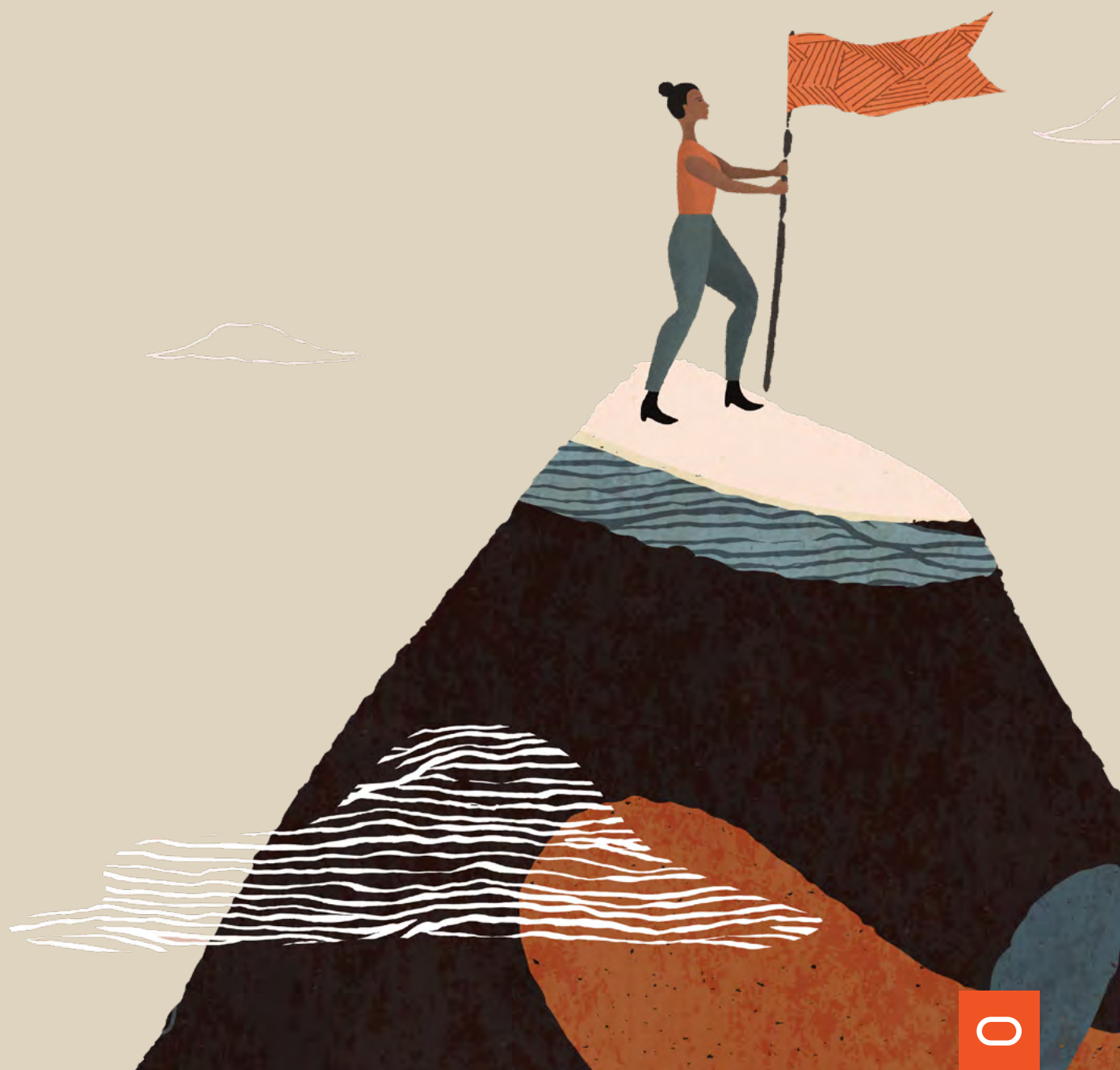


ORACLE

Industry Viewpoint
Media and Entertainment

Thriving with consumer-centric business models



Thriving with consumer-centric business models

The media and entertainment (M&E) industry is in the midst of an epic digital transformation and undergoing tectonic shifts. The traditional media business model has been completely disrupted by new digital native entrants threatening consumer attention and revenues. Advances in digital technology have shifted how people consume media. Today's audiences expect convenient and personalized experiences, and the M&E industry is reinventing itself in order to meet these new demands. From astonishing innovation and effects in the world

of movies and TV to novel ways of publishing and new online broadcast models, M&E companies are captivating audiences at every turn.

Yet there's a gap opening up between the way content is produced and distributed and how consumers want to experience and pay for it. As audiences take greater control of how and when they consume media, their expectations are rising. They want the way they engage with content to match how they live their digital lives—without friction or restriction. And they expect to be able to switch providers easily if they don't get what they want.

Consumers are more demanding than ever. They binge watch, stream, and consume media on multiple devices when it suits them. They not only want

the best, newest, state-of-the-art, digital content, they want it on their terms. The consumer shift to an on-demand media consumption model is further being accelerated by COVID-19 with more people staying home and turning to their computers, smartphones, and tablets to occupy their time.

The technology needed to meet the demands of this shift is massive. For example, experts project that overall cloud storage capacity for M&E will grow by approximately 12 times between 2018 and 2024—moving from 8.4 exabytes to 105 exabytes.¹

There's another shift within the industry. Convergence is everywhere. The lines between digital, social, and traditional media are blurring. Walls between telecommunications, media, and

¹ Media Drives Storage Growth

technology are crumbling. At the same time, both digital native and traditional companies are competing aggressively to create the most-compelling original content. Differentiation in a congested marketplace is key. Audiences can only consume so much content in a day, and the need to stand out is more vital than ever before.

This document looks at the changing appetites among today's media and entertainment consumers and explores shifting trends in delivery models. It also examines the impact digital transformation is having on the M&E industry, the challenges posed by media giants, and the tremendous opportunity for those companies that get the digital, direct-to-consumer model right.

What's changing in the world today?

Embracing consumer centricity for success

In the past, media companies had the power to determine where and how content was consumed.

Today, technology has shifted that power to the consumer with a plethora of anytime, anywhere, on-demand, digital service options. Whether it's podcasting, eBooks, streaming video, or music, we are living in an on-demand experience economy where the consumer is at the heart of the modern business model.

Globally, the impact on pay TV has been significant with record numbers of “cord cutters” cancelling subscriptions in favor of streaming services, such as Netflix and Hulu in the US, Tencent

in China, Brit Box in England, or ZEE5 in India. In the US alone-where cord cutting is the most aggressive-pay-TV operators have seen more than a six percent decline in subscriptions.²

While this change to consumer centricity hasn't completely eliminated traditional media, growth in on-demand digital services has changed the media landscape for good. As a matter of fact, eMarketer predicts that 55.1 million people will no longer watch traditional pay TV by 2022.³ As a matter of fact, industry leaders believe that the acceleration of cord cutting will not slow down any time soon.

Analyst Michael Nathanson estimates that up to 40 percent of pay-TV subscribers may eventually be at risk.⁴

² Traditional Pay-TV Operators Lost Record 6 Million Subscribers in 2019 as Cord-Cutting Picks Up Speed

³ Traditional TV Providers Offer OTT Packages to Head Off Subscriber Freeze

⁴ Another 40% of US Pay TV Subs 'at Risk' of Cord Cutting

Roku's CEO, Anthony Wood, predicts that half of US TV households will no longer be pay-TV subscribers by 2024.⁵

Driven by millennials and Gen Z, M&E has become defined by multitasking consumption across multiple devices. Research shows that 88 percent of Americans view content on their mobile phones while watching TV. This multiscreening has become the norm. In addition, time/place shifting of content has become standard practice, and binge consumption has become mainstream.

Consumers now demand more for less. They stream songs from Spotify or Pandora instead of buying CDs. They opt for free news on Facebook, Twitter, or Snapchat instead of buying newspapers.

⁵ Roku Predicts Half of US Households with a TV Will Cut the Cord by 2024

On-demand consumption means that consumers can bypass ads. As a result, advertising revenue is shifting to online channels resulting in a significant impact on the bottom line of traditional media companies. For example, Google and Facebook now own more than 60 percent of advertising revenues in the US.⁶

According to Boston Consulting Group, traditional TV companies could possibly lose US\$30 billion in profits to streaming companies by the end of 2022.⁷

M&E is no longer about serving an audience of billions, as PwC articulates. It's about serving billions of individuals. Because of this shift to the individual, media companies must engage

⁶ Digital Advertising in the US Finally Bigger Than Print and Television

⁷ Television's \$30 Billion Battlefield

in hyperpersonalized, one-to-one engagement strategies. For example, consumers are overwhelmed with the explosion of content choices across many streaming platforms. Personalization is key to “super serving” loyal subscribers by aiding content discovery, matching them with the right content at the right time, and delivering targeted services that meet their specific needs on an ongoing basis. For marketers and their advertising partners, hyperpersonalization also means that advertisers seek “addressable” media strategies where different ads can be targeted toward different individuals or households across multiple engagement channels—depending on their content consumption behavior—on smart TVs, over-the-top (OTT) platforms, or social media.

Of course, with digital consumer empowerment also comes significant risks. Given several major security breaches throughout the early 21st century (Sony PlayStation, Target, Marriott), digital trust has become a huge concern for consumers. As a result, across the globe, compliance and privacy regulatory concerns have been significantly heightened. Different countries are beginning to recognize that while consumers are the center of the digital media ecosystem, they are also more vulnerable. With this new, on-demand consumption reality comes the ability for media content businesses and advertisers to take advantage and exploit consumer information. Thus, there is a need to implement enforceable individual protections. For example, Europe implemented their Global Data Protection Regulation

(GDPR) in 2018, giving consumers complete control over their personal information. Even certain states in the US are beginning to design and implement similar stringent privacy protections, such as the California Consumer Privacy Act (CCPA), which was signed into law in 2018.

To ensure traditional media companies thrive and remain relevant in this new consumer- centric industry, it is imperative that they innovate in order to keep pace with ever- changing demands on the media industry.

88% of Americans use a second screen while watching TV.⁸

⁸ 88% of Americans Use a Second Screen While Watching TV. Why?

Reshaping the media enterprise through digital convergence

Consumer centricity has led to ongoing disruption throughout the media ecosystem—and has instigated intense, cross-industry convergence activity—reshaping the media landscape for good. However, these changes also pose challenges to traditional media business operations.

WarnerMedia’s CTO, Jeremy Legg, succinctly summarizes the state of the media industry flux. “There are technology companies trying to be great content companies. And there are content companies trying to be great technology companies.

And we’re all basically ending up in some play with a consumer application or device to capture eyeballs to drive

subscription revenue or advertising revenue.”⁹

The goal of all this convergence activity is to enable traditional media companies to more effectively compete against digital natives, such as Netflix, Apple+, and Amazon Prime, who have significantly changed the way content is consumed. The market has become increasingly crowded with fierce competition at every turn. As a result, multiple ongoing battlefronts have ensued.

One battle is the frenetic pace of merger and acquisitions (M&As). Telcos have entered into the media industry: Verizon acquired Yahoo and AT&T scooped up Time Warner. Traditional media companies are merging: Disney bought 21st Century Fox, Comcast

⁹ WarnerMedia Exec on Launching HBO Max Amid Streaming Wars

acquired Sky, and Viacom reunited with CBS. Traditional publishers are buying marketing agencies and digital businesses. Some experts have noted a recent M&A slowdown but are also predicting a second wave in the coming months.

While M&A activity is powering growth for a new normal, these new combined media entities are now faced with disparate operations and a desperate need for end-to-end integration of core business processes across their supply chain.

For now, traditional media companies are forced to maintain a dual supply chain. This “phygital” business model feeds both physical and digital consumption demands. For example, print publishers have transitioned to

digital products and services, such as ebooks and subscription-based, online magazines, enabling them to maintain their readership. At the same time, many consumers also own and demand physical media, such as books, DVDs, and CDs. For the time being, M&E companies are operating simultaneous supply chains that service consumers at every physical and digital touchpoint.

Another frontline is the intense battle for content coming from all directions. Today, there's greater investment in original productions, led by Netflix and Amazon. In the US alone, the total volume of scripted originals went from 210 in 2009 to more than 500 in 2019. In 2019, it's estimated that US\$160 billion was invested in global TV and video programming. Future global investment is

projected to grow to more than US\$180 billion by 2022.¹⁰ The demand for content is accelerating and will not slow down in the foreseeable future.

In addition, the battle for content means an intensified competition for top talent, especially a demand for creators of high-quality, original content.

Most M&E talent are contractors. The increase in consumer-centric content generation and delivery is creating new labor demands, requiring more flexibility within the gig economy.

Contractors come and go, at nearly any time, on various schedules, and with different skill sets. Most of the time, media companies are under pressure to quickly scale up and down their recruitment efforts, hire, and then onboard skilled talent onto a growing number of projects.

¹⁰ Peak TV Update: Scripted Originals Top 500 in 2019

While digital natives have been winning these content bidding wars and luring away talent, traditional M&E companies are fighting back. They're racing to launch their own streaming services. Disney launched Disney+, taking content directly to the consumer and away from competitors. WarnerMedia is launching HBO Max. Even in the UK, terrestrial broadcasters, such as Channel 4, BBC, and ITV, have launched a one-stop OTT service called BritBox. Nearly every region of the world is competing to directly deliver content in their respective countries.

In order to survive and compete during this disruption and convergence, traditional media companies must modernize and integrate their business processes and supply chain operations in order to more quickly produce

and deliver greater volumes of high-quality content and minimize risk—all while maintaining a return on their investment.

US\$17 **billions is the projected amount Netflix will spend on content in 2020.¹¹**

Unlocking innovation through data-driven business models

Given constant disruption in the industry, traditional media companies are now faced with the challenge of rethinking their business models or becoming irrelevant to competitors and consumers.

A recent Ernst and Young survey found that 50 percent of M&E executives believe they must transform their

¹¹ Netflix Projected to Spend More Than \$17 Billion on Content in 2020

business models or they will become irrelevant.¹²

More-recent digital native entrants, such as OTT streaming platforms Netflix and Amazon, have an edge. They have completely leveraged emerging technologies as a way to reach consumers and change the way content is delivered and consumed. This has fundamentally upended and altered the media business model, changing the measures of success.

It's not just the video streaming platforms that are revolutionizing the media business. For example, in the music business, SiriusXM is innovating by utilizing Internet of Things (IoT) sensor technology to deliver personalized musical experiences based on car behaviors. In advertising,

¹² Change or Die

Adbank is minimizing risk and revenue loss by designing blockchain-based solutions that eliminate ad fraud. Comcast is also innovating with smart speakers that will monitor health habits in the home. Emerging technologies are helping new and traditional media companies create new ways to improve consumer experiences while opening new revenue opportunities. But it also lowers the barrier of entry for innovative companies to come in and create competition. For traditional media companies, it represents an opportunity to reinvent themselves in order to succeed in this new media landscape.

In the past, across traditional media, success was determined mostly by measurements such as box-office revenue, the number of people watching TV programs, the number of

radio listeners, and transactional DVD or CD sales. While those measures are still important, media has evolved to where the business model now thrives or dies, more often, based on key metrics, such as subscriber acquisition, engagement, and retention. These have become the front measures of success in the so-called streaming economy. While content is still king, media has become a consumer business.

This fundamentally challenges the way traditional media companies operate and compete. Every aspect of the business model is impacted, from production, marketing, distribution, employee skills, culture, supplier and partner relationships, and product-offering innovation.

But the underlying key to innovation is data. In the past, it was limited and

mostly transactional. But now, given mobile devices are in every consumer's hand and IoT sensors are being embedded everywhere, there is an unprecedented explosion of data. It has become the new currency in media and entertainment. The ability to harness this massive amount of data is critical to innovating a new business model.

Emerging technologies, such as artificial intelligence (AI), machine learning, 5G, chatbots, and blockchain, are the tools that traditional media companies must master in order to redesign into agile and smart, real-time, consumer-centric businesses.

AI can help collect consumer behavior insights, enabling media companies to anticipate, predict, and with the help of intelligent chatbots, responsively

super serve consumer needs. Media companies can also leverage machine learning throughout business operations to automate repetitive tasks and workflows, helping decision-makers to proactively respond to marketplace opportunities while mitigating risk, improving efficiencies, and maximizing ROI.

The transformational impact of 5G cannot be underestimated. With attributes such as ultra- low latency (1ms or less), massive throughput capacity, and instantaneous communications, 5G will significantly increase media throughput and enable the deep and powerful immersive experiences that consumers have seen. Nearly every aspect of the media industry will be impacted. For example, advertisers and brands will be able to

programmatically deliver and measure ad effectiveness in real time. There will be a new level of sensory and depth that brings touch sensations for immersive experiences.

Imagine sports fans virtually attending live sporting events, which is very likely due to the COVID-19 pandemic. The use cases are potentially endless.

As 5G becomes embedded in coming years, it will create new business models over the next decade. As a matter of fact, Ovum and Intel predict that 5G will grow the media and entertainment business by an additional US\$420 billion by 2028.¹³

71% of consumers prefers personalized ads.¹⁴

¹³ How 5G Will Transform the Business of Media and Entertainment

¹⁴ 4 Tech Trends Shaping the Future of Media and Entertainment

Why act now?

Adapt to the new economic environment by becoming integral, agile, and intelligent.

The ability to quickly innovate and respond to ever-changing consumer demands and ongoing industry disruption is imperative for survival and relevance. Reinvent the business into a flexible, consumer-centric media enterprise integrated with end-to-end intelligence and agility.

Integral

Connect the fabric of the customer relationship to the experience economy. Understand consumers' behavior and preferences in every on-demand channel across their journeys. Develop a single, comprehensive view of current and prospective consumers—using first-, second-

and third-party data— enabling the discovery of the best paths to drive consumer growth and retention while maximizing overall lifetime value.

No matter where and how business and content is engaged, every consumer experience and interaction must be personalized in real time.

Create a frictionless, relevant, personalized, on-demand, media-consumption experience.

Provide ongoing, dynamic, and high-quality content that accelerates consumer subscription growth while maintaining retention.

Leverage AI, intelligent digital assistants, and quick and easy self-service to deliver data-driven media discovery, content viewing, and customer-service experiences

based on personal preferences.

Turn consumers into brand advocates while maintaining high retention and increasing lifetime value.

Build and manage an ongoing content production and acquisition ecosystem that rapidly delivers high-quality content, drives differentiation, and maximizes ROI.

Agile

Drive flexible, end-to-end transformation and integration.

Convergence activities are reshaping the media landscape for good, but they have also created operational challenges in the back office. These disparate systems are most likely different ages and technologies, sometimes duplicating processes—and

are not always well integrated with each other. This poses significant challenge to the enterprise. For example, high costs of maintenance and siloed data prevent holistic insights for quick decision-making.

Media companies impacted by the kind of rapid convergence activity taking place must quickly simplify, standardize, and integrate disparate operations—everything from production to marketing to new content distribution platforms to managing large, mission-critical applications—enabling a single view across the media enterprise to become more efficient, responsive, and competitive.

Adopting cloud can help newly changing media companies build on top of a single platform, driving

operational efficiency and effectiveness while reducing risk, increasing speed, and refocusing on the core business.

Digital native competition was born in the cloud and relies heavily on it to run their businesses.

Cloud-based platforms will enable traditional media companies to free up more capital to aggressively and effectively accelerate content production and acquisition as well as compete for top talent resources.

Media companies' ability to move their businesses to the cloud will enable them to focus more on delighting consumers with content and experience.

Intelligent

Leverage data insights to build real-time intelligence and continuous innovation.

The media and entertainment business is evolving at rapid speeds. Today's media enterprise needs to be able to quickly respond to the ever-changing demands of consumers and the industry. Traditional media businesses must innovate or die.

Media companies need to redesign their business into a smart media enterprise built on data analytics and embedded AI technologies throughout.

Whether it's production, rights management, marketing, distribution, content access, or consumer experience, media companies need to fuel every area with integrated

data insights and AI-empowered technologies that build intelligence deep into their enterprise. These tools will enable proactive consumer interactions, real-time response to market opportunities and risks, faster decision-making, and a single view across the enterprise.

Machine learning can also automate routine processes that free up time and intervention by humans, eliminating errors at faster speeds and lowering costs.

Taken together, these intelligence tools provide an opportunity to build a smart, responsive enterprise that will help effectively compete and deliver richer experiences for business users and consumers.

How can Oracle help?

Transform consumer experience— delight and exceed expectations at every touch point by delivering a seamless experience.

The consumer is the center of the media business, and the front office is the main touchpoint for experience. Oracle's front-office portfolio has everything needed to create seamless consumer experiences designed to drive growth and retention.

An integrated platform for marketing, sales, and service, it provides the ability to innovate new, mobile-first applications and business models as well as an unrivaled catalog of APIs that are designed to encourage collaboration with the partner ecosystem, which generates entirely new experiences and revenue streams.

Only Oracle connects front- and back- office intelligence—in code—to delight consumers and grow the media business.

Oracle Digital Experience Platform for Media and Entertainment

Enables M&E companies to innovate, engage, and transform for the experience economy. It leverages data and AI to transform the customer experience, including launching offers, acquiring and retaining customers, providing omnichannel commerce and care, and fulfilling and monetizing services.

Oracle Digital Convergence

Helps quad-play cable or satellite operators increase their share of wallet by launching new digital services and creating bundled offerings combining

communications and digital services. The solution engages customers with a digital- first, omnichannel experience and empowers customers with simple self-service to drive advocacy while reducing cost to serve.

Oracle Digital Home Service

Empowers pay-TV operators' consumers through self-service and connects set-top boxes with Internet of Things to get real-time data to monitor, predict, and fix issues. Pay-TV operators can modernize and transform their service operations, reduce costs, and differentiate through great customer experience.

Oracle CX Unity Cloud

Brings together online, offline, and third-party customer data sources to create a single, dynamic view of the customer. With built-in AI and machine learning,

CX Unity Cloud derives and delivers timely intelligence about customers so media companies can optimize their brand experience across marketing, sales, and service.

Oracle Infinity Cloud

Makes it easy for media companies to connect across the marketing ecosystem and the multiple pillars of their business. Infinity Cloud is part of Oracle Marketing Cloud, which enables rich analytics and data activation across the full portfolio of products.

Oracle Data Cloud

Enriches data to help the media business connect with the right consumer, personalize every interaction, and measure the effectiveness of each engagement. It delivers a set of solutions that enable media companies

to use first-, second-, and third-party data more effectively and drive better business outcomes. Oracle's data-as-a-service platform brings together data and technology that helps media companies better understand their audience, where to best engage them, and how continuously update and tune data to make the most of it.

Oracle B2C Service Cloud

Enables personalized, automated experiences consistently on any channel and empowers agent enthusiasts to provide expert and empathic customer service.

Oracle Commerce Cloud

Engages consumers with a single-cart, omnichannel commerce experience and enables media companies to innovate quickly and deliver connected,

personalized experiences across channels.

Oracle Configure, Price, and Quote

Cloud Gives direct or extended B2B and B2C sales teams the ability to maximize deal profitability through optimized pricing and discounting as well as the ability to easily create accurate and dynamic proposals, contracts, and statement of works.

Oracle CrowdTwist Cloud

Drives engagement and loyalty through personalized, omnichannel experiences with the ability to track and reward both purchase-and nonpurchase-related activities.

Oracle Responsys Cloud

Leverages adaptive orchestration, as opposed to linear journeys, to build

individualized consumer experiences. It provides true, cross-channel orchestration so media companies can natively connect all consumers and channel IDs and allow marketers to leverage all related data.

Modernize the end-to-end enterprise—integrate, simplify, standardize, and execute the evolution to the cloud.

Oracle is the only company that provides a comprehensive set of cloud choices—including public cloud, cloud at customer, and on premise—so media companies can choose the solution that's right for their business.

Our stack—from software as a service, platform as a service, infrastructure as

a service, and data as a service—is the most complete in the industry. And it’s all engineered on the Oracle Generation 2 Cloud—the most comprehensive, secure cloud in the world, and the only autonomous cloud on the market—allowing media companies to put less time in at the data center and more time in running their business.

Oracle Cloud offers the latest high-end components, support for third-party and open technologies, unique support for hybrid and multicloud strategies, and an unwavering commitment to protecting sensitive business data.

Oracle Cloud Infrastructure as a Service

Hosts computing resources in the cloud. Media companies can use this model to shift some or all of their use

of on-premise or collocated data center infrastructure to the cloud, where it is owned and managed by Oracle. These infrastructure elements can include compute, network, and storage hardware as well as other components and software.

Oracle ERP Cloud and Oracle EPM

Cloud Provides a series of applications that offer a single instance of data, robust reporting, drill up/down/ back, and visualization functionality to speed manual adjustments, reconciliations, balance analysis, and daily reporting—freeing up teams to add value by providing financial insights.

Oracle Human Capital Management

Cloud Streamlines the ability to recruit, hire, and train a diverse and global workforce and delivers personalized and

transformative employee experiences. It provides updates to help media companies keep pace with the rapidly evolving needs of talent.

Oracle Smart Media Production

Planning Helps studios and broadcasters manage the entire journey of content productions in the media enterprise from concept to profitability. It minimizes the risk of content investment, improves planning and transparency, manages resources more efficiently through a media crew network, increases production and crew satisfaction with modern digital tools, and improves content franchise tracking profitability.

Oracle Project Portfolio Management

Cloud Modernizes, simplifies, and accelerates production planning and

execution by improving collaboration and productivity among production teams and executives.

Oracle Integration

Eliminates barriers between business applications through a combination of machine learning, embedded best-practice guidance, prebuilt integration, and process automation.

It includes an extensive library of adapters to Oracle and third-party SaaS and on-premise applications—enabling faster delivery of new business services.

Oracle WebCenter Content

Provides a unified repository to house unstructured content, enabling organizations to deliver it to business users in the proper format and within the context of familiar applications that fit the way they work.

Oracle Identity and Access Management

Provides breakthrough scalability with an industry-leading suite of identity and access management solutions for on-premise or hybrid cloud.

Oracle Business Process Management

Provides a complete set of tools for creating, executing, and optimizing business processes. The suite enables unparalleled collaboration between business and IT to automate and optimize business processes.

Oracle Partner Relationship

Management Provides everything media companies need to recruit and onboard the best partner. Plan and market jointly, manage deals from campaign to close, accelerate the quote-to-order

process, measure channel programs, incentivize sellers, keep reps productive, and even provide knowledge-centered support.

Oracle Monetization Cloud

Enables monetization of innovative digital business models and provides a consumer-centric experience. Supports flexible pricing and self-service capabilities.

Oracle Communications Order and Service Management

Fulfills customer orders with dynamic orchestration of products and services across participating systems, partners, and networks.

Build a smart, real-time media enterprise— optimize data insights by embedding intelligence across the enterprise.

Only Oracle embeds data and intelligence across all areas of the business and IT stack- from infrastructure through platforms and SaaS applications. With AI/machine learning embedded throughout processes and the software that runs them, media companies are able to engineer their business to press the information advantage, securely, and win in the moments that matter.

All Oracle applications share the same data model, which means that data flows freely across business processes, enabling “shared intelligence” across the business.

Oracle Autonomous Transaction

Processing Is built with machine learning to automate database and infrastructure management. It is fully optimized to support transaction processing and mixed workloads.

Oracle Autonomous Database

Uses artificial intelligence and machine learning capabilities to minimize human intervention and eliminate manual, error-prone tasks—minimizing operational risk exposures and tightening data security.

Oracle Big Data Cloud

Provides a high-powered environment for advancing media companies' analytical capabilities. With automated lifecycle management and one-click security, Big Data Cloud is designed to optimally and securely run a

wide variety of big data workloads and technologies, while simplifying operations.

Oracle Database Exadata Cloud

Provides a high-performance engineered system designed specifically for running enterprise-scale databases. Available in quarter, half, and full-rack configurations. Oracle Database Exadata Cloud is engineered to support OLTP, data warehouse, real-time analytic, and mixed database workloads at any scale. With this service, media companies maintain control of their databases while Oracle manages the hardware, storage, and networking infrastructure.

Oracle Cloud at Customer

Provides an alternative to media companies that want to adopt a public

cloud model, but can't move to a public cloud. Oracle can bring its public cloud to their data center—the same services, operational model, and benefits, but their choice of location. It's a full public cloud model, delivered as a service, behind their firewall their databases to the public cloud.

Oracle Data Science

Enables data scientists and data engineers to build, train, deploy, and manage machine learning models and assets within a single collaborative workspace.

Oracle Analytics Platform

Empowers media companies with modern, AI-powered, self-service analytics capabilities for data preparation, visualization, enterprise reporting, augmented analysis,

and natural language processing/generation. The results are timely answers that the media company needs today to improve revenue and margin, reduce costs, seize business opportunities, and improve customer experiences.

Oracle Digital Assistant

Provides a conversational interface for business applications. Powered by AI technology, such as machine learning and natural language processing, Digital Assistant interprets the user's intent, automating processes and delivering contextual responses to voice or text commands.

Oracle IoT Applications

Provides built-in integrations and extensibility features that enable media companies to extend their business

applications-such as ERP, SCM, customer experience, and HCM-with rich, real-time insights from streaming IoT data to improve efficiency and derive more value from existing business applications.

Oracle Blockchain Platform

Extends media companies' business processes and applications securely while eliminating the friction associated with many aspects of current business transactions. It provides a comprehensive, enterprise-grade blockchain platform that allows trusted peer-to-peer permissioned networks to run smart contracts and maintain tamper-proof distributed ledgers for B2B transactions, eliminating intermediaries and points of failure.

Oracle AI Applications

Optimizes working with partners, suppliers, customers, and employees. Media companies can automate routine tasks and gain strategic business insights for better decision-making.

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