

INFORMATION TRANSFORMS

Realize Greater Gains While Transforming Your Broadcasting Business



Oracle's scalable solutions for the broadcasting industry drive greater gains in operations, content management, business rights management, advertising management, relationship management, and billing and revenue management.

"Oracle has always given us the performance we need—better stability and plenty of room to scale to 10 million customers and beyond."

Dave Crichton
Senior Developer
BSkyB Customer Marketing BI Team

"Thanks to Oracle, we now have tools to help us plan for profitability."

Bill Fitzsimmons
Vice President and
Chief Accounting Officer
Cox Communications

Traditional business models in broadcasting and advertising are changing rapidly, and audience fragmentation is driving advertisers to split advertising spend across a variety of emerging media channels. As nontraditional competitors enter the market; internet firms offer real-time, online audiovisual newsfeeds; and telecommunications companies deploy Internet Protocol Television (IPTV) services, the traditional broadcast industry is feeling the pressure—and is rethinking its own business models.

Yet a common question resonates throughout the industry: How do I run my traditional broadcasting business more profitably and efficiently—without making wholesale changes to my entire operation—and still address the digital transformation?

Oracle understands that your business in broadcasting is unique. We can help you make the right choices from a complete platform of market-leading products and solutions that help you manage your production resources, projects, staffing,

partners, and media assets across your entire business. And because Oracle products are built on industry standards, they integrate easily with the systems you already have.

Proactively Manage Production Resources, Costs, and Profit

You need one enterprisewide view of your resources, costs, and profit. But with business units spread across many locations and many lines of business running disparate software applications combined with time-consuming manual processes, it's almost impossible to get a clear view of your overall profitability. Oracle's market-leading applications are the world's most complete and open portfolio of business solutions—all offering leading performance, easy integration, and high scalability.

- Oracle Financial Management applications automate all of your financial business processes, including payables, receivables, and general ledger—with drill-down capabilities into specific transactions so you can see the sources of rolled-up data.

Fact: Three of the four major U.S. television networks run Oracle Applications.

- Oracle Human Capital Management applications help manage the production costs associated with staffing, so you can make sure the right people are in the right place at the right time and production resources are rewarded appropriately.
- Oracle Business Intelligence gives you the tools to analyze budget, costs, ratings, viewership, and advertising across your business systems—whether those systems include Oracle or non-Oracle data. Using interactive dashboards that summarize key performance indicators, you can make better-informed decisions, assess risk, and gain an understanding of the lifetime value of content.

Enable Adaptable Workflow Processes and Relationship Management

Agility and flexibility are critical to succeeding in a changing industry. As a broadcaster, you need an IT architecture that can adapt to changing business conditions. Oracle's scalable, flexible, service-oriented architecture (SOA) platform allows you to optimize your business processes to rapidly deploy new business models. And you can easily share information with individuals, departments, and business partners that need it, fostering more-productive working relationships. To manage relationships with your advertisers, Oracle CRM—the No. 1 CRM solution worldwide—supports advertising account sales management that ensures revenue-boosting, cross-team collaboration among account managers, sales management, and advertising operations.

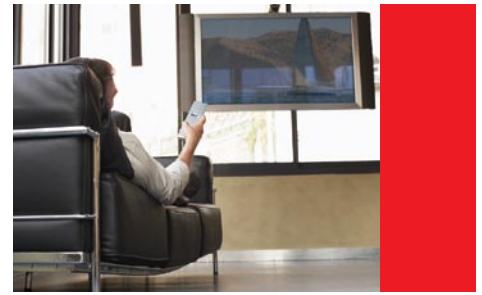
Manage Your Media Assets and Business Rights Globally

Your broadcasting business manages terabytes of content and business rights. For decades, the Oracle Database has proven its reliability in the world's largest organizations. When you combine its security, scalability, and high performance with Oracle's content management capabilities, you have a platform that can reliably scale as your business grows, to meet the ever-changing demands of consumers, partners, or online services.

To exploit the commercial value of your protected media assets, you need to know each asset's business rights and understand all distribution restrictions and royalties. Oracle enables you to integrate your management systems—for media and entertainment assets, programs, and business rights—so you can deliver content over a variety of distribution channels (such as TV, Web, mobile, or IPTV) with reduced risk and higher content profitability.

Only the Oracle platform supports a range of security and integrated intellectual-property solutions that cover every crucial component—from identity management to content rights and royalties management to Web access controls and secure enterprise search capabilities.

In addition, with Oracle's master data management technology, you can achieve higher content margins by analyzing the costs and revenues related to each piece of content. Oracle enables you to synchronize



information about programs, viewership, advertising accounts, cable subscribers, and more—all from a single location—to systems throughout your enterprise.

Distribute Content and Manage Billing and Revenue

Oracle's billing and revenue management solution gives you the flexibility and power to respond to consumers' increasing demands for real-time, high-volume content distribution, and allows you to offer consumers a variety of delivery channels, content choices, and payment options. You can authorize access to content and services in real time and settle content-supplier payments and royalties accurately. Results are reported directly to your financial system, for increased accuracy and compliance.

Your Media and Entertainment Partner

Oracle's commitment to the media and entertainment industry is expanding, with its continued investment in key areas. It's no wonder that three of the four major U.S. television broadcasting networks use Oracle Applications. And why broadcasters throughout the world use Oracle to manage terabytes of content delivered to millions of consumers.

CONTACT US

Call **+1.800.ORACLE1** to speak to an Oracle representative or visit oracle.com/industries/media-entertainment

Outside North America, visit oracle.com/corporate/contact to find the phone number for your local Oracle office.