ORACLE®
Monetization Cloud

Oracle Monetization Cloud

Subscription Monetization for
Digital Publishing, Media, Entertainment

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Enterprises providing digital content must evolve at light speed to thrive in today's consumer-centric world.

The media, publishing and gaming industry is in the midst of an epic digital transformation. Shifting from print to digital, from pre-programmed to on-demand, and from physical to virtual introduces enormous challenges in operational efficiencies and monetizing quickly evolving digital content. And it all revolves around exceeding the consumer's expectations.

What does it mean to be consumer-centric?

Customers today expect to consume the content they want, when and where they want, with a pricing model that makes sense to them. No longer tethered to print distribution, scheduled programming and physical assets, consumers demand an array of flexible offerings and a choice in pricing models. This requires enterprises to transition from simple transaction-based interactions to more complex models with ongoing interactions. As enterprises develop these deeper relationships with customers, they have the opportunity to build loyalty, upsell or cross-sell services of interest, and use advanced analytics to gain deeper insights into customer preferences.

What pricing models are required?

As media and publishing enterprises transition to a consumer-centric digital approach, new business models are table stakes. Providing digital economy services requires innovative pricing, rating, discounting and invoicing capabilities such as:
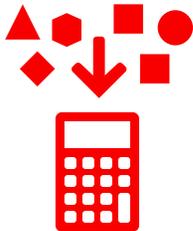
- Rating metrics like views, clicks, events or levels
- Free trials and gift subscriptions
- Bundled services
- Loyalty points management
- Real-time balance and consumption notifications
- Discounting individual services or packages at a flat rate or based on consumption

These pricing models operate in an increasingly complex ecosystem where monetization capabilities complement ERP and CRM solutions.

The benefits that come from offering digital and subscription-based services include recurring revenue streams, deeper customer relationships, and data-driven offer design decisions.

"To thrive, media enterprises will have to keep technology at the heart of what they do, helping them create compelling content and reach new audiences."
WORLD ECONOMIC FORUM

From the old economy to the digital economy

REAL-TIME BALANCE MANAGEMENT

RATE ON ANY METRIC

SECURE PAYMENT PROCESSING

BUSINESS ANALYTICS

ORACLE CLOUD

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To monetize innovative digital business models and provide a customer-centric experience, Oracle Monetization Cloud supports flexible pricing, speed to market, and self-service capabilities.

Flexibility and Agility

Bill for any currency or non-currency metric, including clicks, scans, downloads, views, events and more. Deploy recurring, one-time and consumption-based pricing in any combination to increase personalization of offerings. Create account hierarchies for family or corporate customers. Provide self-care options using intuitive user interfaces for pricing design, customer care and operations.

Easy Integrations

The solution is built with adherence to industry standards to enable applications extensions, and with pre-built integrations to other products within the Oracle portfolio and to third parties. Further extensions to external systems are achieved through SOAP and REST Web services APIs.

Security, Scalability and Availability

Deployed in highly secure Oracle Gen2 Cloud Infrastructure data centers with support for enhanced data privacy, the solution scales to support emerging businesses or very large enterprises.

Data-driven Analytical Insight

With analytical insight into key performance indicators, digital content providers can optimize their offerings and respond rapidly to changes in market demand.

Going Digital

Oracle Monetization Cloud helps companies execute on their digital transformation and drive reader engagement by ensuring an efficient operational foundation for their business. This allows digital content providers to focus on launching new, consumer-centric digital services. Oracle provides the highest level of agility, flexibility, security, and scalability – a solid foundation for enterprises in the consumer-centric, digital world.

Common Use Cases

The flexibility of Oracle Monetization Cloud allows the solution to support a wide variety of use cases across industries. This is a small sampling for digital publishing, media and entertainment.

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Subscription to Premium Published Media

Using a paywall to establish the value of the content, provide multiple offer types such as unlimited access, defined page views, tiered access, or freemium models. Offer bundled services and discounts for individual services or groups of services, or for family or corporate customers. Cross-sell to other media properties with incentives.

Gaming

Offer flexible charging offers such as one time, pay for play, and unlimited access. Manage virtual currencies and real-time e-wallets for currency and non-currency balances.

Subscription to Premium Entertainment

Provide free trials and access to premium streamed entertainment such as talk, music, or location-based information. Create bundles with packages of content and charge overage based on consumption in excess of the bundles.

Request a live demo and learn more at www.oracle.com/monetization-cloud

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Integrated Cloud Applications & Platform Services

Oracle is committed to developing practices and products that help protect the environment