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The Future of Media and Entertainment

Know your content. Know your rights. Know your customers









The Future of Media and Entertainment

This is a time of unparalleled opportunity for Media and Entertainment (M&E) companies. The greatest success will come to those who creatively harness the potential for content exploitation in the new technological environment.

For your customers the new landscape means choice: a wider variety of channels, more interactivity, and immediate access to content – on an ever-increasing scale.

For content providers with the right competitive and technology strategy it spells growth: as they win the battle for the attention and wallet of an increasingly knowledgeable and fast-moving customer base.





Oracle show how Media and Entertainment companies can now put in place the technology building blocks to enable success across content management, rights management, customer intelligence, and IT infrastructure.

New entrants, channels and formats are putting pressure on existing content providers' bottom lines. For example, Broadband means people spend less time watching TV, whilst Online classifieds are adversely affecting newspaper advertising. The "Digital Home", where content is mobile, pervasive and instant, and where customers can access any content at any time, in any place, from any channel is an emerging reality.

Those companies that adapt - who understand the changed technology and market environment, and articulate and execute the business strategy required for success - will be "The Future of Media and Entertainment".

This paper outlines Oracle's thinking and vision for that future. We show how farsighted M&E companies can now put in place the technology building blocks to enable success across content management, rights management, customer intelligence, and IT infrastructure management.

We can help you know your assets. Know your rights. Know your customers. And do business more effectively and more profitably.



KNOW AND MANAGE YOUR CONTENT ASSETS

To become successful, M&E companies in the digital age must first understand and manage their content assets. To do this requires the implementation and deployment of a range of functionality, generally termed "content management". Managing content from an IT perspective includes a variety of solutions: including Digital Asset Management (DAM), Media Asset Management (MAM) or Rich Media Asset Management (RMAM). It is not the name but rather the range of functionality addressed by such solutions that is important in effectively managing your assets.

It is important to recognise that content management is at the heart of the M&E value chain: it covers the whole lifecycle of ingestion, classification, storage, search and retrieval, re-purposing, and the distribution of content. And as archive content is increasingly digitised and production processes are rapidly moving to digital platforms, the importance of gaining a complete view of all content is paramount.

Deploying appropriate content management functionality is the essential foundation required to optimise assets, in a variety of formats and across all channels. Furthermore, this functionality provides major efficiency gains as instant access, in accordance with defined workflows, creates a seamless working environment in which content can be worked on, managed and deployed. For multi-media companies an enterprise-wide approach to content management ensures added value opportunities are seized: you can effectively repackage and deploy content from all lines of business (e.g. reuse TV documentary footage as part of an educational publishing package etc).

The Oracle Content Management Framework addresses all functional areas, focussing on achieving and exceeding industry performance benchmarks and expectations. Our enterprise-strength solution is open standards and components based to ensure that functionality can be added when the business case demands:

- includes functionality such as optimum metadata extraction, version control to enable easy repackaging of different media for delivery to diverse distribution channels
- flexible workflow model ensures different requirements and complex approval processes can be modelled and implemented
- offers a total solution to handle financial and logistics aspects of managing content
- facilitates collaborative workflow across line of business's, enabling repurposing and repackaging of content
- uses state of the art Business Process Execution Language (BPEL) technology to orchestrate integration with other business applications
- BPEL – supported framework enables separate businesses to interconnect their applications and share data

"All of the Global 500 Entertainment Companies run Oracle Applications"



KNOW YOUR INTELLECTUAL PROPERTY RIGHTS – AND PROTECT THEM!

Content management requires a total understanding and knowledge of the key assets owned or managed by the organisation. To gain maximum commercial value from these assets, it is essential you know and protect the Intellectual Property Rights (IPR) associated with each asset. Only complete integration of content management, IPR management and Digital Rights Management (DRM) systems will ensure you can profitably, legitimately and efficiently deliver content to any customer, any time, any place.

An IPR management system administers rights and royalties obligations. These can vary considerably according to the interested parties involved (e.g. writers, publishers, actors, directors, photographers, etc.,); and across multiple dimensions (e.g. territory, language, format, window). These variables result in the already complex IPR landscape, being further complicated by new channels and business models. Being able to manage this complexity is key to releasing the value of each asset.

A DRM system enforces the rights and restrictions attached to an asset by ensuring that it is used in the digital environment only in accordance with its IPR. This knowledge has to be incorporated in the complex security rules of the DRM system so that use of the asset is always compliant. An effective DRM system allows for an endless variety of business models to be created as there is total control over how content is deployed.

Combining IPR management and DRM successfully underpins effective content use. It enables companies to deploy complex, fluid business models across their entire business and respond rapidly to changing market conditions. These are essential tools of the digital age.

Only complete integration of content management, intellectual property rights management and digital rights management systems will ensure you can profitably, legitimately and efficiently deliver content to any customer, any time, any place.

Based on Oracle and partner technology, Oracle now provides a full rights management solution:

- enables total administration of all asset rights and royalties
- allows effective exploitation of all assets
- enforces rules securely across all channels
- based on open standards
- addresses today's issues whilst putting in place the foundation to address tomorrows issues

KNOW YOUR CUSTOMERS – ENSURE YOUR INFORMATION QUALITY

A full understanding of your content assets and their associated rights must be matched by in-depth customer insight. The shift from mass media to personalised media calls for a deeper awareness of the behaviours and needs of each customer.

In fact your whole business must be aligned with your understanding of your customers because you can use that knowledge to exploit content assets to their maximum potential across all appropriate channels. It is the key to increasing revenue per customer and reducing customer churn.

Accurate, timely customer information enables relevant responsive behaviour and lets companies discover customers' interests, personalise interactions, and provide desired products and services. This has always been so, but in the digital age the company can be unified and aligned around this sales and profit driver as never before.

In other words, customer knowledge is more than ever the critical management tool, the basis for a company's strategic decisions, such as new product development, channel penetration, and acquisition plans.

M&E companies have always had a strong relationship with customers: there are strong brand loyalties, and customers often feel high levels of trust and identification with media organisations. Building loyalty means extending your ability to create a total customer experience.

Integrating content management, rights management and customer management allows complete understanding of market dynamics, ensuring asset optimisation to meet your business goals.



Oracle can ensure that you have a single view of your customers using the Oracle Customer Data Hub:

- unifies and reconciles fragmented information, providing a single source of truth, without disrupting existing business processes
- centralises, de-duplicates, and enriches customer data
- continuously synchronises data with all source systems, unifying all operational and analytical systems
- improves reporting accuracy, employee productivity, reliability of customer analytics, and day-to-day individual customer relationships

Accurate, timely customer information enables relevant responsive behaviour and lets companies discover customers' interests, personalise interactions, and provide desired products and services.



INCREASE YOUR AGILITY – AND REDUCE INFRASTRUCTURE COSTS

Ever-expanding media content and business data is being handled by technology that is rapidly reaching its processing limits. Additionally, the growing interdependency between business applications and software infrastructure is introducing unprecedented complexity into the enterprise. This complexity is slowing the implementation of new functionality, increasing pressure on shrinking budgets, and complicating cultural change. The resulting impact on IT reduces their effectiveness to deal with unpredictable business critical computing needs. This is further compounded by M&E companies who typically size their servers for peak loads, and over-staff their IT organisations to be able to handle ad hoc requests.

Now a new model of computing is emerging to address the processing and complexity gap: Grid computing. This involves the coordinated use of a large number of servers and storage acting as one computer. With the Grid, your business no longer needs to worry about spikes in demand or excess capacity costs. Computing power is available whenever you need it.

For M&E companies the adoption of Grid computing, which can be very effectively combined with on-demand services, provides a cost-effective and secure foundation for the deployment of the success-enabling technologies we have described. You no longer need to carry overcapacity in order to meet peak demand.

Oracle offers a complete, integrated platform:

- moving to standardised servers and storage
- consolidating infrastructure to potentially a single data centre
- delivering a higher quality of service at a lower cost with increased flexibility
- automating the Grid so that growth can be managed effectively

A complementary approach is offered by Oracle On-Demand which delivers Oracle software as a service

- software is hosted at Oracle's state-of-the-art data centre, or at the company's location, and managed by Oracle experts
- complete administration of your Oracle solution, ensuring faster resolution of problems, seamless upgrades, and automatic application of critical software patches
- business becomes more productive and your IT organisation can change focus from managing existing systems to achieving a greater return on IT investment

WIN THE FUTURE – NOW

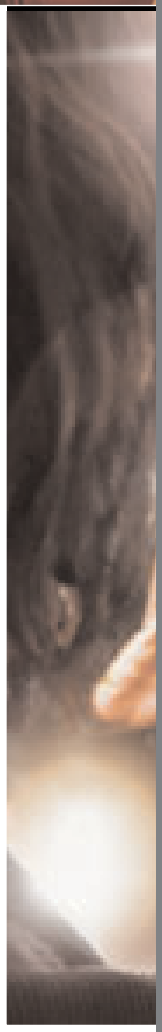
Media and Entertainment companies face unparalleled challenges and opportunities. They require strong partnerships with IT organisations that understand the unique requirements of the sector as the digital age moves forward - and which have the technology and business solidity needed for the long term.

Oracle has a clear industry vision. We can help you deliver on the customer-centric strategy you need, enabling you to interact effectively with individual customers. With Oracle as your partner, your IT capabilities will become a true strategic differentiator. We offer a complete component-based set of solutions addressing your present and future needs. By deploying our industry expertise, product strength and service oriented approach you can optimise your IT to meet your strategic objectives.

Contact us today. Oracle will be happy to run an on-site workshop to discuss the issues you face and explore how we can help you. The future is now.

Contact your local Oracle Account Manager or call Oracle on +353 1 8033929





Oracle Corporation UK Ltd
Oracle Parkway
Thames Valley Park
Reading
Berkshire
RG6 1RA

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