

# Bringing Kraków Culture to Digital Audiences



## Executive Summary

The city of Kraków in Poland has a lively cultural scene. Every year, KBF (Kraków Festival Office) hosts a range of internationally renowned cultural events and festivals in the city. These events cover a wide range of different disciplines, from music and theatre to film and literature. Having been named the European City of Culture in 2000, these events are an important and integral part of the city's heritage. Keen to ensure that people across the globe could continue to engage with these events, the city of Kraków tasked KBF with delivering that same great content via a digital platform.

## Making Kraków's Cultural Scene Available Digitally

KBF decided to launch Play Kraków, a video service that users could access via mobile phones and web browsers. It was important that Play Kraków could meet KBF's goal of creating and expanding cultural engagement across the region. KBF also needed a solution that could scale quickly according to demand, to help keep the project cost-efficient, while allowing for fluctuations in viewer numbers.

Izabela Helbin, director of the Kraków Festival Office, commented: "The events organized in our city are open to everyone, but if music, literature, theatre, or movie enthusiasts will not be able to come to Kraków, we encourage them to participate digitally in Kraków's cultural events through this platform. Viewers from all over the country will be able to watch the best events straight from our city."

## Launching Play Kraków

KBF tasked [Insys Video Technologies](#) with delivering Play Kraków using its white-label solution, Insys VOD. As a ready, complete, and flexible solution, Insys VOD enables users to quickly launch full-featured video-on-demand services across multiple platforms. As well as having a modern and engaging user interface, Insys VOD enables recommendation and personalized content promotion.

Play Kraków is built on an [Amazon Web Services \(AWS\)](#) cloud-based environment, making it easy for KBF to scale the service as required.

## Live and On-Demand

Play Kraków contains a mixture of live and on-demand content, including musical and theatrical performances, recitals, discussions with authors, and other material recorded and shared by Kraków's cultural institutions. Much of this material is available for free to viewers around the world. KBF is also encouraging other cities to publish their own events on the platform to create an all-encompassing cultural resource.

## About KBF

The logo for KBF, consisting of the lowercase letters 'kbf' in a bold, black, sans-serif font, followed by a colon ':'. The logo is centered within a white square background.

**KBF (Kraków Festival Office) is a municipal cultural institution, originally established when Kraków was named the European City of Culture in 2000.**

**KBF brings together state and local cultural institutions, governmental organizations, and the local and international artistic and academic community.**

**The organization aims to enrich and develop the city's cultural standing by organizing cultural events and festivals, as well as offering support for other cultural initiatives throughout the city.**

## Cloud-Based for Scalability and Flexibility

Insys VOD is integrated with AWS, enabling KBF to maximize the efficiencies of cloud media workflows. Once ingested into the platform, videos are automatically transcoded for delivery as on-demand files using [AWS Elemental MediaConvert](#).

Video content is securely delivered to consumers globally thanks to [Amazon CloudFront](#). CloudFront is a content delivery network that delivers video through edge locations as close to the end-user as possible, helping to ensure the video is delivered with low latency and high transfer speeds.

Using [AWS Lambda](#), a serverless computing platform, the service can scale up and down as required, meaning that KBF can rely on high availability while only paying for the resources being used.

The library of videos being created is automatically stored within [Amazon Simple Storage Service \(Amazon S3\)](#). Amazon S3 is a secure and scalable cloud storage platform that provides easy-to-use management features. KBF can keep videos secure while easily navigating storage to find content whenever required.

## Keeping the Arts Alive

Norbert Kaczmarek, Key Account Manager at Insys Video Technologies, said: “It is more important than ever to keep the arts alive. With this project, the city of Krakow and KBF are creating a new way for consumers to engage with a wide variety of cultural and artistic content. While this is important right now, it is also laying the foundation for KBF to engage with a wider audience than ever before.”

Play Kraków is a great example of a cultural institution adapting to a new situation and delivering content in a new and innovative way. Thanks to Insys VOD, it was able to launch a fully-featured platform fast. With the integration of Insys VOD and AWS, KBF is able to securely deliver a mixture of live and on-demand video content to consumers no matter where they are located.

## About Insys Video Technologies

Insys Video Technologies is a fast-developing video integration company, offering comprehensive implementation of OTT projects from strategy and design through to development, deployment and maintenance. Learn how more than four million consumers use video services powered by Insys solutions at [www.insysvt.com](http://www.insysvt.com).

