



COMPANY: Mymovies.it

FOUNDED: 2000

HEADQUARTERS: Florence, Italy

AUDIENCE: Online consumers
passionate about movies

INDUSTRY: Media & Entertainment

WEBSITE: www.mymovies.it

SERVICES: The most comprehensive
cinema library, delivering information
about every movie made since 1895

CDNetworks SERVICES:
Web Performance Suite

Key Results

Increased website traffic by 40%

Reduced datacenter costs

Improved scalability

Better user experience, higher
customer loyalty levels

Improved Google search ranking

Increase in advertising investments

MYmovies.it Boosts the Performances of Italy's Second Largest Video Entertainment Website, After YouTube, Without Changes to Infrastructure or Increased Investments in Bandwidth

"Our company has always focused on technology - both to optimize the user experience on our website and to make the Web better overall. Technology has always been at the very heart of our company. CDNetworks has proven to be the partner we were looking for. Their people understand the way we see the Web and are always at our side in our efforts to foster a better Web experience."

Gianluca Guzzo, CEO, MyMovies.it

MYmovies.it is the main Italian website devoted to movies. In fact, it is second only to YouTube as the most visited video entertainment website. With 7.3 million unique users in January 2011 and an average of 4 to 6 minutes spent on the website, MYmovies.it is a successful Italian case study in itself: one out of every six Italians regularly visits the site and stays on it for a longer-than-average time. MYmovies.it has steadily grown its audience over the past decade, and users cite their pleasure with the website based upon the completeness of its offering, the quality of its contents and the smooth, flawless user experience.

To provide users with the best experience possible on the market, MYmovies.it has always strived to deliver the highest volume of relevant content in a technologically advanced manner. This has led the site to rival its peers from Silicon Valley.

The Challenge

Reaching the ambitious goal of becoming a major Internet reference portal meant underpinning MYmovies.it with state-of-the-art technology. MYmovies.it uses technology not for its own sake, but to always push the envelope of what is

possible on the Web. MYmovies.it constantly experiments with and implements new solutions, tools, and products. The aim is to always be improving and expanding its premium quality services, both in terms of content and the ways in which that content is accessed and used.

That's exactly why MYmovies.it decided to develop a strategic

"MYmovies.it has always relied on technological excellence. A technology that is not an end in itself, but represents an element that can optimize the experience for users of the network."

partnership with CDNetworks and leverage CDNetworks' Web Performance Suite.

Key Objectives

MYmovies.it was looking for a single provider of caching and streaming services that could rapidly implement a higher-performance and easier-to-use solution than it had been used to. It also sought a partner that was passionately focused on the end user experience.

The Solution: CDNetworks Web Performance Suite

"We searched quite a while for a scalable product able to face any kind of request on our website," says Gianluca Guzzo, CEO of MYmovies.it. "With steady growth rates of one million unique users per year and massive traffic spikes during the Christmas holidays, our website required a robust and scalable solution."

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After an initial infrastructure assessment, MYmovies.it thought the quickest solution to achieving better website performance would be to simply add more bandwidth. But after reviewing content delivery networks (CDN) and their value propositions, the company decided to leverage a CDN solution provider. It chose CDNetworks because of its outstanding performance guarantees and positive customer feedback.

After a one-month test phase during which CDNetworks proved itself in delivering higher performance and the ability to manage traffic at sustained peak rates, MYmovies.it decided to implement Web Performance Suite for its entire website.

The relationship with CDNetworks, their technology, easy-to-implement solutions and their customer care soon convinced MYmovies.it that the company had found the right partner. "Renewing our original infrastructure and widening the bandwidth would have meant higher operating costs", says Gianluca Guzzo. "Thanks to CDNetworks, we are using the same infrastructure that we had a year ago, but we are serving a larger audience while reducing our service provider costs."

THE STATE OF THE ART

"On December 26th, 2010, more than one million people visited MYmovies.it and all experienced superb website performance. Such performance drives return visits and customer loyalty."

"Content will always be the core of our business, but a high-performing website provides assurance to customers that they can trust us to always serve their needs. The high performance also helps us to attract new customers, because we gain the highest ranking in Google search results, and that's free and better promotion."



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Since implementing CDNetworks Web Performance Suite, traffic on MYmovies.it has grown by 40% and continues to grow.

PLANS FOR THE FUTURE

“Working with CDNetworks has so far resulted in a faster and better performing website, an improved user experience, savings on both the infrastructure and the bandwidth provider, access to the highest quality of customer care services available on the market today, the 24/7 availability of the CDNetworks’ staff working with us.

CDNetworks helped us make MYmovies.it a faster, more reliable, website, and this is something no content provider can do without today, if it wants to succeed. In the next months we will implement other CDNetworks solutions. Their technology is state of the art and it matches exactly MYmovies’ mission and the way we do business”, concludes Gianluca Guzzo.

About Mymovies.it

MYmovies has more than 7 millions unique user per month and is the second website after YouTube in Entertainment/Movies – video category (source: Nielsen//NetView). MYmoveis.it collects in its cinema information database more than 65,000 entries since 1895. It has a million pages available free online and a full publication of the most important dictionaries of cinema. Mymovies.it collects about 30,000 articles from major newspapers and 150,000 reviews from readers. MYmovies is a provider of content for ANSA, Corriere della Sera, SKY and many other publishers on the internet. MYmoviesLIVE! is a multicast streaming platform created in order to promote the vision of film premieres with strong appeal to the public on the web. Online since 2008, MYmoviesKIDS, the website dedicated to global archive of films for children, was born from the collaboration between MYmovies, Giffoni Experience and PortaleRagazzi. The site contains the programming of more than 3,500 cinemas across Italy. The newsletter is sent to MyMovies more than 500,000 subscribers. A great work of editing is enabled during the Festival so there is a presence on site during the most critical of national and international events. www.mymovies.it

About CDNetworks

CDNetworks enables mission critical e-business in the world’s most challenging markets. CDNetworks’ unique position as the only multinational CDN with expertise and infrastructure in China, and other emerging markets, makes us a trusted technology and business advisor to more than 1,200 companies across the highly-competitive industries of software, travel, eCommerce, high tech, manufacturing, media, and gaming. Reliably delivering over-the-top performance anywhere in the world, CDNetworks helps businesses get closer to their end users without the limitations of hardware and private networks. Founded in 2000, CDNetworks has offices in the U.S., Korea, China, Europe, and Japan. For more information, please visit: www.cdnetworks.com

