# ORACLE IS THE INFORMATION COMPANY



All of the Global 500 entertainment companies run Oracle Applications.

8 of the top 10 largest US media companies run Oracle Applications.

## Oracle Solutions for the New Media Industries

If you know Oracle only for its world-leading database, you may be surprised to learn that hundreds of companies from the Media & Entertainment sector rely on Oracle's enterprise software solutions to give them a competitive advantage, from digital content management to broadcast scheduling, from advertising sales to subscriptions management, from hiring talent to managing rights and royalties.

### Oracle In Your Industry

Many of the leading players in the world of media and entertainment are using Oracle to achieve their business goals in a diverse multitude of ways:

- The world's most widely distributed television brand uses Oracle to make personalized recommendations to its online subscribers.
- A major European broadcaster uses Oracle to manage its TV scheduling.
- A leading US cable company replaced its ageing core business applications with a new platform based on Oracle.
- A prominent independent terrestrial broadcaster in UK uses Oracle for its financial accounting.

*…..and the list goes on.*

### Introducing Oracle

Now including the strengths of Siebel and Peoplesoft, Oracle's solution set represents the widest choice of business applications, decision support tools, middleware and database technology available anywhere in the world today. And with professional services, training and support services available from Oracle and a wide range of partners, you can be sure that you will receive the right advice and the right solution for your business challenge.

### What It Takes To Win

The power of technology can put the best of everything available in the world of entertainment and information right into the hands of every consumer in an instant. Today it's all about immediacy, intimacy, interactivity and choice – people want a highly personalized experience at any time and any place of their choosing – and now they can have it. The rapid uptake of broadband and 3G mobile services has created viable new distribution channels and exciting new markets for the digital content value chain. And personalization means that we can now profitably address markets of a single person.

It all sounds very exciting, but is it really so straightforward? In reality the marketplace is extremely challenging. Channels are proliferating, audiences are fragmenting and declining, advertising revenues are being spread thinner. Consumers are more demanding and increasingly fickle – loyalty is transient and competition for customers and wallet share is growing.

So who will prevail in this new media world? Some businesses will come and go, but those who can combine the excitement of creativity and technical innovation with speed of execution, a relentless focus on the customer and the pragmatism of sound business and financial management will stay the course and reap the rewards. And the right choice of IT partner will be critical – so make sure you choose a partner with a proven track record for delivering business value, with robust, secure and scalable solutions for managing information in the digital age. Oracle is the Information Company.

## Introducing Oracle's Portfolio

Oracle's products are designed to help you get things done faster, cheaper and better. Oracle can enable you to:

- securely manage your business data
- streamline, accelerate, automate and optimize your business processes
- improve decision-making by providing more accurate and more timely information.

Oracle offers a wide range of software products. These business tools are clustered in the following families:

**Applications**

Corporate Performance Management
Customer Relationship Management
Human Capital Management
Financial Management
Procurement
Project Management
Supply Chain Management

**Middleware**

**Database**



## Exploit New Markets and Channels for Digital Content

According to one prediction, the global digital media market will be worth $1.8 trillion by 2009. The evidence in many countries already points to fundamental changes in consumer behavior. For example, in the UK (which has long been a bell-weather for the music industry) sales of legal music downloads (for singles) exceeded sales of physical formats in 2004. The digital era has truly arrived and content owners and distributors must move quickly to exploit the new opportunities.

Today's communications technology means that every interactive TV, every mobile phone and every computer is potentially a distribution channel that you can exploit. To do this successfully, you need information technology that gives you the capability to:

- Ingest, classify, store and manage vast quantities of digital information in any format.
- Search your entire digital archive and retrieve the right information in real time.
- Analyze a consumer's preferences and make winning recommendations in real time.
- Repurpose and repackage content, for distribution in real time.
- Distribute or serve content in any format, to any device, including mobile devices.

Oracle can deliver all these capabilities, using robust, scalable, secure and proven technology.

## Get Closer To Your Customers

In a market where consumer loyalty is so transient, excellence in customer knowledge and customer care will be a key differentiator. The challenge is to utilize your customer data to develop increasingly personalized, timely, relevant and focused offerings, and to deliver the power of the right offer through the right channel (such as webstore or call centre) at the right moment.

The reality for many businesses is that their customer, product and pricing information is fragmented across multiple systems, often different ones for each product/service or billing platform. This situation makes it impossible to gain a joined up view of the customer, and inhibits the selling activities vital to your business growth.

Since its acquisition of Siebel Systems Inc. in 2006, Oracle offers the world's best-selling customer relationship management (CRM) systems, with a broad set of solutions that enable you to reconcile and consolidate your fragmented data, share it effectively throughout the organization and empower your customer-facing staff with the information they need to deliver best-in-class customer care (and revenue growth) in a cost effective manner.

## Protect Your Intellectual Property and Your Revenue

Electronic theft threatens the entire digital content value chain, destabilizing the business models on which the entertainment industry is built. The Motion Picture Association of America (MPAA) estimates that video piracy costs the industry $3.5 billion per year, while the Recording Industry Association of America (RIAA) estimates its annual loss to global piracy at $4.2 billion.

To help you mitigate the threat of electronic theft and safeguard your revenues in the digital market, Oracle and its trusted partners can deliver a range of secure solutions including identity management, intellectual property management, rights and royalties management, web access and enterprise search.

## CONTACT US

To find out how Oracle can help your business, call 1.800.ORACLE1 or visit www.oracle.com today.

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