Gamestar+ Delivers Social Games on Demand with AWS-Powered Architecture from IMT & SoDA

Connect with SoDA

Executive Summary

Gamestar+ has launched a unique cloud-native system to stream gaming content to global users built with the support of AWS Partner Integrated Media Technologies, Inc. (IMT). A startup, Gamestar+ sought the technical expertise needed to build its media supply chain and develop the foundation for its service. IMT built Gamestar+'s core architecture using AWS services, like AWS Elemental MediaConvert and Amazon CloudFront, and provided valuable program and media asset management (MAM) services. By choosing IMT to support its project, Gamestar+ has unlocked on-demand scalability, optimized streaming, and advanced analytics that it can use to further expand and enhance its gaming platform.

Delivering On-Demand Social Games on a Global Scale

Gamestar+ has a mission to deliver social games on demand to households around the world. The startup, composed of professionals with years of experience in the gaming and media and entertainment industries, began to develop a unique service that could stream dozens of individual game titles to millions of global users simultaneously.

To develop its robust gaming experience, Gamestar+ required a media-as-a-service (MaaS) collaborator with experience building cloud-native solutions on Amazon Web Services (AWS). So Gamestar+ engaged AWS Partner IMT, which has experience building out media supply chains and integrating systems for media and entertainment clients. "IMT emerged objectively as the best fit," says Todd Young, cofounder and chief operating officer of Gamestar+. "IMT delivers the value, capabilities, track record, and experience on AWS that we were looking for.

> **"Once we build the backend on AWS and have the media supply chain running, producers of new games can design and iterate much faster."**
>
> **—Roy Burns, vice president of media solutions, Integrated Media Technologies, Inc.**

Developing a Foundation for Live Game Experiences

Founded in 2007, IMT provides MaaS solutions that help over 900 media and entertainment clients to connect disparate systems and build a centralized media supply chain. The global company offers several services, including MAM, content distribution, and program management, as well as solutions using AWS Media Intelligence (AWS MI), which help customers to implement artificial intelligence into media content workflows. Cloud-native solutions are core to IMT's offerings. "Our go-to-market strategy in 2022 is focused on supporting our clients' cloud transformations using our MaaS offering," says Jason Kranitz, president of IMT. "AWS is our first choice for cloud solutions."

Gamestar+ engaged IMT to build key game titles as well as the underlying platform for its service, which provides social games on demand. The IMT team met with the startup to strategize its timeline

About Gamestar+

Gamestar+ delivers simultaneous gaming experiences to a global audience using its fully interactive, cloud-native streaming service.

to a minimum viable product, devising a plan to first launch the main service with two game titles before expanding its library. "Once we build the backend on AWS and have the media supply chain running, producers of new games can design and iterate new titles much faster," says Roy Burns, vice president of media solutions at IMT. "As a result, Gamestar+ will get more agile as time goes on." Gamestar+ and IMT began working together on the streaming solution with plans to launch within 8 months. The cloud-native service is powered by multiple AWS solutions, including Amazon CloudFront, a content delivery network service built for high performance, security, and developer convenience. As part of this collaboration, IMT engaged Dalet, an AWS Partner, and recommended its Dalet Flex solution to act as Gamestar+'s MAM service.

Unlocking High Scalability and Advanced Analytics on AWS

IMT supported Gamestar+ in building the core architecture for its streaming solution, developing games for its service, and creating a complete media supply chain. "IMT is acting as an entire managed service program to support the launch of Gamestar+," says Kranitz. Gamestar+'s streaming video assets are bundled into an adaptive bitrate (ABR) package using AWS Elemental MediaConvert, a file-based video transcoding service with broadcast-grade features. Using the combination of AWS Elemental MediaConvert's ABR packaging with the global reach of Amazon CloudFront, Gamestar+ can optimize streaming for cost and performance across all devices. As a result, the startup can seamlessly stream high-quality content to potentially millions of global users simultaneously. To support user authentication and identity access management for Gamestar+ profiles, IMT relies on Amazon Cognito, which lets developers add user sign-up, sign-in, and access control to web and mobile apps quickly.

IMT also recognized that Gamestar+'s MAM service would benefit from SoDA data management software. SoDA works with on-premises, hybrid, and multicloud environments to support all storage tiers on Amazon Simple Storage Service (Amazon S3), an object storage service offering industry-leading scalability, data availability, security, and performance. After Dalet Flex ingests content from a warehouse that is hosted on Amazon Relational Database Service (Amazon RDS)—a service that makes it simple to set up, operate, and scale a relational database in the cloud—it adds appropriate metadata tags. Then, content flows into Amazon S3 using SoDA, where it is placed in buckets and moved to appropriate sources based on the relevant metadata. "Using SoDA and Dalet Flex, we are able to unify how the media travels through the system and interacts with various services," says Burns. IMT also relies on Amazon Elastic Compute Cloud (Amazon EC2), which delivers secure and resizable compute capacity for virtually any workload, to power its MAM service.

Because the streaming solution is 100 percent cloud native, Gamestar+ can scale on demand to support more devices, game titles, and capabilities. "Our service will definitely grow and mature over time on AWS," says Young. "With the support of IMT, we are building a great foundation that is scalable in the most important ways, from our cloud usage and game engines to how we're managing and controlling media ingest, throughput, and rights management." Gamestar+ does not need to worry about typical on-premises costs, such as for provisioning servers. As a result, it is able to focus its investment capital on important ventures for the business, like obtaining intellectual property rights.

Gamestar+ also uses AWS MI solutions from IMT to support data analytics, which it will use to enhance and improve its service. Unlike traditional media analysis methods, which rely on a small sample group, IMT is able to use advanced capabilities on AWS to deliver insights based on actual customer behavior. With the support of IMT, Gamestar+ can gain valuable insights on average play time, user location, number of players, and more, which can support its future product offerings. "Using AWS services, we can provide real data for each and every user," says Burns. "This is incredibly valuable for the Gamestar+ team."

> "Our service will definitely grow and mature over time on AWS. With the support of IMT, we are building a great foundation that is scalable in the most important ways."
>
> —Todd Young, cofounder and chief operating officer, Gamestar+

Building the Future of Social Gaming on AWS

As of April 2022, Gamestar+ has launched its first game and will continue to work with IMT to add new games and capabilities to its streaming service. "We plan to add some really cool features, like tethering smartphones or adding voice inputs," says Young.

With its MaaS offering, IMT looks forward to supporting Gamestar+ on its mission to deliver social games to potentially millions of global households. These capabilities are possible using cloud-native solutions on AWS. "As more customers deploy services in the cloud, that's where the future of gaming and entertainment is going to be," says Kranitz. "That's what IMT and Gamestar+ are doing on AWS, and it's really powerful."

About SoDA

SoDA is M&E ready, and an approved partner of AWS Media2Cloud, Media Intelligence and Media Supply Chain. Integrated with Media Asset Managers including Dalet Flex, CatDV, Levels Beyond Reach Engine, and IPV allows users to manage their content between storage tiers putting them in complete control of their data management needs. SoDA supports data movement with cloud tagging for AI/ML use cases.

Learn More about SoDA on AWS Marketplace