

reinvention in the media arena

synergizing content, context and consumer



A new media age

Advanced digitization, powerful new devices and the boom in broadband connectivity have enabled a new media age - where distribution joins content in the winning formula. In this consumer-driven environment, media companies - and indeed organizations of all kinds - must learn to master the new audio-visual dynamics of digitization.

The new age in media is not simply a question of broadcasters, publishers and other traditional market players - nor even of new Internet corporations and user-generated social media. In today's society, audio-visual communication is emerging as the dominant means of expression, forcing all organizations to begin analyzing their media management skills.

For broadcasters, publishers, advertising and entertainment enterprises the media imperative now is to secure traditional business, expand footprint, evolve business ecosystems and drive operational efficiencies. Media players need to increase content consumption through higher quality of experience, digital formats and new media devices. They must overcome piracy and rights issues - minimizing the risk of non-authorized and non-monetized consumption. They have to facilitate social media without rights infringement while monetizing the long tail through new distribution channels for assets.

But in a deeper sense, they have to get used to performing from now on in a digital space which no longer belongs to them. In a world where over half of American teenagers have already supplied their own content to the Internet, and where transmedia storytelling demands collaboration at every corner, the old command and control mechanisms of vertically integrated media companies must give way to the networked dynamics of the cloud. It's a challenging time for age-old habits and mindsets, but rich with opportunity for fresh minds.

In an environment where the audience relationship is now active and dynamic, we can help you redefine the content, distribution and customer experiences needed to stay ahead of the game. The new Atos brings together Europe's two leading service partners to create a third force capable of media transformation across local and global markets. We were the first to become actively engaged in the day-to-day operations of the media industry through IT outsourcing. We run the technology end of the world's biggest media event - the Olympic Games. We leverage differentiating skills in high-tech transactions, community clouds for your sector as well as New Media solutions for all types of organizations.

In July 2011 Atos Origin came together with Siemens IT Solutions and Services, to create a powerful fusion of the following elements:

- ▶ Video content management and distribution
- ▶ Sector-specific consultancy
- ▶ Mastery in metadata
- ▶ Application Testing and Management
- ▶ Media cloud platforms
- ▶ High-tech transactional services
- ▶ Major events media services
- ▶ New Media research
- ▶ Digital Content Marketplace - creation, management, delivery.

Combining business-critical solutions which enable media transformation along with foundation IT services that professionalize operational performance, we help you synergize content and consumer for a new level of media leadership. With higher consumer expectations and 'crossuser' participation, we enable more differentiated experiences and professionalize business delivery.

**Content used to be sole king.
Now it's joined by context - the
synergy between channel, device
and the individual consumer.**





Enabling media innovation

Atos has now enriched its global media portfolio, allowing you as a broadcaster, publisher or indeed any enterprise to perfect media delivery and customer experience while you take advantage of B2C cloud platforms, industrialized payment solutions and proven skills in digital media creation.

In the new consumer-driven environment, broadcasters along with publishers and other media entities face core innovation challenges. Very often these involve reversing long-established models such as linear programming and the printed word. Digital content aggregation/programming is moving closer to the consumer and applications are the means. These applications now define the expanded media space, and dynamic repurposing of content assets across delivery platforms is the key to brand success. Whatever the nature of your core innovation challenge, Atos brings enabling solution sets that transform possibilities across broadcasting, publishing and enterprise arenas - disrupting established dynamics and changing the media game.

Strong consulting capabilities ensure you get objective advice without a vendor bias, and can identify the right strategies and architectures for your unique organization. Two consulting offerings in particular meet the needs of broadcasters and publishers - Digital Media Excellence and Customer Management Excellence. To excel is to literally stand out from everyone else, and that is exactly what our consulting interventions enable you to do:

- ▶ Digital Media Excellence brings together unique insights into media transformation with proven methodologies for realizing your own corporate strategy
- ▶ Customer Management Excellence offers publishers a new way to connect with readers and audience through social network analysis and strong Business Intelligence as well as campaign management capabilities
- ▶ We support this with mature consulting expertise in smart customer care, customer value management as well as interactive and operational marketing.

Three core solution areas within the media space then deliver advantage in B2C cloud, payment and Digital Media Creation.

- ▶ New Media in sports, for example, is one of those cloud solutions, building on our incomparable knowledge of contextualizing user experiences at global media events such as the Olympic Games
- ▶ Our Digital Media Creation platform with high-level solution architecture is a complete broadcasting content creation solution leveraging unique reference architecture and tailored methodology from Siemens. This platform reduces cost, time and risk as you perfect the new art of once-off creation and multifold repurposing
- ▶ Atos is a world leader in payment services, ensuring you not only contextualize new services for audience relevance but monetize new revenue streams and maximize lifetime audience value.

Atos has over 25 years of experience helping all kinds of media companies transform their results. In broadcasting, publishing and other key media environments, we push the innovation envelope through:

- ▶ Strategic virtualization and cloud architecture capabilities, including community clouds for specific media sector business processes
- ▶ New Media solutions, for example in sport, that capture the synergy value of content, context and consumer
- ▶ Leading-edge payment and transaction processing to monetize new services and realize the long tail
- ▶ Deep process insight and expertise through the world's first operational outsourcing involvement in media.

Whether you are a business or an IT leader in the media space, let us write history together as we apply the benefits of business technology.

Case in point - Facility design, North America

Reinventing performance in the media arena requires speed, synchronicity and prior process understanding. Atos has recently helped one of North America's prime media and entertainment producers integrate 10 sites into a new state-of-the-art production facility that realizes all the agility of digital workflows across core processes. Involving 1,200 staff, 60 core workflows and 15,000 hours of new content per annum, this complex transformation project was completed within 18 months and fully prepares the client to lead in a demand- and consumer-driven era. As well as being the key technology partner, we also managed 25 other partners for this customer, from 3 continents.

Professionalizing media operation

In a networked digital environment, foundation IT takes on new business relevance for media and other companies. Our answers in infrastructure and application management ensure your core support platforms function in sync with changing business needs and deliver progressive cost economies.

We are the business technologists, a new category in media partnership between management consulting and IT services. Business technology is pragmatic, and vendor-independent. Business technology is a global expertise, but always on a local context level. Business technology bridges the gap between changing business needs and installed IT assets by integrating and operating systems with process understanding and vendor-neutral flexibility.

Whatever kind of media business or media management challenge you now face, you need to differentiate the audience experience but also industrialize the foundation technology. Without professionalizing the IT base - including through consolidation, service orientation and outsourcing - you will not realize the modularity, agility and scalability necessary to flex your business at will. We help you professionalize your foundation by deploying mature skill sets in infrastructure management as well as application management and operations - evolving and improving your essential performance.

► Infrastructure operations and outsourcing builds on our unique positioning within media enterprises and global media events to bring you progressive benefits in IT cost and business value over time. We ensure your infrastructure assets are not only streamlined for ongoing economy but continuously aligned with changing business patterns.

Atos is Europe's number 1 managed services operator, and now comes with a fully extendible and mature global delivery network for maximum cost and value advantage.

Publishers and broadcasters face specific cost challenges - whether that is taking expense out of IT operations to offset loss of print advertising revenue or accelerating M&A integration to capture full synergy.

► Our application management and operations deliver best-fit application portfolios that eliminate redundancy, remove unnecessary cost and remain aligned to current mission needs.

These are unusual times for media enterprises, facing a new balance of power with consumers and challenged to deploy content assets across an expanding galaxy of digital distribution channels and smart devices. Atos is a newly transformed partner that combines business-critical solutions for media with foundation IT answers that address the increasingly complex integration of these channels and devices. We also scale to complete facility design and broader building technology, energy and sustainability infrastructures through our strategic partnership with Siemens. Solving your core business challenges as well as serving your daily technology needs, we are the business technologists with insider knowledge:

- You need someone to help you better understand the last consumer mile and monetize new media experiences. Through our capabilities in social computing and high-tech transaction processing, we know how
- You're looking for a media expert to up your game in audio-visual communication throughout your organization. We are the New Media experts here



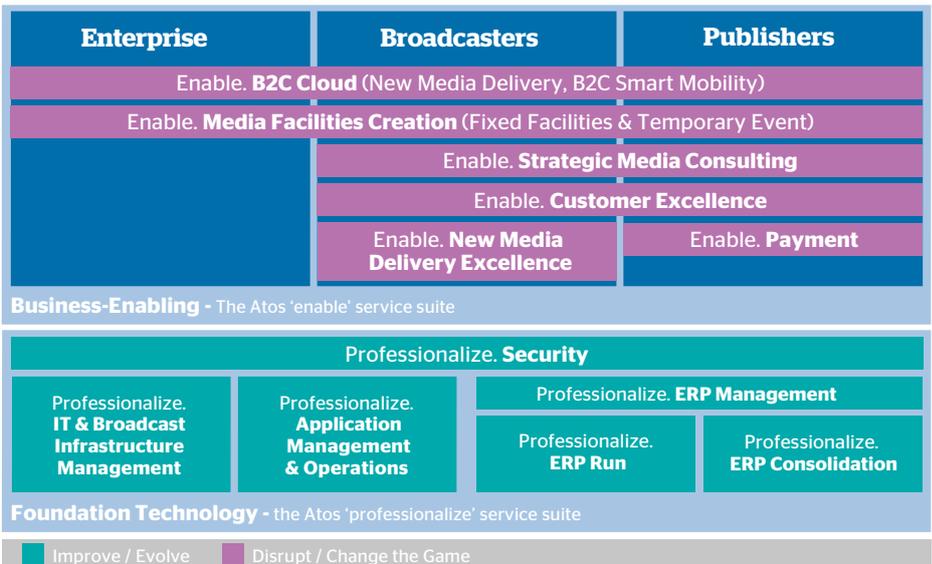
- ▶ You are a publisher looking to enrich the reader experience and extend brand presence over platforms. We have knowledge gained from partnering with some of the world's biggest publishing enterprises
- ▶ You are a broadcaster looking beyond file-base transformation to a completely new level of content, distribution and consumption experience. We have expertise acquired through exclusive sourcing partnerships with leading public and private sector broadcasters.

Together let's create new milestones in media history by synergizing the worlds of digital content, distribution and consumption.

Your business technologists.

Powering progress. Atos.

Reinventing your media performance



Balancing cutting-edge solutions that change your media game with foundation services that help you improve and evolve core operations.

About Atos

Atos is an international information technology services company with annual revenues of EUR 8.7 billion and 78,500 employees in 42 countries. Serving a global client base, it delivers hi-tech transactional services, consulting, systems integration and managed services. Atos is focused on business technology that powers progress and helps organizations to create their firm of the future. It is the Worldwide Information Technology Partner for the Olympic Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting, Atos Worldline and Atos WorldGrid.

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