimization

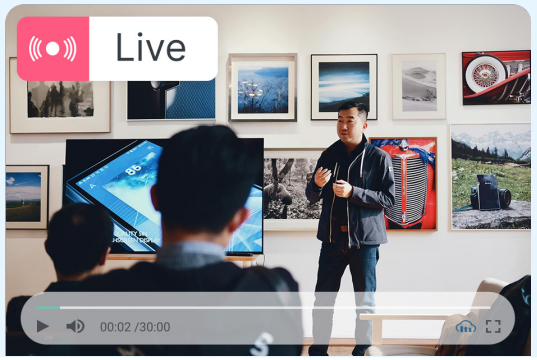
- **Format conversion.** Automatically transcode videos to formats like MP4, WebM, or HLS.
- **Adaptive bitrate streaming.** Deliver videos optimized for varying network conditions.
- **Visual enhancements.** Apply effects such as cropping, overlays, watermarks, and filters to customize video presentation.

Delivery and Playback

- **CDN integration.** Leverage a global content delivery network to ensure fast and reliable video streaming.
- **Customizable video player.** Embed a responsive player with configurable controls, themes, and branding options.
- **Playback analytics.** Track viewer engagement, including metrics like play rates and watch time.

Live Event Streaming Capabilities

- Produce and manage live streams on your website or mobile app.
- Simulcast onto social media platforms or deliver on-demand video.



Speed to Market

Accelerate your product development cycle with Cloudinary's VaaS:

- **Rapid deployment.** Implement video features without extensive development time.
- **Automated workflows.** Leverage AI-powered automation to handle video transformations, optimizations, and delivery.

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CHAPTER 4

Proof in Practice: How Top Brands Use Cloudinary for Video

From conference management software to digital marketing, these builders chose a smarter path. Here's what that looks like in action.

MEDIAVINE

eventPower

GRANICUS

simpleview

doximity

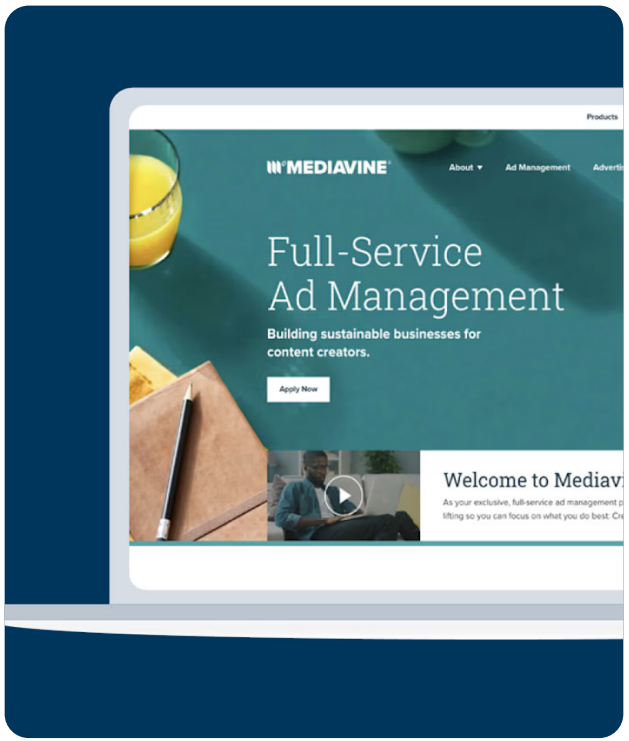
Mediavine Saved 100+ Developer Hours by Simplifying Video Management

Full-service ad management provider Mediavine supports more than 2,900 publishers that develop video content for its followers. Making sure all video worked as expected was a time-consuming process, as its third-party video player required the company to upload and log each video manually.

With Cloudinary, Mediavine saved hundreds of developer hours, optimized video performance, and reduced bandwidth usage. In addition, publishers who ran video alongside display ads increased earnings by up to 30%, increased traffic to their sites, and improved Google rankings.

Read the Case Study →

MEDIAVINE®



50% reduction

in used bandwidth

Over 1 Petabyte

of video served monthly

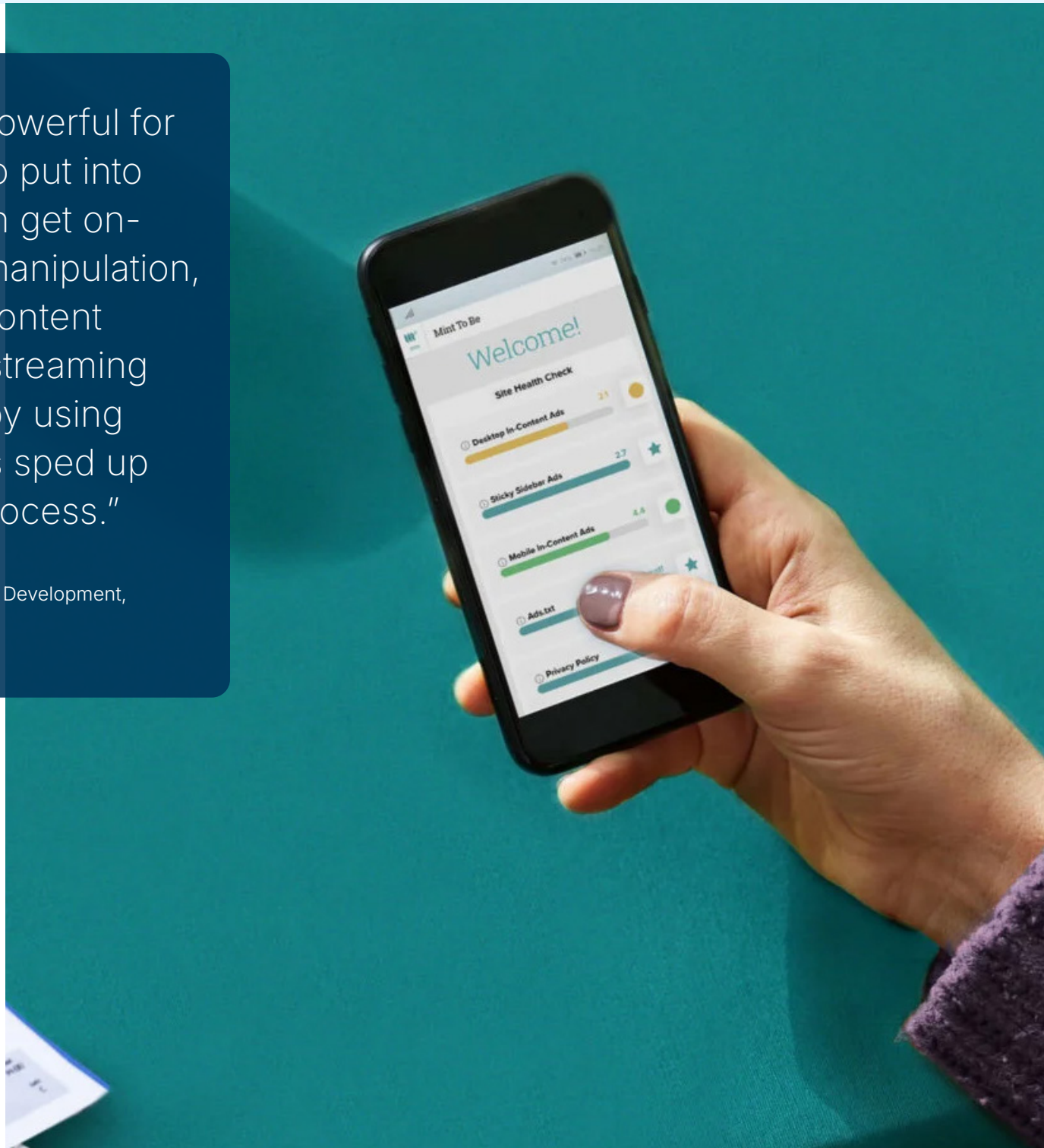
20-30%

more earnings when publishers use video more than display ads

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"Cloudinary is extremely powerful for how little time you need to put into developing with it. We can get on-the-fly image and video manipulation, all the way down to the content delivery network (CDN), streaming and serving this content by using one line of code. This has sped up the entire development process."

–Eric Hochberger, Co-founder, CEO, and Head of Development, Mediavine



eventPower Hosted 250 Live Streams Across 4 Days With High-Quality Video

eventPower, an online conference management software provider, hosted live streamed and simu-live events efficiently by tapping into Cloudinary's end-to-end live video streaming capabilities. With Cloudinary's video management solution, eventPower was able to manage its assets easily, streamline development workflows, and ensure high-quality video.

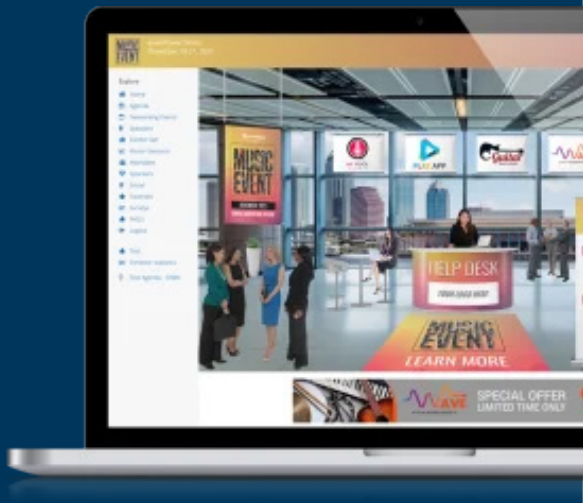
Most importantly, the move paid off: The cost of video asset management decreased by 60% and developers saved time offloading the complex editing tasks to Cloudinary.

Read the Case Study →

eventPower

60% reduction

in asset management-related costs



Expanded capacity

to support large events with 100+ live and concurrent sessions

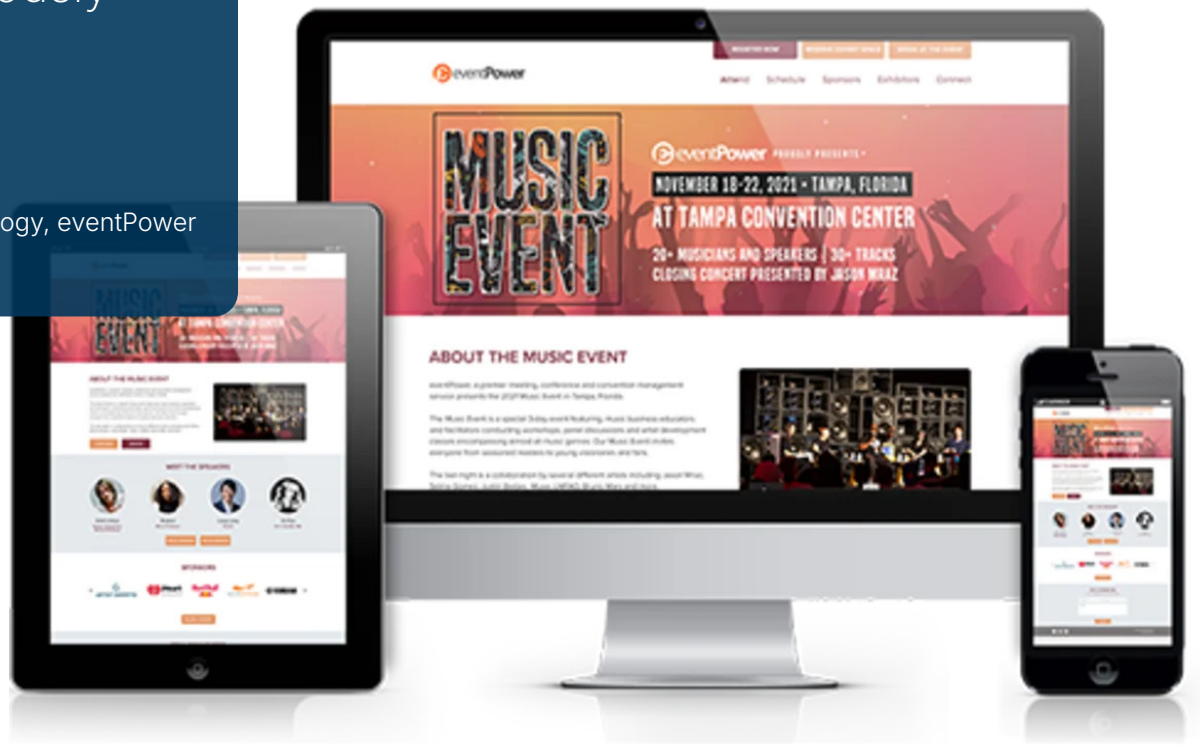
Replaced legacy video platform to

enable live streams and simu-live experiences

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"With one API call to Cloudinary, we were up and running within a few hours and in production within a few weeks. We saved months in development time using Cloudinary, and we're now able to stream and record events simultaneously providing a seamless user experience."

–Mike McCarthy, Vice President of Information Technology, eventPower



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Simpleview Scaled Video Delivery Across 1,300+ Customer Websites

Simpleview, which powers digital marketing for over 1,300 destination marketing organizations (DMOs), needed a solution that could manage billions of assets and videos across diverse client platforms.

With Cloudinary, Simpleview now supports over 2.5 billion assets, delivering fast, optimized video that boosts site performance and improves time-on-page for travel brands. The integration allows each client to maintain a custom visual identity while benefiting from consistent video delivery and automated optimization.

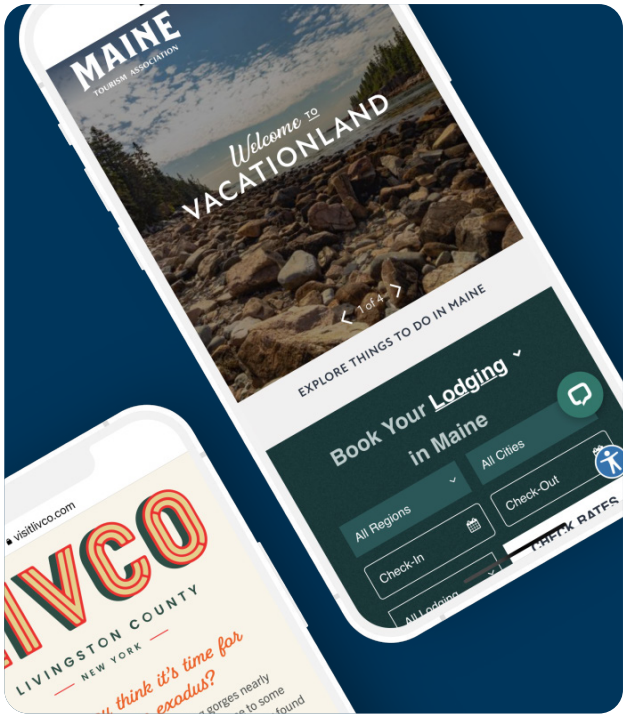
Read the Case Study →

GRANICUS

simpleview

2.5B+ assets

delivered (including thousands of videos)



Improved site load time

and asset reusability across campaigns

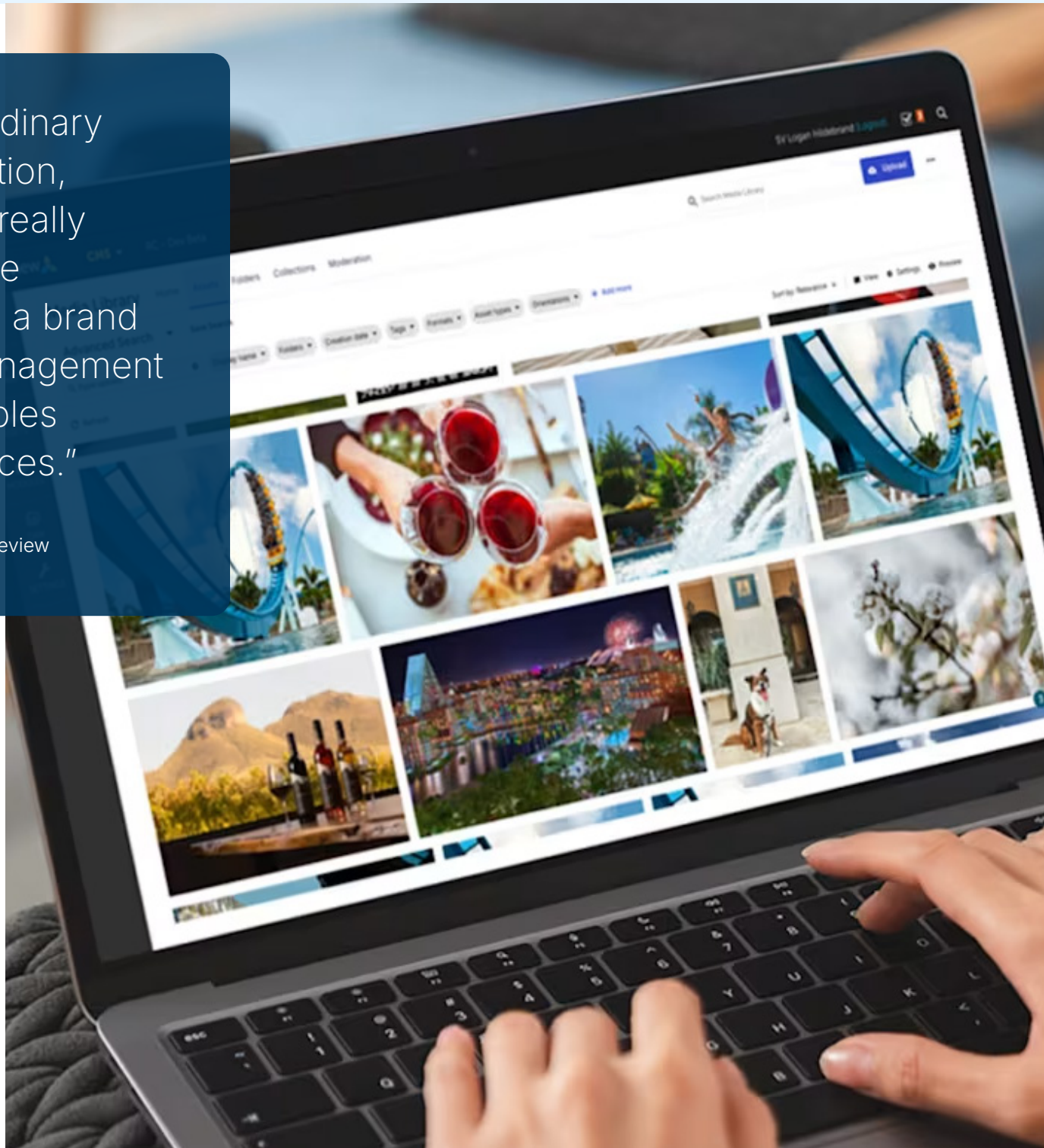
Serves 1,300+

customer websites and mobile destinations

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"Our partnership with Cloudinary goes beyond tech integration, critical as that is. We also really value and want to leverage Cloudinary's reputation as a brand leader in visual media management and optimization that enables unbeatable user experiences."

–Andrés Bastidas, Group Product Manager, Simpleview



Doximity Delivered 127M+ Videos Seamlessly in a Mobile-First Experience

Doximity, the largest network for medical professionals in the U.S., delivers over 127 million videos within its mobile application. With Cloudinary, the team can efficiently embed and manage that video content at scale while ensuring fast playback and a seamless user experience.

Its development team used Cloudinary's APIs to reduce implementation complexity, minimize engineering overhead, and achieve consistency across mobile platforms — all critical in a fast-moving, security-sensitive industry like healthcare.

Read the Case Study →

doximity

127M+ video

assets managed

Streamlined performance monitoring

and delivery for mobile audiences



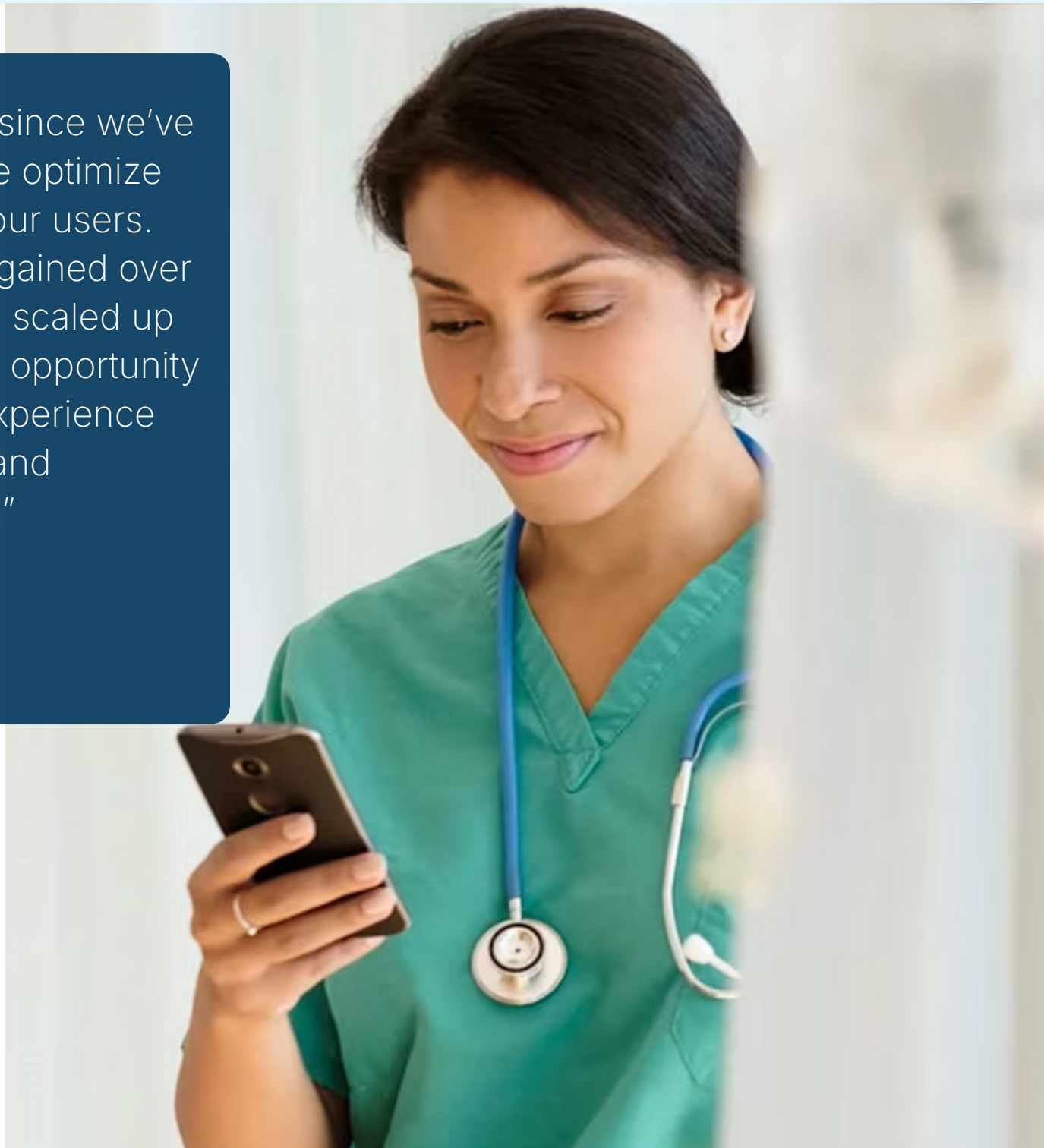
Embedded video experiences

directly into their iOS and Android apps

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"It's genuinely been years since we've had to think about how we optimize assets to deliver them to our users. The key value that we've gained over these past years as we've scaled up our platform has been the opportunity to enrich our members' experience on Doximity with reliable and informative video content."

–James Hicks, Director of Engineering, Doximity



Cloudinary

CONCLUSION

The Smartest Build is the One You Don't Have to Build

If video is on your roadmap, building from scratch rarely makes sense. The time, complexity, and ongoing maintenance don't justify the cost.

Cloudinary's Video as a Service is built to slot into your stack without disruption. From the first API call, you can start uploading, transforming, and delivering video that works across devices, networks, and regions. You'll find support for accessibility, localization, and compliance at the foundation, not as add-ons.

Cloudinary VaaS provides video processing, optimization, and delivery through APIs without having to stand up and maintain all the architecture yourself. It's the fastest way to get reliable video into your product. Contact us today to get started.

CONTACT US



Cloudinary is the image and video platform that enables the world's most engaging brands to deliver transformative visual experiences at a global scale. More than three million users and 11,000 customers, including Adidas, Etsy, Fiverr, Grubhub, Minted and Paul Smith rely on Cloudinary to bring their campaigns, apps and sites to life. Backed by an ecosystem of more than 300 partners, integrations and plug-ins, Cloudinary's AI-powered image and video solutions offer a single source of truth for brands to manage, transform, optimize, and deliver engaging visual content to anyone, anywhere. As a result, brands across all industries are seeing up to a 203% ROI with benefits including faster time to market, higher user satisfaction and increased engagement and conversions.

For more information, visit www.cloudinary.com.

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