

43% reduction in streaming costs : How Balance TV shredded excess bandwidth with Gumlet.

Balance TV is one of the most impactful online fitness studios to come out of Europe in the last few years. Their focus is creating fitness content for women and have consistently seen an increase in memberships since the world went online in 2020.

But it seemed like they had hit a breaking point with what their video hosting platform - Vimeo - could help them with.

Balance TV needed:

A video hosting platform that **didn't charge them a bomb**

Buffer-free videos with **instant start times** on request

Universal device compatibility for **flawless streaming** on their app

A better way to manage videos, member access and **improve member experience.**

Unbreakable video security to protect their IP against piracy

Vimeo failed to provide them with any of these, and then some.

Gumlet did more than just make our network and hosting costs better. Our daily lives became a lot easier with how intuitive and all-encompassing the product is.

— **Tomas Takac,**
Founder, Balance TV



That's when they turned to Gumlet

Balance TV made the switch to Gumlet without missing a beat. With our **one-click migration, they moved their entire video library from Vimeo with zero downtime.** Videos kept streaming smoothly and uninterrupted, but with new Gumlet URLs behind the scenes.

They saw fewer drop-offs, higher video completion rates, and a noticeable boost in member satisfaction.

With Gumlet now doing the heavy lifting, the team saw:

- **43% reduction** in streaming costs and **52% bandwidth saved**
- The Grind **streaming never stopping**, even on weaker network connections
- **Instant start times** that led to reduced member drop offs
- Members **seamlessly streaming** workouts **across mobile devices, PCs, and TVs**
- **Improved video workflows** for different programs with Gumlet's CMS
- A collation of marketing videos and fitness programs on the same platform
- Piracy, video theft and screen recordings no longer being a worry with DRM
- Simplified **time bound member access** now a couple of clicks away



43%

Reduction in
streaming costs



52%

Bandwidth
saved



800

Videos migrated in 1
day

The numbers tell the story



1 Day

Time to migrate their entire library (with ZERO downtime)



52%

Reduction in streaming bandwidth



37%

Avg increase in viewership across video library



47%

Avg increase in course completion



26%

Increase in plan converts through the CTA



43%

Spend saved

Want to see how Gumlet can fit your specific needs?

[Click here](#)

to get a tailored walkthrough with our product experts.