

Smart Media Production Planning

The media and entertainment (M&E) industry is undergoing an epic digital transformation. The rise of over-the-top entrants with disruptive approaches has created an extraordinary demand for original, high-quality content delivered to consumers faster. To remain competitive, M&E companies must improve productivity, minimize risk, and maximize profitability of content investments.

In addition to dealing with an increasing number of gig crew contractors and rental suppliers, M&E companies must also manage the end-to-end content production journey within the media enterprise more efficiently. They must adopt a data-driven approach from idea conception to budget planning, become more financially transparent, and be able to track the profitability of a content franchise instantly.

Oracle's Smart Media Production Planning is a new, cloud-based solution for large studios and broadcasting companies that will help minimize content investment risks and execution, maximize resources, and deliver an excellent crew experience while driving productivity. The solution includes ERP and EPM cloud functionality—augmented by blockchain, artificial intelligence (AI), and mobile cloud technologies—delivering next-generation production planning and resource-management capabilities to meet current and future M&E requirements.

“We decided to go big-bang and implement our ERP modules as well as HCM and payroll all together at once. Putting in place new, modern technology can be an enabler for that transformation, especially when we're trying to achieve future growth.”

Justin L. Bray
Vice President and Treasurer,
Sinclair Broadcast Group

“With advanced analytics and artificial intelligence built into the Oracle Cloud apps, we can start predicting customer behavior so that we can focus our re-investment in those customers in a much-smarter way.”

Mark Frissora
CEO,
Caesars Entertainment

Boost production-process efficiencies and fuel profitability

According to an OVUM study, 60 percent of M&E companies embarking on cloud back-office transformation strategies want to improve operational productivity, and 42 percent want to improve budget planning and project management. Oracle's Smart Media Production Planning solution helps studios and broadcasters reduce risk and learn from the past, allowing them to make better investments in the future.

- **Make data-driven decisions** – Use AI to tap into valuable and relevant own and competitive insights about content investments and consumption to make the right content investment decisions.
- **Gain robust control** – Create and fine-tune robust and complex production-budget simulations and income scenarios for new productions to decide how best to invest.
- **Track profitability** – Improve financial transparency with real-time performance tracking of the media franchise with true cost and revenue key performance indicators (KPIs).

Create a differentiated production-crew experience

In that same OVUM study, M&E companies revealed that cloud back-office transformation hugely enhanced personalized user experience and real-time data sharing. In fact, 51 percent of respondents said they wish to incorporate mobile and chatbot capabilities within the next 24 months.

- **Simplify engagement** – Attract the most-creative contractors, onboard them faster, and reduce crew administration using a blockchain-based, trusted, media-crew network of immutable supplier records.
- **Hire effectively** – Empower your line producers or schedulers with flexible tools so that they can easily find available and relevant contractors from their resource pool using best-fit AI matching.
- **Delight crew** – Personalize the production-crew experience with a mobile app that maximizes crew collaboration and simplifies time spent on administrative tasks, such as time sheets, invoices, or royalties.

“Before our Oracle ERP Cloud, a lot of our data was trapped in many different systems. It was very difficult to pull it all together and provide management with complete analysis on the various accounts that we use. Our information is all in one place now—that means faster and more-robust management reporting.”

Tim Regan

Vice President of Finance and Corporate Controller, Pandora

“Oracle's cloud solutions will provide approximately 20,000 Hearst employees with finance and planning capabilities that will allow them to better communicate and execute their jobs.”

Bill Kager

Vice President of Finance, Hearst

Solution and Product Highlights



Content Production Investment Analysis, Planning, and Budgeting
Oracle Analytics Cloud, Oracle Enterprise Planning and Budgeting Cloud



Content Production Project Planning, Resource Allocation
Oracle Project Management Cloud, Oracle Project Financials Cloud



Media-Crew Network App
Oracle Java Cloud Service



Custom Application Back End
Oracle Mobile Hub Cloud



Updates to Multiple Applications
Oracle Integration



Distributed Ledger of Immutable and Verified Supplier Records
Oracle Blockchain Platform



Project Feedback Data
Oracle Autonomous Transaction Processing



Purchase Orders, Supplier Invoicing
Oracle Purchasing Cloud, Oracle Financials Cloud



Franchise Performance Using KPIs and Dashboard
Oracle Enterprise Planning and Budgeting Cloud

“I can now look at a single entity, division, or department ... We were never able to look across the enterprise like this before.”

Julie Ann Mong,
Vice President Financial Technology Services, Sim International

Oracle's Smart Media Production Planning solution unleashes the power of emerging technologies in a unified, cloud-based platform that enables studios and broadcasting companies to re-imagine the end-to-end journey of a production within the media enterprise.

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