



**MEDIA AND ENTERTAINMENT**

# Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



# Media and entertainment

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

To capture and retain consumers' attention, media and entertainment 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 and distribution

Map consumer preferences to create the right content and distribution channels. Automate new revenue opportunities. Use high performance computing to support streaming, visual effects, and rendering.

## Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud.
- Connect customer interactions and insights with operational execution.
- Connect to talent and production resources in smart ways.
- Deliver a world-class viewing experience.

## 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.

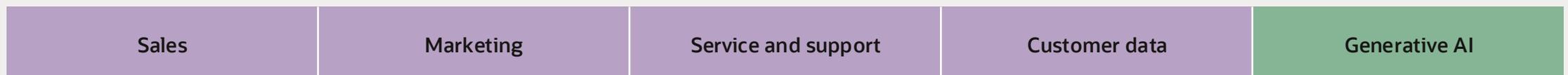
### Recommended actions:

- Modernize and automate front-office function to improve customer centricity.
- Provide 360-degree view of customer interactions.
- Personalize experiences to increase primacy.

### How to get started:

- Use generative AI to personalize customer interactions such as marketing communications or customer service responses.
- Use agentic AI to automate customer service and improve resolution times.

### Oracle capabilities enabling strategic goals



## 3: Invest profitably

Adapt investments through real-time visibility across operations, finance, and planning.

### 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:

- Use AI to do real-time trend and variance analysis via natural language interactions, run event-driven predictions on financial/operational data, and guide “what if” simulations.
- Provide a conversational interface to help users build, modify, calculate, and analyze profitability and costs models.
- Increase finance automation to speed up time to insights and accuracy.

### 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.

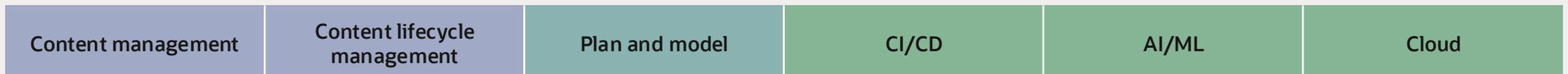
### Recommended actions:

- 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.

### Oracle capabilities enabling strategic goals



## 5: Transform the workforce

Transform employee experiences and effectiveness with new approaches to talent.

### Recommended actions:

- Enhance employee experiences and personalize using generative AI.
- 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:

- Use skills data to better match resources to roles.
- Analyze hiring, performance, and attrition data to improve employee experience and ability to attract great employees.
- Automate routine HR tasks to free up time for more strategic work.
- Use AI to answer employee questions faster and with more consistency.

### Oracle capabilities enabling strategic goals

Human capital management

Contingent labor



# Internal questions to get going

## Data and analytics readiness

- Are we actively using AI to improve outcomes and efficiency?
- 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?



# Four key elements to your success

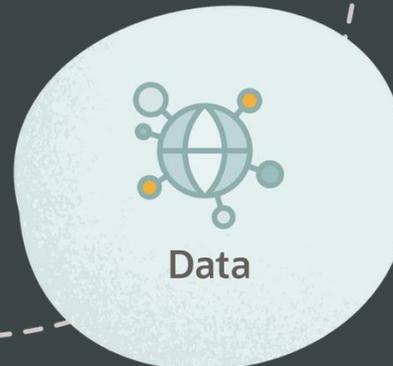
Leadership defines vision/urgency for AI adoption, alongside commitment to customer success and continuous improvement.



Processes are continually reimagined to **streamline** operations and **empower** people to focus on higher-value work.

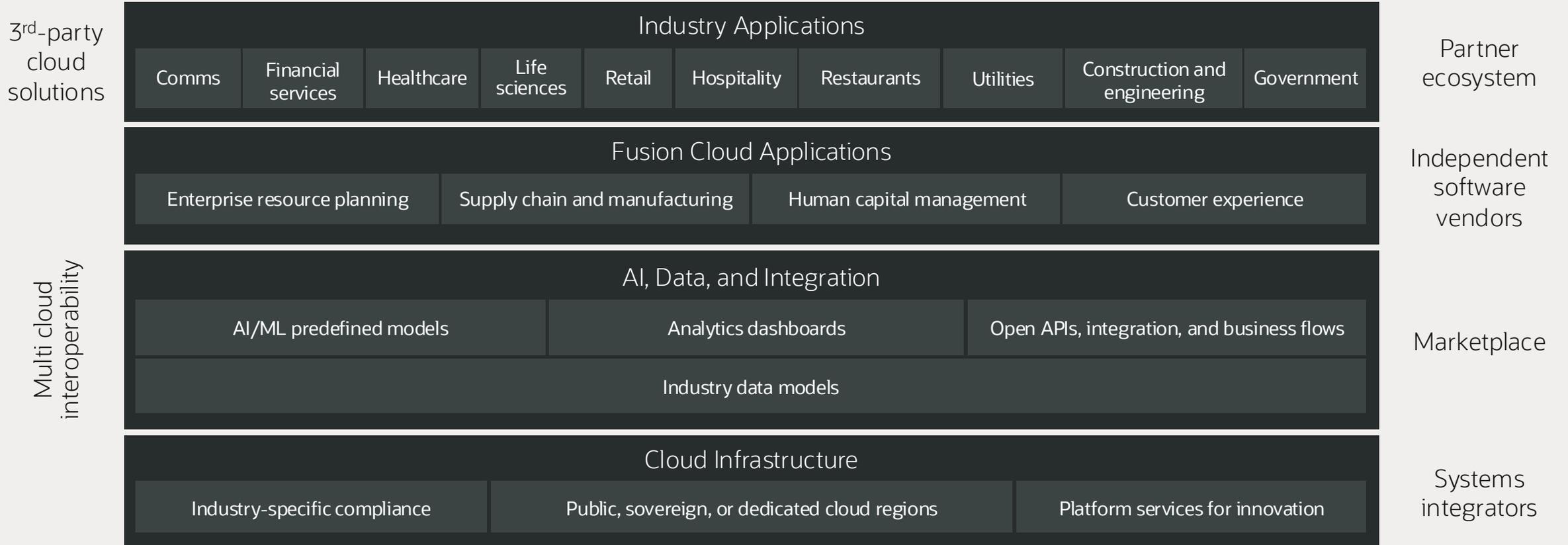
 Oracle  
Playbook

Oracle provides everything you need to deploy best-in-class applications and continuously innovate – with AI and agentic at the core.



Benefit from a unified data model provided by Oracle's end-to-end technology stack and invest in data governance.

# Oracle solutions for every industry



# Spotlight on Sports & Entertainment

**Challenges:** Big crowds, high-volume rushes, and guest experience expectations strain venue operations.

## How Oracle solves it:

- **Integrated sales & inventory:** Syncs all outlets—fixed, mobile, kiosk.
- **Fast, reliable payments:** Processes transactions quickly and securely with zero downtime, even during peak event surges.
- **Smart workforce tools:** Dynamic scheduling matches event flow.
- **Live analytics:** Tracks sales, inventory, guest feedback instantly.
- **Engagement tools:** Personalized offers and real-time communication.

**Outcome:** Efficient operations, increased per-guest sales, and memorable fan experiences - all powered by secure, scalable Oracle technology.



# Additional ways Oracle serves Media and Entertainment



## Complete capital program management

Support project governance, visibility, and performance across capital project portfolios. Address project risk, manage change, and sharpen decisions from ideation and planning through execution and asset operation.



## Always-on connectivity

Improve connectivity and network security from the back office to live events.



## Unified Payment Orchestration

Deliver secure, real-time processing across ticketing, concessions, and merchandise.



## Intelligent merchandise operations

Connect venue and digital merchandise, optimizes event-driven demand, and increases revenue per attendee.

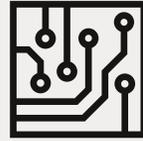
# Why Oracle?



## Complete Suite

Best-of-breed apps designed and built based on customer needs—with AI throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



## Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.



## Award-Winning Design

Award-winning consumer-grade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.



## Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.

# Committed to your success

## Oracle Cloud Success Navigator



### Achieve Cloud transformation objectives

Cloud success starts with projects that are delivered on time, on budget, and done right the first time. Leverage standards from +10K implementations with AI guided actions, role-level ownership, and accountability across your team, Oracle, and your SI to achieve success faster.



### Confident design decisions deliver exceptional results

Oracle Modern Best Practices and Oracle University modules establish knowledge of your Oracle solutions and help reduce customization risk. Hands on application practice through Starter Configuration helps drive decisions from experience.



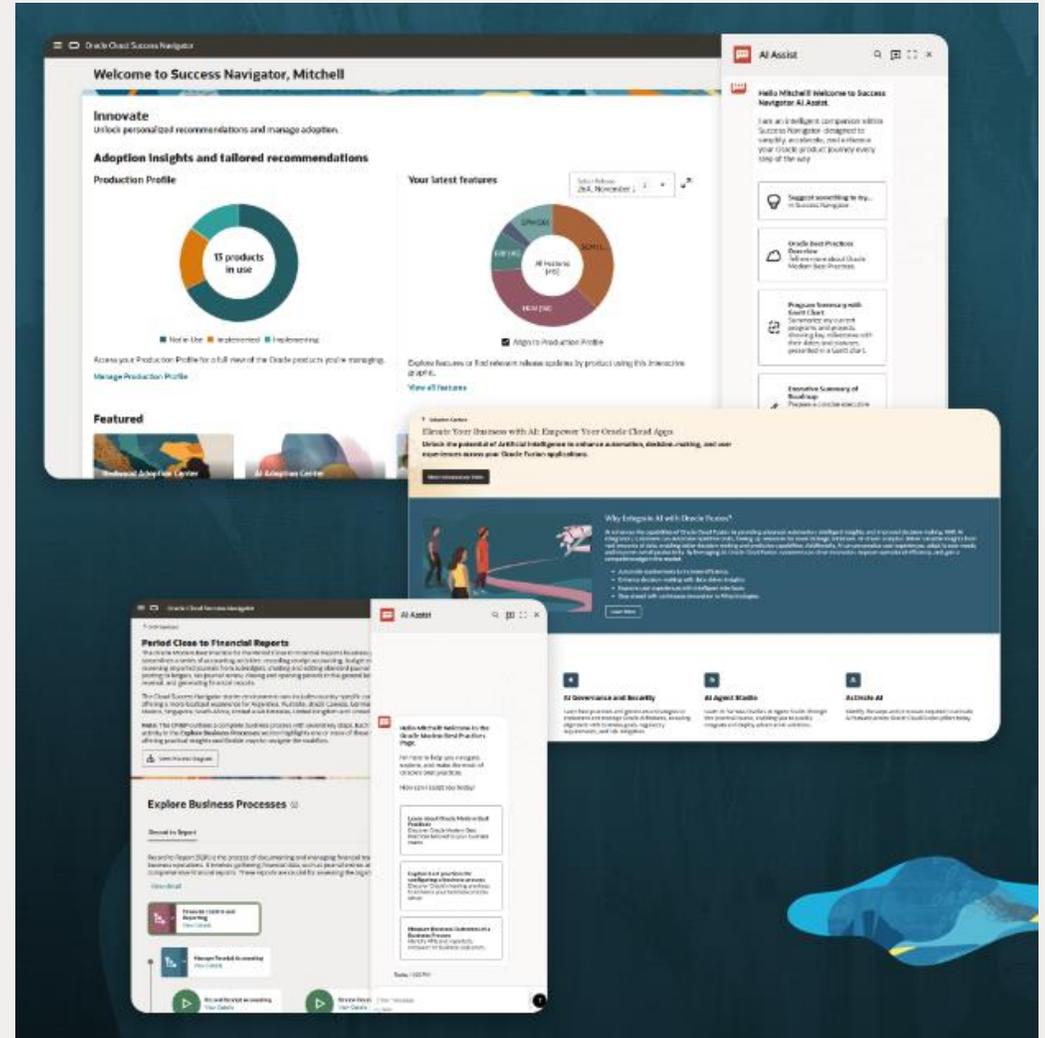
### Increase your investment's value with AI and innovations

Help reduce cycles and costs while AI identifies gaps and expedites planning. Consolidated release materials with customizable Adoption Roadmaps drive business and IT alignment



### Leverage AI every step of the cloud journey

AI agents shape your journey and create tailored strategies for ongoing evolution. Empower teams and increase satisfaction by directing resources toward value innovation not tedious administration



# Extensive partner ecosystem

**+20,000**  
Partners and ISVs

 **accenture**

**Deloitte.**

 **KPMG**

 **pwc**

 **cohere**

 **Palantir**

 **Red Hat**

 **THOMSON REUTERS®**

 **VERTEX**

**aws**  

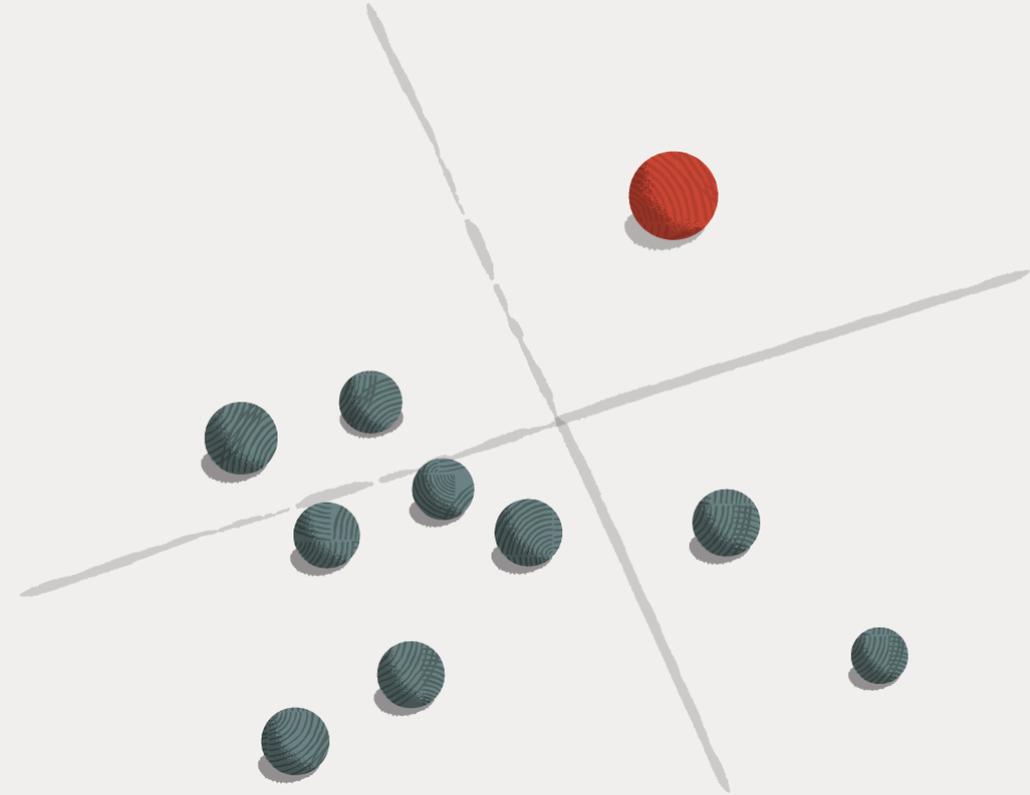

 **Google Cloud**

 **Azure**

 **NVIDIA.**

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