

**Hardware and Software**  
Engineered to Work Together



## Oracle Media Consumer Experience

Why Digital Success or Failure Hinges on the Consumer Experience



Consumers will choose winners and losers in the battle for the best experience. Media companies can stack the deck in their favor by using consumer insights from across channels, products, services, and devices to create a connected, personalized consumer experience.

*To harness [digital] growth and turn it into rising digital revenues, E&M companies of all types are evaluating their competitive advantages... most importantly—its customer experience, understanding and engagement.*

— “Global Entertainment and Media Outlook 2013-2017,” PwC, June 2013

## Why Digital Success or Failure Hinges on the Consumer Experience

Today’s media consumers have more power than ever before. They expect content on-demand, on any device, and often for free. The rapid shift in media consumption is fundamentally changing every aspect of the industry. Whether through sales or subscriptions, consumers are no longer paying for content, they are paying for the value of their experiences. They now control the media industry’s value chain. So it makes perfect sense for media companies to focus on improving consumer experiences.

There is an enduring threat to those companies not prioritizing consumer experiences. By not offering a positive, consistent, and relevant customer experience, businesses could lose an average of 27 percent of annual revenue<sup>1</sup>. Furthermore, despite digital channel growth, media’s physical dollars are being replaced by digital pennies - making it harder to compete against digital-native companies such as Apple, Amazon, Google and Netflix.

In contrast, by driving consumer experience improvements, top media companies are harnessing their most influential long-term success factor. In a study comparing customer experience leaders to laggards, leaders outperformed the broader stock market, generating cumulative total returns that were 27 percent better than the S&P 500 Index and 128 percent better than the customer experience laggards<sup>2</sup>. Given these facts, it’s hard to believe any media businesses haven’t yet become consumer experience advocates.

### **Fragmented Business = Fragmented Experience**

The fact is, however, many media companies run fragmented business units, processes, systems, data and metrics that were designed for yesterday’s analog media products and business models. And a fragmented business cannot deliver a connected consumer experience. The media companies which continue to function in silos will miss opportunities to improve operations as well as the consumer experience. Worse, they unwittingly undermine continual growth.

### **Connected Experiences that Drive Long-Term Digital Revenues**

Today’s consumers seek connected digital experiences – with only relevant and captivating content blended with personalized offers, seamless transactions, service on-demand, and consumption on any device. Oracle can help make this vision a reality by connecting every engagement consumers have across digital platforms and social media, and converting these to sustainable revenues.

<sup>1</sup>“Global Insights on Succeeding in the Customer Experience Era,” Oracle, February, 2013

<sup>2</sup> “The ROI of a Great Customer Experience,” Watermark Consulting, 2012



When consumers receive content that is relevant and timely, it improves the overall experience. Personalized content and offers improve cross-sell and upsell.

## Oracle Media Consumer Experience

The connected consumer experience requires connected solutions. Oracle media solutions for engagement, commerce, and intelligence work together to help media companies improve the consumer experience. With Oracle, media companies can personalize content, target ecommerce, and analyze detailed consumer insights to build sustainable digital revenue.

### Oracle Media Engagement

Engage consumers with connected experiences across digital and social channels.

- Build a single view of the each consumer to drive marketing, personalization and digital advertising
- Micro-segment consumers with relevant content and promotions through marketing and social media to drive acquisition and retention
- Deliver multi-channel customer service at the point of content consumption, solving problems faster and at a lower cost

### Oracle Media Commerce

Develop and grow new and existing continual revenue streams for digital and physical products and services on any device.

- Construct compelling, personalized content experiences on any screen and reward loyalty to increase retention
- Target highly-relevant commerce offers to convert free users into paying customers and maximize up-sell and cross-sell
- Integrate content with commerce, and utilize flexible transaction models to drive new business opportunities

### Oracle Media Intelligence

Drive data-driven decisions with actionable consumer insights from all channels, products, and devices.

- Analyze consumption and transaction big data in real-time to make content and product decisions
- Use insights to target marketing, advertising and content products
- Understand consumer behavior and trends to create business value from media data

These Oracle solutions empower media companies to create connected consumer experiences and sustained revenue growth. Turn the page to see these solutions at work improving media consumer's experience.

## Creating the Ultimate Consumer Experience

Without strong focus the consumer experience, media companies can frustrate and alienate consumers. Here's an example of a typical consumer journey accessing digital content and the same journey after implementing Oracle media solutions.



Consumer	Before Oracle Solutions	After Oracle Solutions
Looking for content	<b>Difficult to find:</b> View inconsistent search engine rankings. Visit four disconnected sites before finding the appropriate content.	<b>Targeted search and social:</b> View targeted social media message with a link to relevant content or self-discover it through search or social media.
Viewing content	<b>Lacking access:</b> Content is not tailored to consumer's interests, or is hidden behind a pay barrier.	<b>Tailored content on every device:</b> Content is consistent and personalized on every platform. Referrals are tracked to measure campaign success.
Receiving incentive and offer	<b>Receiving irrelevant promotion:</b> Offered whichever product is being promoted this week.	<b>Personalized incentive and offer:</b> Offers and incentives to buy and/ or subscribe are directly relevant to the content and the consumer.
Purchasing content	<b>Difficult transactions:</b> Limited payment models are available. Frustrations with complex transactions lead to order fallout.	<b>Flexible, seamless commerce:</b> Transactions are transparent, with a few simple steps. Many options are provided, from micropayments to premium subscriptions.
Getting rewarded	<b>No incentives:</b> No reward is offered for loyalty or referrals.	<b>Loyal customer offer:</b> Encouraged to trade-up when better deal is available. Referrals are rewarded.
Seeking help	<b>Receiving error messages:</b> Frequent error messages appear on the site with meaningless error numbers.	<b>Service options:</b> Immediate help is available through self-help or live chat – each of which is embedded in every platform and content product.
Sharing experiences	<b>Sharing negative experiences:</b> Negative experience is shared or consumer leaves for competitor.	<b>Encouraged recommendations:</b> Users rewarded for reviewing and recommending via social media to further drive referral traffic.



Today's media companies must reach their consumers wherever they are – delivering content on all devices and use social media to further engage consumers. Since each consumer uses multiple devices, the experience must be seamless from one screen to the other.

## Examples of Success with Oracle Media Solutions

### **Engagement: Engage consumers with connected experiences**

A major US sports network integrated social media into its broadcasts, resulting in:

- Double-digit ratings gains for hard-to-reach youth segment
- Two billion page views and 83 million social comments
- Uplift in referrals sent back to the network's own websites, growing direct revenues
- New sponsorship income from social networks

### **Commerce: Develop and grow new digital revenue streams**

A leading provider of global business news and information transformed its ecommerce platform for print and digital subscription sales, resulting in:

- Full flexibility of subscription, pricing models, offers and discounts
- Matched consumers to the most relevant products for up-sell and cross-sell
- Reduced time to market and launch time for new products and promotions

### **Intelligence: Gain actionable insights across channels, products, and devices**

A leading German real estate site identified the most valuable customers and optimized campaign targeting through real-time recommendations, resulting in:

- Sales increase of 200 percent
- More than 50 percent cut in advertiser churn
- Customer request boost of 300 percent
- Rise in successful conversions of 11 percent

Find more case studies at [www.oracle.com/goto/mediacustomers](http://www.oracle.com/goto/mediacustomers)

## Conclusion

The consumer is now in charge of the media industry's value chain. And today's consumer is more demanding than ever – expecting a consistent, personalized experience anytime, anyplace and on any device. This connected experience can only result from connected solutions. Only Oracle media solutions can connect every engagement your consumer has with your brand and your content. To learn more about Oracle media solutions go to [www.oracle.com/goto/media](http://www.oracle.com/goto/media). For a demonstration, ask your sales representative or call 1-800-633-0738.



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