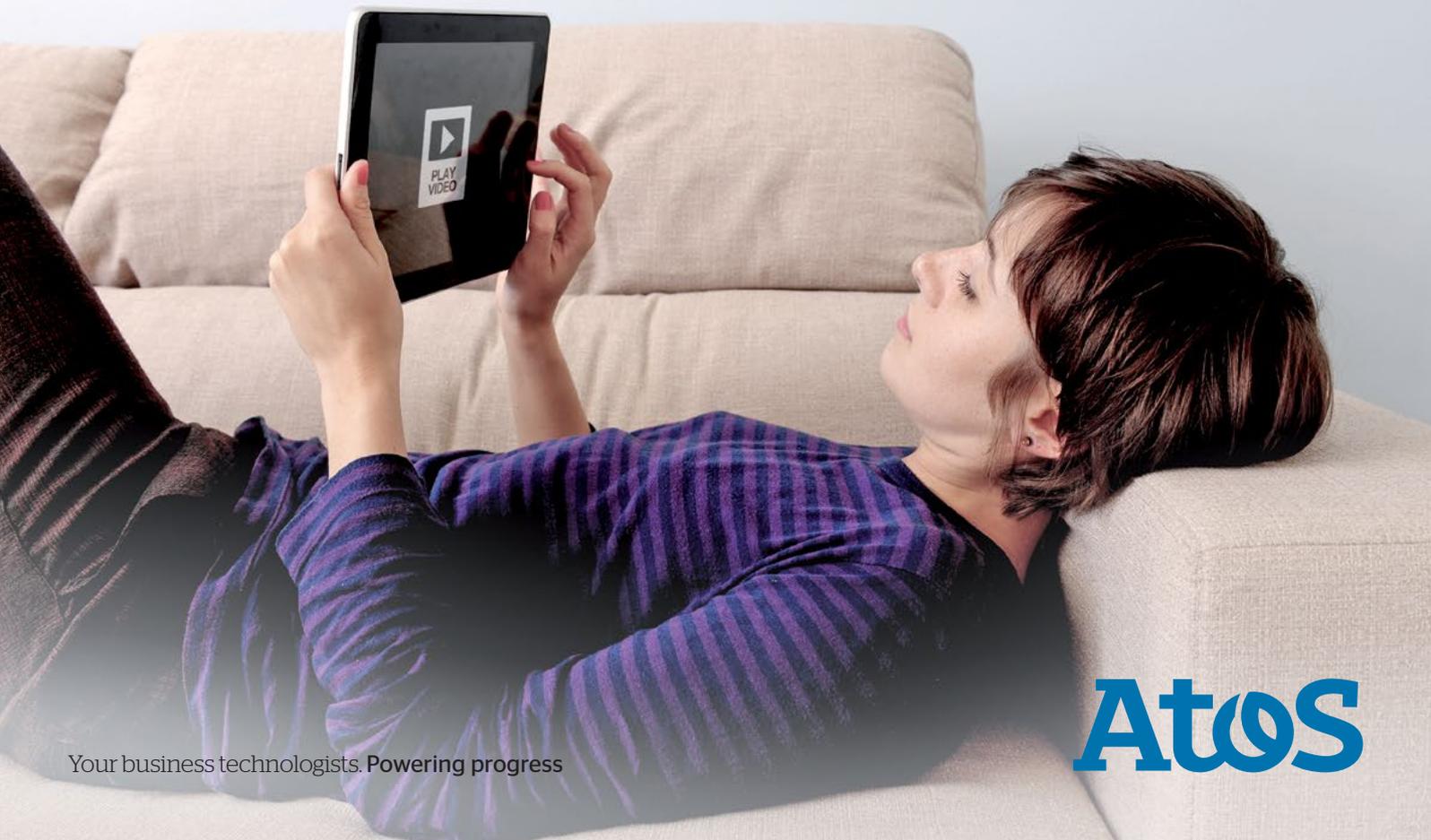


# rethinking

## online video communications

video as the active core of new media



---

# A very short history of digital video

Online video got personal - with more and more people watching on tablets and smartphones, we now decide where, when and what we watch. This personal delivery is true for advertising and additional messaging too, with contextual content channeled directly to the individual viewer. Right now, online video - fixed and mobile - is the most buoyant of all new media.

---

**In both public and private sector organizations, people who care about the quality of communication with customers and employees, cannot ignore this change.**

This is not about scattering video clips across a website: it is about creating the culture, processes and capabilities needed to put video to work profitably online - to make video part of the fabric of business communication.

## **30 years ago**

People stood in front of CCTV monitors in super-markets so they could see themselves on television.

## **20 years ago**

Innovative marketers struggled to distribute flickering thumbnail videos on the new 3½" floppy diskettes.

## **5 years ago**

Mainstream broadcast TV goes online.

## **Now!**

35% of the world population uses the internet - and most people now click for video. There are 6 billion cell phone subscriptions worldwide, and in Europe, over ⅓ of those are already smart: any-time, anywhere, any device video is now reality.

---

**Video has escaped the desktop - it's mobile internet from now on.**



---

# New skills. New practices

The new online video landscape is about more than giving consumers access to more content over more devices. This is the year we connect – the year that Internet video escapes from the desktop.

---

**Every smart phone and tablet becomes both a means of consumption and a means of production. This does not mean that everybody who can click “record” will become Steven Spielberg. It does mean, however:**

- ▶ That recording and sharing video becomes part of a new shared communication vocabulary
- ▶ That online video becomes part of our basic expectation for everyday communication – watching TV is no longer about passive relaxation

What do these changes mean for the way in which you behave with your own employees and, even more importantly, with your customers?

## Media Perspectives

The online video revolution clearly has a special impact on every media company. While enterprises in other sectors seek to use video to enhance customer relationships, for media companies, online video becomes core.

Not only do you need to maximize monetization of all existing video assets, you need to create compelling contextual frameworks which will make your company a favourite for both consumer and commercial customers.

## Internal

As your organization becomes more widely distributed, and as working practices become more dynamic, internal communication must be both immediate and personal.

Video becomes pivotal in your internal communications mix:

- ▶ Sharing news and strategy with company TV
- ▶ Supporting professional development and learning
- ▶ Giving employees the opportunity to share achievements and ideas
- ▶ Extending the value of seminars, conferences and workshops

## External

Whatever your business, most of your customers now spend more time watching than reading - you need to use online video to actively extend customer relationships. People don't just want visual chewing gum: they want video to lead to active engagement.

- ▶ Gaining useful and compelling product and service information
- ▶ Using contextual links to jump between what they see and what they do
- ▶ Learning how their peers and heroes think and behave

## Who does what ?

**In the past, only the largest enterprises kept video resources in house. Everybody else hired them in as needed: big crews on big budgets for big jobs – small crews on small budgets for small ones.**

This now changes. “Video literacy” becomes a basic skill for any digital native. This means:

- ▶ You gain access to external resources who can think of video in its full digital context – unlike the old brigade, they are ready to craft for interactive use from the start, building contextual links directly into the video narrative.
- ▶ You will discover internal talent who are as comfortable with a camera as a keyboard.



---

# From files to flows

Few organizations have really begun to use video as an integral element of their online communication strategies – for most, video clips simply break the rhythm in a sea of text.

---

**This is not the way forward. We need to move from files to flows. We need to make a continuous program of communications in which video, text, graphics are woven together with ticks, clicks and tricks to create value for our customers and value for our companies.**

Online video is not a decorative extra – it is a catalyst for rethinking communication: ask how you want customers to experience your business.

Quantifying return on marketing and communications spend is never easy. You can look at brand equity and the big picture. You can dissect the performance of individual campaigns.

We now need to weave video into the model, ensuring that it contributes directly to the quality of relationship with our employees and customers. Benefit must be measurable: you must ask how video-enhanced communication contributes to the volume and value of your business.

---

**Ask how video-enhanced communication contributes to the volume and value of your business.**

---

# Planning, process, performance

Atos is ready to help organizations turn online video into hard-line business advantage. We contribute directly to planning, process and performance.

---

## 1. Planning

---

**How you plan your online video strategy will depend on your organization's core business. In its online video engagements with customers, Atos sees three principle classes, each with a different starting point and each with different objectives - at least with regard to external positioning.**

(Regarding internal communications, online video for these different market sectors has much more in common.)

Atos works with clients from all three perspectives, helping to identify opportunity and create actionable strategies for online video.

### Media Companies

Every media company can gain from online video. This spans everything from sports associations to advertising agencies and local news services.

While mainstream broadcast companies have had no choice but to master online, many specialist media players have yet to make it happen. Any organization which owns video assets, whether historical or contemporary, needs to ask, "How can we capitalize?"

### Telecommunications Companies

Telecommunications companies have been aware from the start of the need to create commercial value from the convergence of data, voice, and video.

Now that video is entering a new age of cultural and technical maturity, it becomes a new stream of business - especially where the telecommunications company can establish partnerships to offer "full-function" video services to its commercial clients. Bandwidth charging alone will not deliver the real returns.

### Everybody else

Retailers and manufacturers, government agencies, healthcare providers and power companies - you all stand to gain.

Automotive companies are a great example. They are keenly aware that their success is tightly linked to how customers perceive life-styles. For them, every aspect of an online product exploration creates opportunities to add value with focused contextual video.



---

## 2. Process

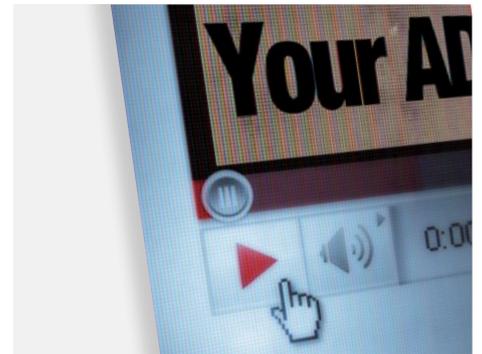
---

**For online video to even begin to deliver on its potential, you need to think process. Naturally this covers every aspect of ingestion (upload, encode, quality control and so on).**

But business integration is even more important. It is the integration with sales and CRM, with advertising servers, with Business Intelligence and analytical programs, and with payment and transaction systems which is really going to reveal new value.

Publishing online video is something we can all do now – it's as easy as making a call. Profitable integration within effective business workflows, however, requires very different business and technology skills.

Atos business and technical integration specialists will help you embed online video actively in your business and system processes, advising on technical choices along the way. VAST (Video Ad Serving Template) and VPAID (Video Player-Ad API Definition) are just some of the hot topics.



---

## 3. Performance

---

**When you make online video an integral component of your own communication and business model, performance and delivery come high on the agenda: a Michelin chef does not serve food on a dirty plate.**

Click-speed delivery, the ability to flip from thumbnail to full-screen, or to jump seamlessly between video and contextual applications – all this now becomes part of your brand value.

Scalability is critical too. A government public information campaign, for example, may need to jump overnight from a pilot of 10,000 to a state of 10 million hits or more in a day.

But the winning skill lies in context management – your ability to use meta-tags to establish new business triggers is where you will create new value and new revenue.

Atos will help you determine which Online Video Platform (OVP) is most appropriate to your particular needs, and will, if desired, handle all aspects of implementation and ongoing management.





---

**Atos will help you take an energetic and creative look at what online video means for your business - at how it can help build better relationships, raise motivation and boost sales.**

# Why Atos?

Atos presents everything it does with a direct proposition: we design, we build, and we operate. It's the same for online video. To make our proposition this simple, however, demands exceptional depth of business and technology expertise.



Atos



## Design

Leading with our consultancy services, we draw on experience in different market sectors to bring new value to all online video engagements. Our experience in manufacturing and retail, for example, brings value to our telecommunications and media clients – and vice versa.

We are particularly keen to help our clients spot triggers and opportunities. If, for example, an organization is reviewing content management or workflow practice, then we will be keen to at least raise the possibility of more far-reaching online video opportunities.

## Build

Over 75% of the Atos team are skilled business technologists. Fluid exchange of ideas and specialist knowledge counts for a lot in online video engagements. The ease with which we can bring together, for example, content management and CRM specialists makes it possible for us to approach business and technology challenges creatively, turning good ideas in action. You cannot get this cross-fertilization simply by acquiring a video management platform.

We will anticipate the needs of future delivery platforms too – and here cloud has clearly become a hot topic. Cloud delivery becomes pivotal in the need to scale rapidly without crippling capital investment.

## Operate

When online video becomes an integral element of internal and external communication for your company, success hinges on the quality of operation. When you entrust ongoing management to Atos, we will not only ensure availability and performance.

Atos is experienced in end-to-end management of the core business IT for clients on an enterprise and international scale. As online video has increased in business importance, we have extended our own skills portfolio to include the new layers of media-specific technology.

We will also deliver exceptional quality of business intelligence, ensuring that you can evaluate usage and tune development with focus and agility.

## Tech check

Don't underestimate the importance of technical proficiency. Quite rightly, marketing or business development teams don't care about the technical detail – but that doesn't make it any less critical. Atos' key technical and process capabilities in online video engagements include:

### Ingestion

(across all leading industry platforms)

- ▶ Upload
- ▶ Integration
- ▶ Encoding
- ▶ Quality control

### Management

- ▶ Content Management Systems
- ▶ Publishing workflow design and management
- ▶ Player personalization for different delivery platforms
- ▶ Metadata synchronization

### Delivery

- ▶ Multi-platform delivery (Android, iPhone, etc)
- ▶ Multi-Content Delivery Network (CDN) management
- ▶ Monetization – complex transaction management
- ▶ Reporting – real-time business and performance analytics

---

# Technology partnerships and engagement models

---

**As you ramp up occasional video use to make online video an integral and industrially managed strand of your business and communications, you will need to make decisions about which tools and platforms suit you best. Atos deliberately adopts a vendor-independent stance.**

We work comfortably with market-leading video management solutions including those from Brightcove, Cisco, Kaltura, Kit Digital, Ooyala and The Platform. If you want us to help you make the decisions, we can share our own experience of different OVPs. If you have already decided, and now want to integrate online video fully with your existing business and communications systems, then we can work comfortably with your choice.

## Next steps

**If you have already begun to turn online video into an integrated component of your business and communication strategy, we are keen to compare notes. We would be particularly interested in showing you how our highly-evolved transaction processing services can be deployed both to monetize video content and to deliver the pinpoint business intelligence needed to develop profitably.**

If your organization is less evolved, we would like to share examples of what we have already helped our clients achieve with online video in telecommunications and media, and in other industry sectors.

We would like to invite you to participate in open discussion on the transformational impact of online video. Technical decisions are important, and so are delivery models. But before we get to the "how", let's start with the "whys" and the "what ifs".

Let's ask how you can start putting online video to work profitably.

We are also keen to explore different engagement models with you. All IT and process engagement models are now driven by the need to minimize risk, to maximize agility, and to shift major capital investment over to predictable operational expenditure. Payment must now be proportional to use - or even better - to business contribution.

In any online video engagement with Atos, you will find us keen to discuss models of shared risk and reward. We are eager for challenge, and eager to demonstrate the value of our business contribution. This is not fluff: our capabilities in complex real-time transaction management make it possible for us to transform raw data into detailed and substantiated results.



---

# About Atos

Atos SE (Societas Europaea) is an international information technology services company with annual 2012 revenue of EUR 8.8 billion and 76,400 employees in 47 countries. Serving a global client base, it delivers Hi-Tech Transactional Services, Consulting & Technology Services, Systems Integration and Managed Services. With its deep technology expertise and industry knowledge, it works with clients across the following market sectors: Manufacturing, Retail & Services; Public sector, Healthcare & Transports; Financial Services; Telecoms, Media & Technology; Energy & Utilities.

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 and Paralympic Games and is quoted on the NYSE Euronext Paris market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid.

**For more information:**  
Please contact [dialogue@atos.net](mailto:dialogue@atos.net)  
or visit [atos.net/onlinevideo](http://atos.net/onlinevideo)

[atos.net](http://atos.net)

Atos, the Atos logo, Atos Consulting, Atos Worldline, Atos Sphere, Atos Cloud and Atos Worldgrid are registered trademarks of Atos SE.  
March 2013 © 2013 Atos.

