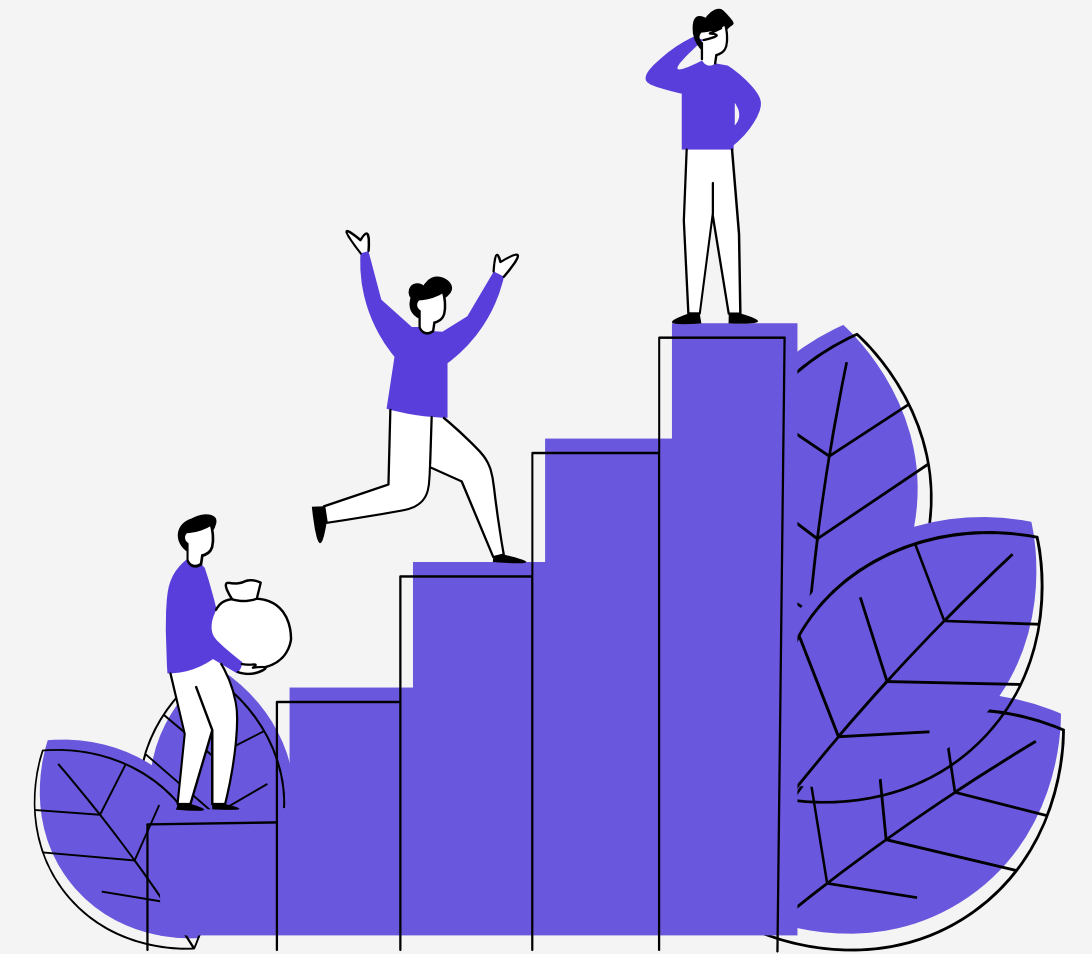


# How Hyundai Motor Company Leads Customer Experience with Video

## 'Channel Hyundai'



A global carmaker Hyundai Motor Company is leading the digital transformation in the era of pandemic and beyond with the launch of a new video-based media platform 'Channel Hyundai'.

It all began with years of consideration — To bring customers closer to the Hyundai brand with a new digital experience and keep up with the changing trend of global media consumption from text & image to video.

With this new media platform, customers from 197 countries can now enjoy diverse Hyundai's branded content on any device, from anywhere, anytime. Channel Hyundai delivers immersive experiences to audiences by building up 3 different channels below;



Live

broadcasts Hyundai's major live events



TV

provides automobile-related lifestyle contents

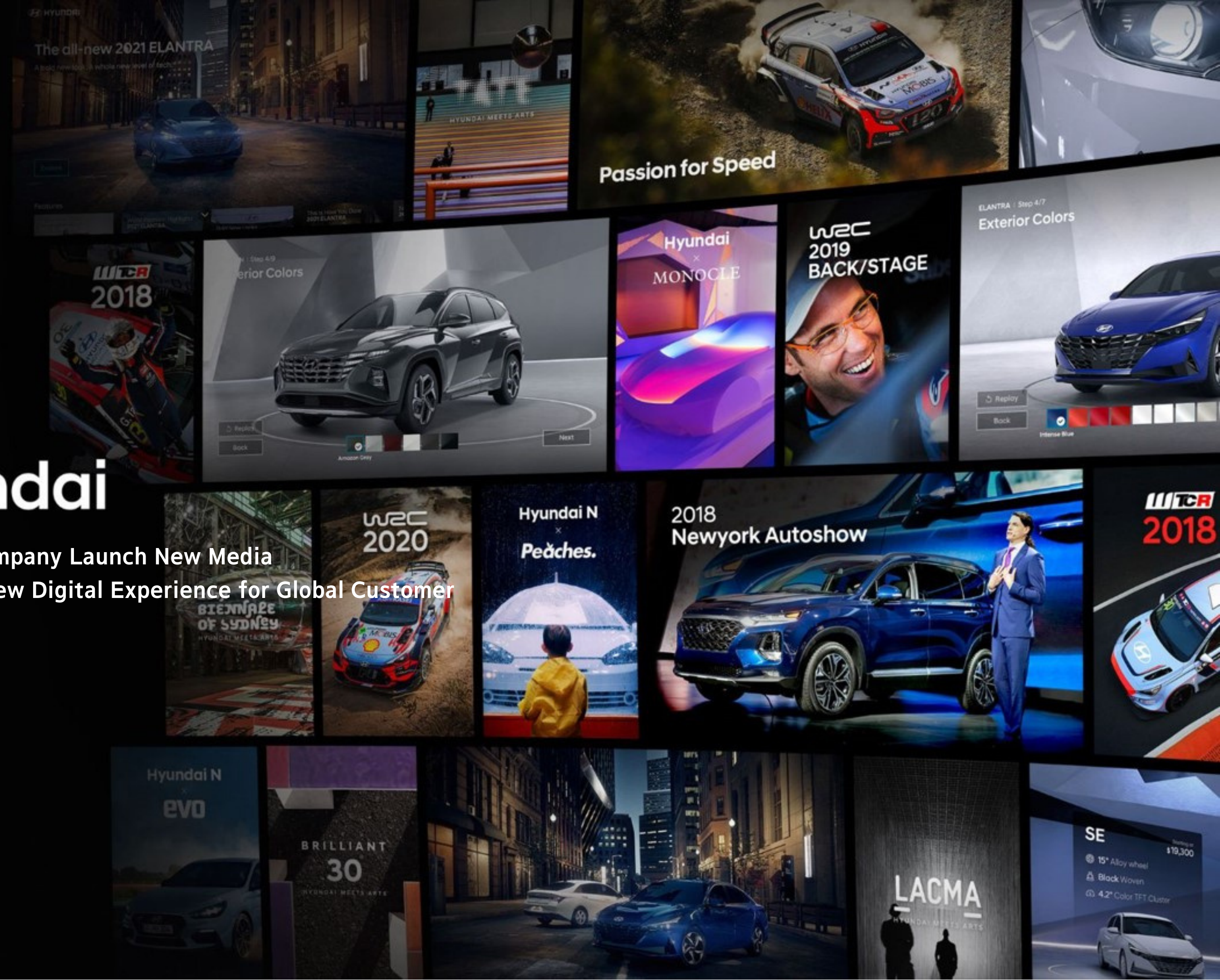


Model

shows detailed looks of newly released models

# Channel Hyundai

MegazoneCloud and Hyundai Motor Company Launch New Media Service Platform on Cloud to Deliver New Digital Experience for Global Customer  
(Published on 7 March 2021)



Through a partnership with MegazoneCloud, with its proven expertise in cloud and media, Hyundai Motor Company could overcome the challenges of building media platforms and successfully launch Channel Hyundai.



## Time to market

With years of experience in media, MegazoneCloud media team designed optimized media architecture with essential AWS services. By adopting this pre-designed media architecture, Hyundai Motor was able to easily set up and build a media platform in a short period.

---

## Global service coverage

Channel Hyundai's media platform was built and deployed based on the AWS services, hence, it could take advantage of AWS regions around the world. It ensured customers from 197 countries to seamlessly access the channel with low latency.

## Media expertise

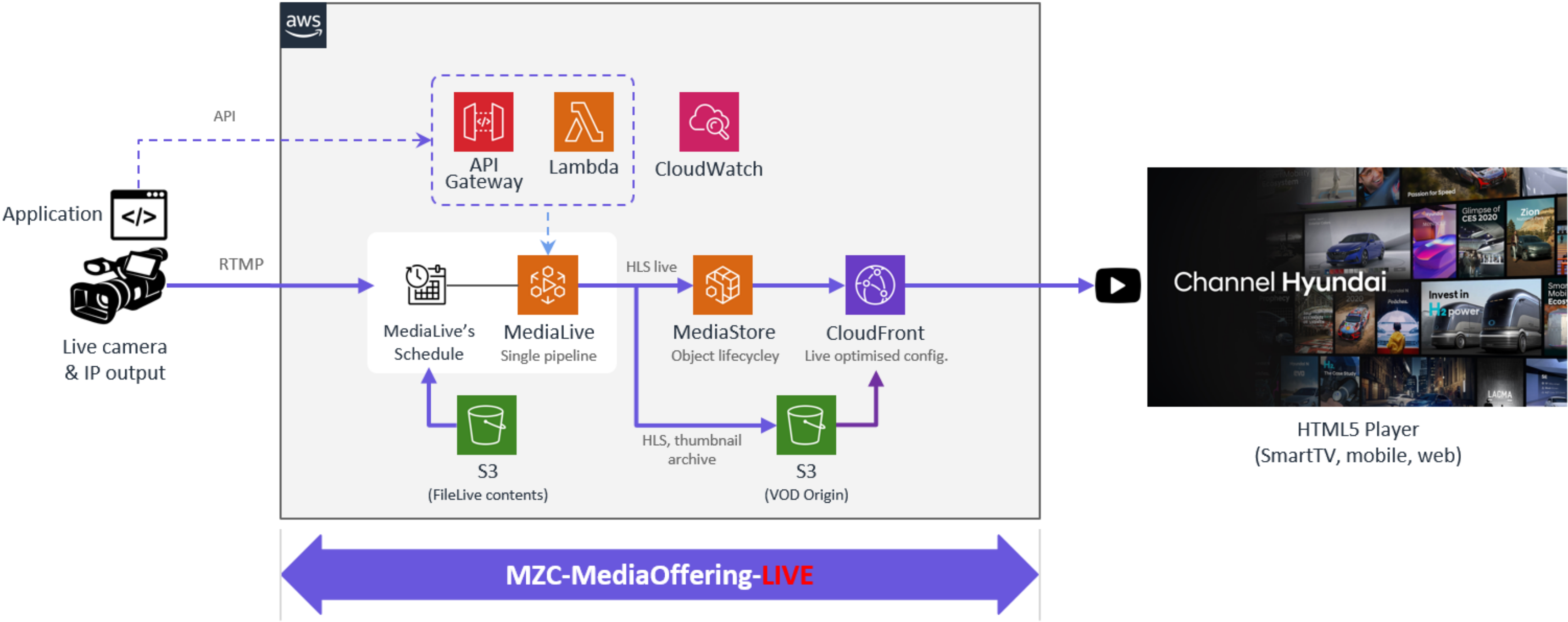
Hyundai Motor could launch media service quickly while reducing the burden of understanding the complex media technology. With the help of MegazoneCloud's media experts with + 20 years of experience in the broadcasting & media industry, they could focus on creating and delivering innovative video experiences.

---

## Scalability

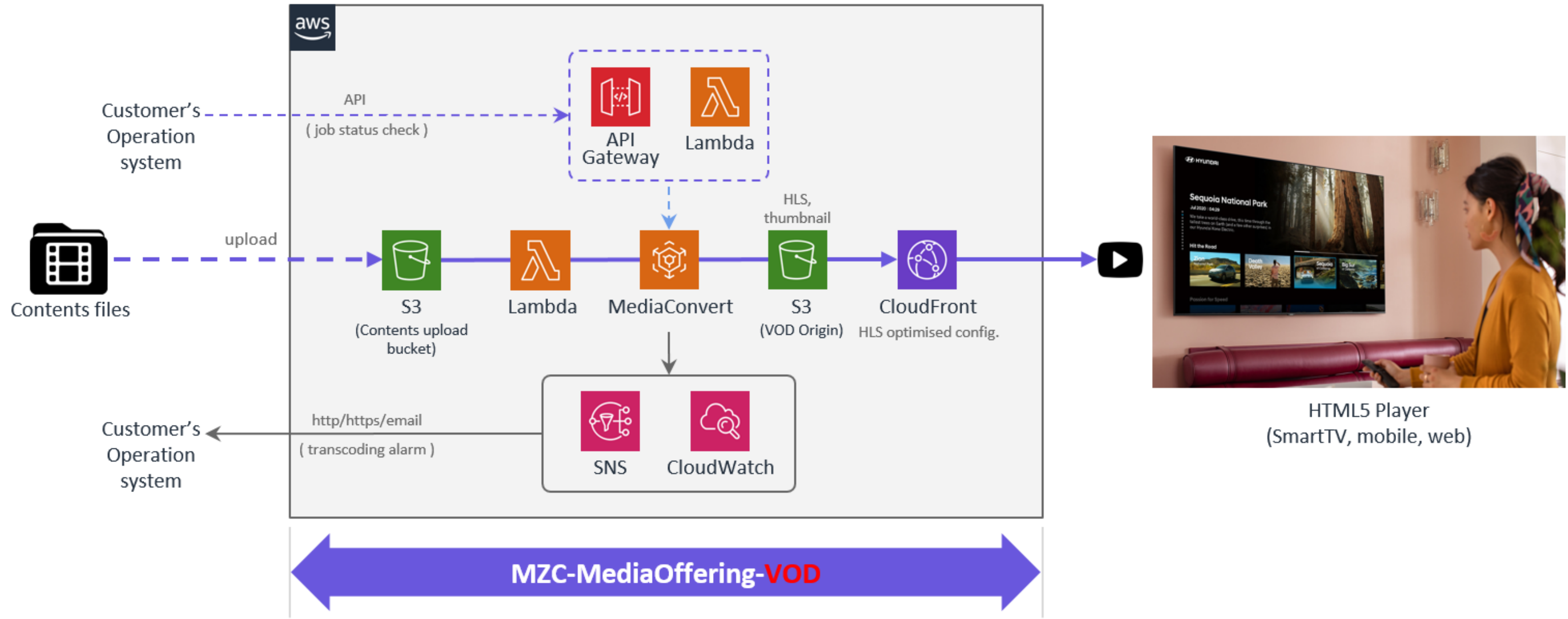
Channel Hyundai needed to stream dynamic content to a growing number of global audiences, and scalability mattered. The cloud-based media platform made it easy to scale to meet content requirements and increasing audience demands.

# Live Streaming Architecture for Channel Hyundai





# VOD Service Architecture for Channel Hyundai



If you want to know  
how you can leverage video  
for your business,

Reach out to  
[ask\\_hongkong@megazone.com](mailto:ask_hongkong@megazone.com)

