

MEDIA AND ENTERTAINMENT

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



Media and entertainment

Technology has unleashed extraordinary change across the media and entertainment (M&E) industry. Incumbents quickly found themselves challenged by streaming platforms, gaming companies, and the ever-changing preferences of consumers.

To capture and retain consumers' attention, M&E companies must invest in a consistent stream of content that consumers want and deliver it when and how they want it. They need technology that allows them to rein in skyrocketing content costs, maximize profits across channels, and win the battle for creative and production talent. It's full 'stream' ahead for those who want to win the awards.

Key imperatives for media and entertainment

- 1 Content innovation and delivery to new platforms, distribution channels, and regions while protecting rights
- 2 Addressing ever-changing consumer preferences
- 3 Technological innovation to keep up with demand and increase efficiency
- 4 Monetization and revenue models

Forces shaping the media and entertainment industry

INDUSTRY CHALLENGES

Content creation

Content control shifted from traditional publishers and broadcasters to consumer choice, with competition from agile streaming media companies.

Consumer paralysis

Keeping current with ever-evolving preferences, along with the strain on on-demand resources from the insatiable consumer appetite for content.

Multichannel disruption

Diluted monetization from multiple distribution channels and platforms.

Lack of data intelligence

Inconsistent data intelligence prevents predicting the most profitable intellectual property investments and syndication models and implications from M&A.

Talent and workforce management

Attract, develop, and retain a constant pool of creative and production talent.

VISION OF SUCCESS

Click on a section to learn more.



1: Optimize content creation

Map user preferences to personalize the right content and distribution channels; automate new revenue opportunities; reveal consumer digital behavior through analytics, so each interaction is personalized and relevant.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud
- Connect customer interactions and insights with operational executions

How to get started:

- Analyze existing customer signals
- Use predictive analytics to boost demand forecasting
- Learn about AI and how it can improve efficiency and optimization

Oracle capabilities enabling strategic goals



2: Compete on customer experience

Enhance customer interactions, automate revenue opportunities, and build long-term loyalty.

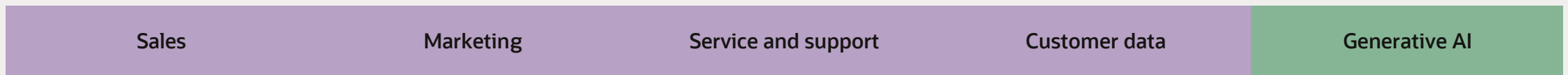
Recommended actions:

- Modernize front-office function to make it customer-centric
- Provide 360-degree view of customer interactions
- Personalize experiences to increase primacy

How to get started:

- Use data from within and outside to become more integral to customers' life journeys by leveraging AI
- Learn how generative AI can enhance personalized customer interactions

Oracle capabilities enabling strategic goals



3: Invest profitably

Make agile investments of the right content and distribution channels through real-time visibility across operational, financial, and strategic plans. Deliver high performance computing to support streaming, visual effects, and rendering.

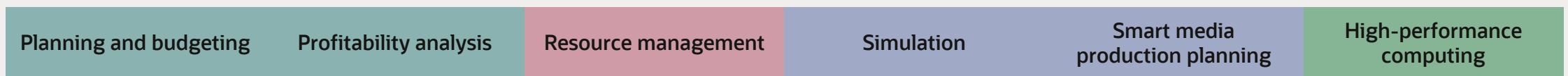
Recommended actions:

- Get granular about profit margins and business results
- Encourage your people to think differently about the holistic costs of running the business—and give them modern tools for actionable insights
- Modernize the technology stack to compete on world-class media capabilities

How to get started:

- Analyze existing financial and operational data
- Use predictive analytics to boost profitability and forecasting
- Get key pieces of data together that show real profitability—spanning procurement, human resources, travel, supplies, and more
- Learn about AI and how it can improve efficiency and optimization

Oracle capabilities enabling strategic goals



4: Maximize data insights

Evolve your technology infrastructure to maximize agility and scalability to meet changing business needs. Improve results by gathering and using data through built-in integrations, automation, real-time alerts, dashboards, and machine learning.

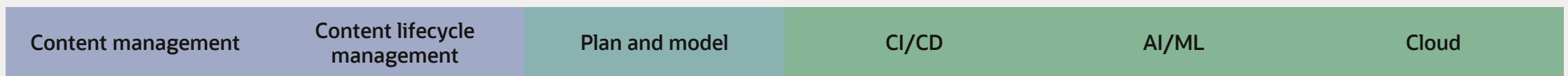
Recommended actions:

- Modernize legacy technology to simpler, modern cloud models that improve agility and security
- Adopt agile approaches to innovation
- Plan and model scenarios such as new distribution channels, partnerships, and M&A

How to get started:

- Identify technical debt that is holding you back
- Learn about AI and automation to look for low-hanging areas of opportunity
- Invest in change management to foster new ways of working
- Assess the data you have today and where it's located

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5: Transform the workforce

Transform employee experiences and effectiveness with new approaches to talent.

Recommended actions:

- Build global consistency at every stage of the employee lifecycle
- Enhance employee experiences
- Use data to identify critical roles to improve business value
- Position HR as a strategic partner rather than as a transactional function
- Create a seamless workforce of contractors and collaborators, while adhering to regulations (e.g., SAG-AFTRA)

How to get started:

- Identify sources of employee turnover
- Use data and analytics for informed decision-making in human capital strategies, aligning HR support with broader business goal
- Prioritize employee retention by fostering a corporate culture that aligns with your workforce's values and work-life balance needs

Oracle capabilities enabling strategic goals

Human capital management

Contingent labor



Internal questions to get going

Data and analytics readiness

Do we take advantage of modern technology such as AI, automation, and mobile?

Are our employees able to do the best job with the tools we provide?

Are we using modern technologies, such as drones and sensors, to get more granular and real-time data?

Consumer demand

Are we keeping up with new consumer demands?

Are we able to move quickly as we identify changing signals?

Finance and profitability

What kind of analytics and insights do we need on day one of going live?

Do we have a clear understanding of our financial situation, including granular profitability analysis?

Are we able to accurately measure product and customer profitability?

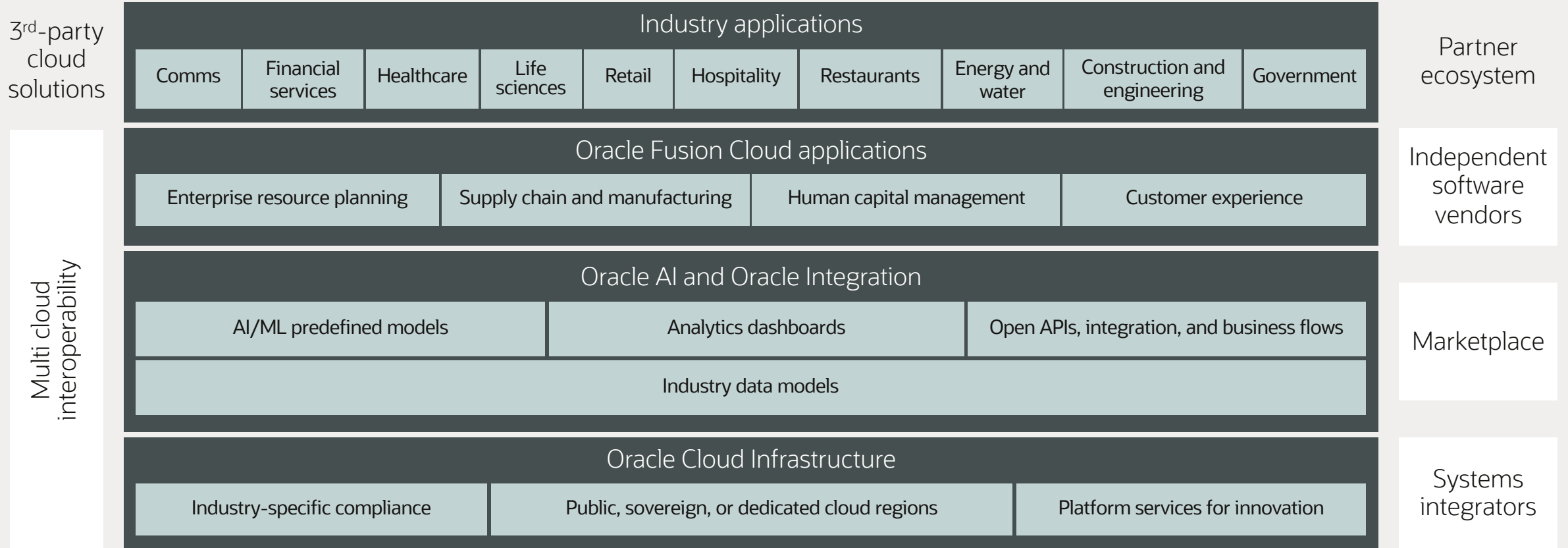
Scale and modern tech

Can we adequately deliver the latest and highest-quality content?

Can we scale with high performance?



Oracle solutions for every industry



Why Oracle?

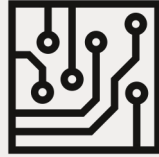


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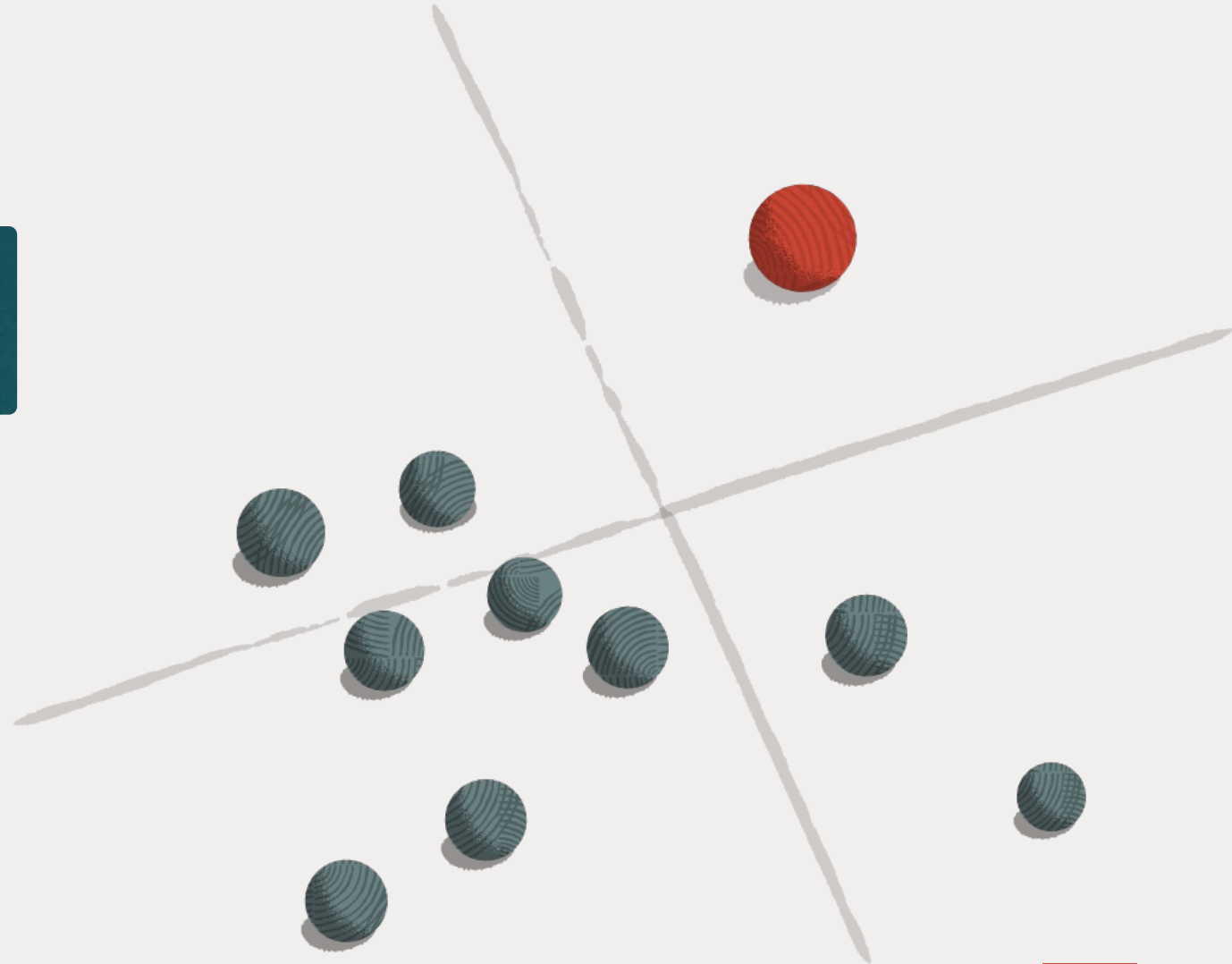

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