

# INFORMATION ACCELERATES

## Speed and Agility Drive New-Media and Entertainment Businesses



Oracle provides modular solutions to accelerate your new-media and entertainment business—from content creation through delivery and settlement.

“With Oracle, we have considerably consolidated, simplified, and accelerated workflow for editing, processing, and providing press articles.”

**Ricardo Nebot**  
Head of IT Applications  
Development, Gruner + Jahr

“With Oracle, we have better understanding and control over what we owe our content providers, better understanding of which products [channel lineups and prices] are selling best, faster reconciliation, and better understanding of our profitability with individual content providers.”

**Bill Fitzsimmons**  
Vice President and Chief Accounting  
Officer, Cox Communications

Research firms state that the global digital media market will grow to US\$1.8 trillion by 2009.

To take advantage of these new-media opportunities requires an enterprisewide understanding of your content business. You need integrated applications that help you

- Achieve operational efficiencies across business units
- Understand and seamlessly manage business rights and royalties
- Profit from flexible packaging of content and services, billing, and settlement

Oracle’s record of delivering business value through secure, scalable enterprise software solutions is unequalled in the industry—and leading entertainment companies such as Lucasfilm rely on Oracle. Says Lori Gianino, Lucasfilm’s director of information systems, “Oracle...is the standard around which we’re managing digital assets, workflow production, and licenses.”

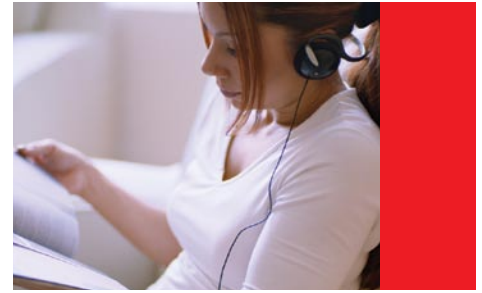
### **Achieve Cross-Business Efficiency**

With Oracle, you can gain operational efficiencies across business units and achieve an enterprisewide view of your content business.

Oracle’s financial and business intelligence applications provide a dashboard view of the business, enabling you to make more-informed decisions, assess risk, and rapidly adjust operations to improve profits. Comprehensive project management and costing capabilities allow you to track production costs and timelines and manage exceptions as they arise.

Using Oracle’s master data management technology, you can synchronize information about products, subscribers, and customers—from a single location—to systems throughout your enterprise. This gives everyone in the organization a consistent view of information globally.

**Fact:** All of the entertainment companies in the Global Fortune 500 run Oracle Applications.



With Oracle's content management solutions, you can leverage rich metadata, XML, search, and media management capabilities to catalog, tag, and access content from anywhere across the globe. By sharing the knowledge of content across business units, you can expand revenue opportunities.

Delivering content with speed is your business. So you need a secure, scalable, and high-performance database with a flexible architecture platform. When a consumer or a business demands content, the Oracle Database enables reliable access to terabytes of digital assets and associated rights metadata. And as your business processes evolve, Oracle's service-oriented architecture (SOA) allows you to alter your processes to adapt to a changing business environment—with agility and speed.

### **Optimize Business Rights, Royalties, and Profits**

To maximize the commercial value of your media assets, you need to know and protect each asset's rights and easily understand distribution restrictions. Integration of your management systems—for media and entertainment assets, products, and business rights—enables you to improve content profits and legitimately deliver content to any consumer, anywhere.

Combining these capabilities with Oracle's flexible contract management solution gives you the ability to manage changes with your partners—quickly and entirely online. This flexibility gives your business the agility it

needs to offer competitive agreements on a moment's notice, without compromising your corporate governance practices. The Oracle platform supports a range of security and intellectual property solutions that cover every crucial component—from identity management to rights and royalties management to Web access controls and secure enterprise search capabilities.

### **Profit from Real-Time Content Delivery**

As consumers demand content, Oracle's billing and revenue management solution gives you the flexibility and power to respond to real-time, high-volume content distribution demands typically found in next-generation service environments. You can quickly create promotions or repackage offerings to maximize revenue opportunities and offer consumers a variety of content choices and payment options.

Thanks to the real-time billing, royalty payment, and accounting capabilities of the Oracle solutions, 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 Partner in New-Media and Entertainment**

Oracle's commitment to the new-media and entertainment industry is expanding, with its continued investment in key areas. Oracle's modular solutions for media and

entertainment include key capabilities such as: business analytics, customer relationship management (CRM), asset management, real-time demand forecasting and enterprise resource planning (ERP), and real-time billing and revenue management.

By adopting an SOA strategy with Oracle, you're assured that you can adapt and change your business processes as your business strategy evolves. You can continue to leverage your new and existing software investments well into the future.

Add Oracle's global professional services, training, and support resources—plus an extensive range of industry partners—and your company has all the expertise it needs to put the most compelling digital content into consumers' hands quickly and profitably.

### **CONTACT US**

To learn more, call **+1.800.ORACLE1** to speak to an Oracle representative or visit [oracle.com/industries/media-entertainment](http://oracle.com/industries/media-entertainment)

Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the phone number for your local Oracle office.