

Globo Harnesses Oracle Monetization for New Direct-to-Consumer Strategy

Globo is on a digital transformation journey to become a media tech company using Oracle's modern monetization solution as a central part of their new direct-to-consumer strategy focused on digital-only offerings.

OVERVIEW

Globo is the largest media group in Latin America. Globo has every media type in one group spanning newspapers, pay TV, free to watch TV, music and digital. However, the digitization of the media industry is driving changing consumer behavior and expectations, especially among younger generations who demand instant access to content, anytime, anywhere. Therefore, Globo is embarking on a huge transformation to unify their businesses and to fully leverage their market-leading digital products in entertainment, news and sports by redefining their strategy to build a direct-to-consumer offering harnessing a digital-only monetization model. Globo uses Oracle Communications Billing and Revenue Management (BRM) to monetize their new digital strategy, fulfilling all their existing and future requirements around ad-supported, subscriptions and one-time usage.

CHALLENGES

Globo needed a modern monetization platform that would allow them to differentiate with innovative pricing schemes while handling rapid subscriber growth and acquisition. Further, Globo needed a platform to support their future plans around offering new media formats such as Play-on-demand and Pay TV streaming while also having the ability to create partnerships and to settle the revenue accordingly. This required a solution that could seamlessly integrate with their existing video platforms, identity management and Customer Relationship Management systems as well as their existing e-commerce sales channels (credit/debit cards, gift cards, in-app sales SDK, Apple and Google Store) and various payment gateways for debit and credit cards, debit authorizations and bank slips.



"BRM was selected to demonstrate experience in a very robust industry such as telecommunications and we see in BRM the architecture that we need to implement our new direct to consumer strategy but also to expand this business in the future."

Renata Pessoa, Director of Corporate Solutions, Grupo Globo

RESULTS

Globo uses Oracle Communications Billing and Revenue Management to monetize their new direct-to-consumer strategy focused on digital-only offerings using ad-supported, subscriptions and one-time fee monetization models. Globo is currently supporting close to two million active subscribers. The launch of their Brazilian Big Brother product reached 5000 new subscription purchases per hour with no performance issues. Further key results include:

- 7 months for implementation
- 45K monthly accounting closing events
- 6K bill units per minute

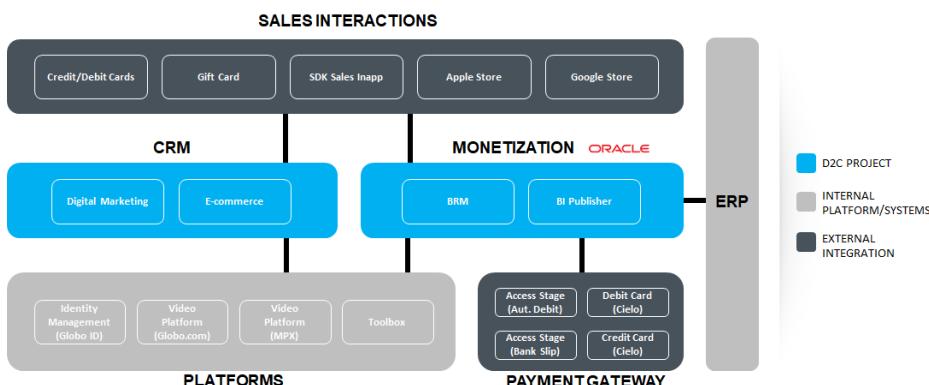


Figure 1. Globo's Direct-to-consumer solution using Oracle Monetization (BRM)



Monetization Models Using BRM

Globo supports their digital products with various monetization models:

- **Ad-supported:** globoplay, G1, ge, gshow
- **Subscription:** globoplay, Premier Play, Tele Cine, Combate Play, Sexy Hot, Philos TV, O Globo, Globo +
- **One-time fee:** Cartola FC, Tele Cine

ABOUT GLOBO

Globo is the largest mass media group of Latin America with revenue of 4.4 billion USD in 2017. Globo TV's programming is broadcast in almost every national territory. They reach over 100 countries through Globo Internacional. Globo Filmes engages in the co-production of Brazilian films, offering a diversified portfolio with over 30 channels. Infoglobo and Editora Globo also provides printed and digital newspapers and magazines. In the music sector, Som Livre produces and sells music from Brazilian artists while Sistema Globo de Rádio provides its own radio stations.

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