

Media Asset Management

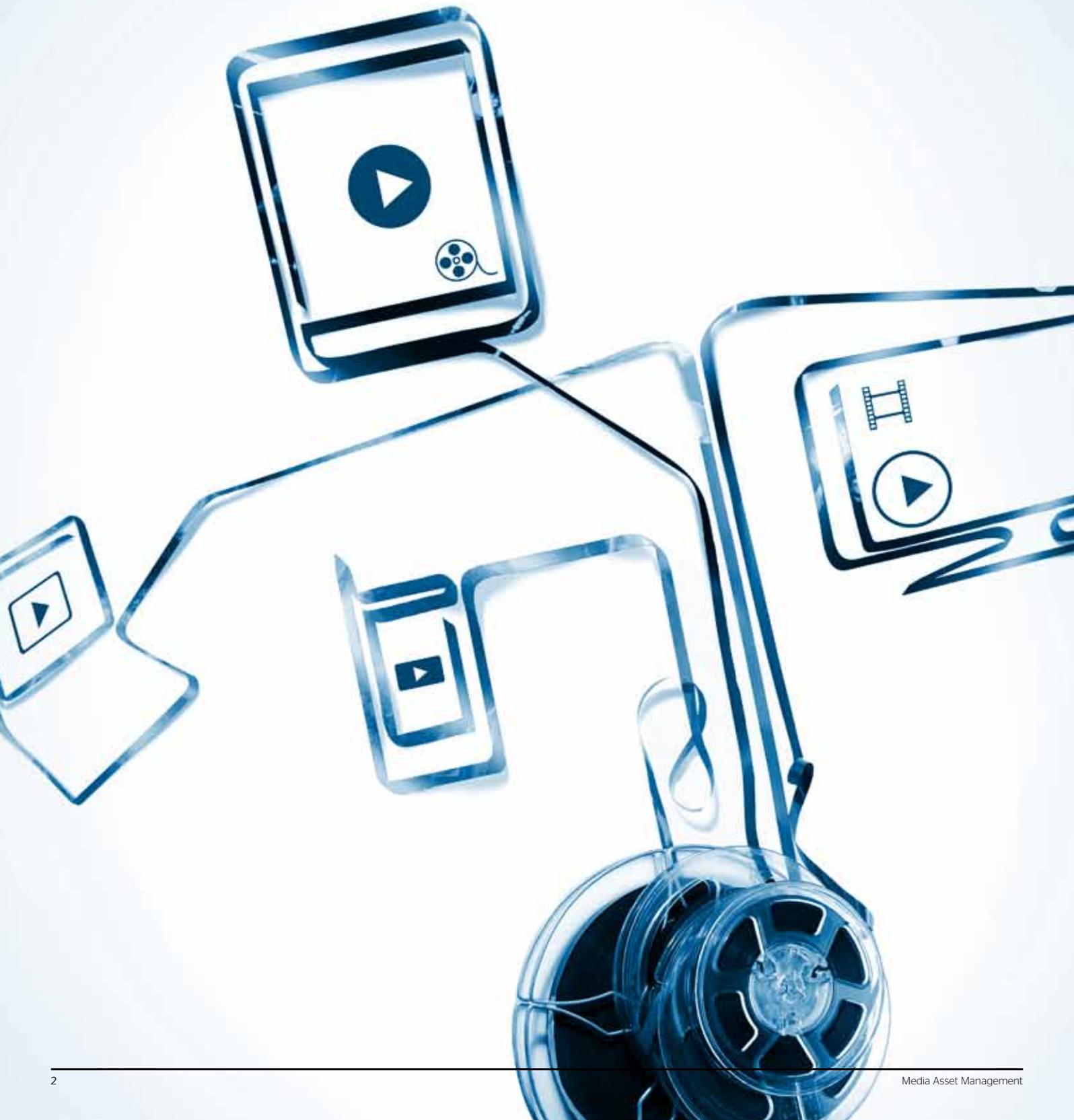
# liberating media assets

creative-profitable-inevitable



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**Every media asset you own should be able to contribute value. It cannot do that if it is gathering dust on a shelf.**



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# Just how digital are you?

Everybody knows that this is the age of digital media. But really - just how digital are you? The real test is not about media formats or transmission and access technologies. It is about the agility and intelligence with which you manage your digital media assets. It is about being able to locate and use those assets rapidly and efficiently, confident in the knowledge that all rights are respected. It's about being able to do all this with creative flair - and, of course, about reducing cost and making money.

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Digital technologies have had such a massive impact on media companies of every kind, that it's sometimes easy to overestimate real progress. We have come so far and so fast. Although there is now a new generation of journalists and program makers who have never known anything but digital, most members of media enterprises have witnessed the revolution take place in their own working lives.

You have seen:

- ▶ The fixed schedules of linear broadcast media being overtaken by play-on-demand
- ▶ The TV in the corner of the room replaced with multiple, often mobile, devices
- ▶ The equipment used to capture and edit content transformed
- ▶ The future of traditional print media turned upside-down by an e-reading public

But push all this change to one side for the moment, and ask, "What could today's media enterprises be doing differently?"

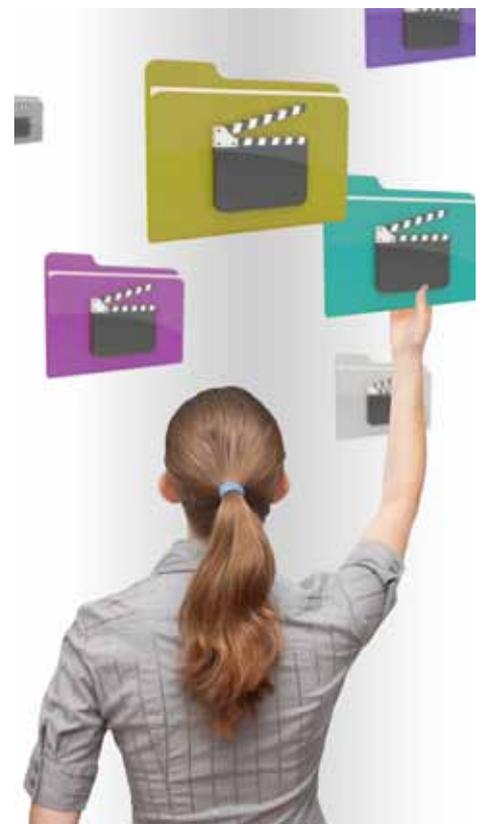
Ask where the real potential within digital still remains buried, and where the benefits lie largely unrealized - and the path leads directly to media asset management.

## Challenge is Proportionate to Reward

It's a tough one. Even media companies with the most advanced track records in technology and process innovation can struggle with the adoption of viable and sustainable approaches to managing what are - after all - their greatest and most valuable cultural and business assets. This raises the very basic question, "Why keep it if you can't find it?"

The challenge, however, is proportionate to the reward.

Atos is not waving a magic wand. We do not underestimate the scale of the task. What we can promise, however, is that by combining our ideas and experience with your own, we will be able to help you define and implement an actionable, intelligent and appropriate media asset management strategy.



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# Celebrate difference

No two media companies are the same, and your objectives differ from those of your peers accordingly. We are witnessing massive convergence in media as internet-delivery becomes the meeting point for previously separate domains from both broadcast and print. But despite this convergence, every media company is different.

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As a media company, you are proud of what makes you unique. Even when the offerings of individual companies become massively diversified, this strong sense of distinctive and differentiating character remains.

A state broadcast company, for example, may effectively be the custodian of a nation's modern visual history. Their archives contain moments of captured time, recorded and stored on media which itself can be obsolete, physically delicate and often volatile. As

technology has changed, so the range and complexity of stored media has increased: the optical disks of just a few years ago, for example, are already a historical curiosity.

All this material occupies physical space which must be paid for and managed. Physical archives may be hundreds of kilometers apart, and even when material has been transferred to new media, the complexity and cost of access can inhibit use: the archive itself must be staffed, with items needing to be duplicated and

physically dispatched before they can be used - or in the worst case putting irreplaceable assets at risk by releasing masters.

Compare this to the other extreme. Take a new media start-up - a couple of graduates, perhaps, with a passion for a specialist subject, an eye for a story, but without the desire or the capital to invest in even the minimum infrastructure - as their business grows, how are they going to manage and maximize the value of their growing asset base?

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# Managing the value

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When you begin to talk with Atos about how best to transform the management of your media assets, we do not reach for a solution off-the-shelf.

We invest the time needed to immerse ourselves in your core values and culture. We will work with you to gain a detailed understanding of the status quo. We are particularly keen to learn about your media asset management initiatives to date, discovering:

- ▶ What you regard as successes - paying particular attention to acceptance by different

media professionals

- ▶ Where projects have not met your expectations - and engaging in the business, process and technology analysis needed to discover why

From this position of shared authority, we will work with your operational and technical teams to establish the most appropriate approach to maximizing the value of all media assets.

Your approach must be sustainable and fit for the future. It will apply equally well to live media

streams - creating value at the moment that content is captured and bringing production assistants into the 21st century - and to ongoing access and monetization for your historical and archive material.

Your adopted approach will also be designed to work from the start with the full spectrum of media professionals on whom your business relies. Increasingly, this will include a mix of employees, freelancers and members of specialist third party agencies.

## Crews



Getting footage to production intelligently, rapidly and securely

## Program makers



Providing easy and intelligible access to archives for creativity and efficiency

## Analysts



Building actionable understanding of trends and opportunities

## Commercial teams



Developing business opportunity, as content is monetized with new audiences using new models

## Legal



Ensuring that all compliance and rights issues are respected and protected

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# What we will achieve together

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Working from an informed position of your current position and future strategy, we will advise on, design and implement the processes and technologies which will allow media professionals to make full and enduring use of all media assets.

The goals are simple - even if the processes, mechanics and technologies which sit behind them are not.

## The Goals

<b>Locating and using any digital asset "on demand"</b>	Making sure that program makers and audiences can find what they need in whatever format they need it, intuitively and immediately.
<b>Understanding what is being used, who by and when</b>	Providing a clear view of how your media assets are being used - and hence to their commercial value.
<b>Being sure that all rights are observed and respected</b>	Minimizing the risk and consequences of rights abuse, whether accidental or conscious.
<b>Making it possible for content to be used on any device</b>	Ensuring that assets are always delivered in the format required, minimizing the cost and effort of extended digital wrangling.
<b>Tracking commercial history and return of assets</b>	Understanding the business return on digital assets, as they are used and re-used in multiple contexts.

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# This Is Not a Technology Fix

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As an experienced partner to some of the world's leading media companies, Atos is ready to help you establish systems and processes which will ensure that you are able to meet these goals. You will:

- ▶ Discover and maximize the value of the media assets you own
- ▶ Share them with super-efficiency and at acceptable cost

This is not about providing "technology" - it's about understanding the way your people work and think, and designing processes and approaches to fit.

Perhaps most importantly, it requires us to work together to establish an overarching enterprise data architecture and consistent data vocabulary, with clear governance processes and common rules for data exchange.

You can only maximize the positive impact of your media asset management initiative if it spans your extended organization - and you can only span the organization if the rules are in place.

(It may sound like a massive challenge - but don't be intimidated: Atos understands how to craft a practical data architecture, protecting existing investments and legacy environments, while smoothing transition to the new without locking clients into particular technologies.)



# Atos in Action

Atos business technologists are in a unique position to serve media clients. Our media consultancy skills come from within the industry, and our multidisciplinary teams fuse intelligence from TV directors and producers, broadcast engineers, newsroom specialists, radio engineers, publishing specialists as well as Web 2.0/social media technologists.

For clients engaging Atos on media asset management initiatives, focus is often twofold:

- 1. EXISTING ASSETS** - we will enable you to turn "locked archives" into live and accessible libraries.
- 2. NEW CONTENT** - establishing the rules and processes for maximum return and re-use.

Because every client is different, every project will be different too. But engaging with Atos, means gaining access to an unmatched repository of best practice:

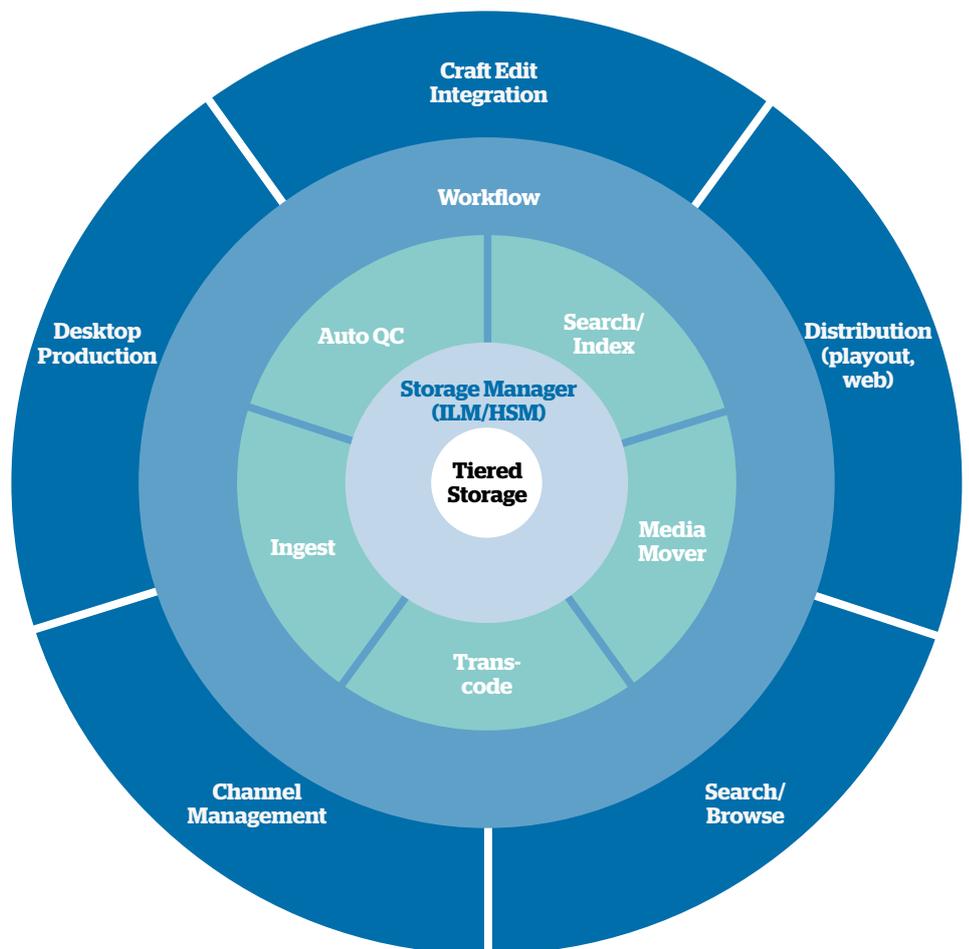
- ▶ Enterprise Data Architecture - establishing practical rules and achievable ends
- ▶ Establishing a sustainable indexing methodology for all media assets
- ▶ Creating the processes for ingesting new and managing legacy content
- ▶ Storing all assets with transcode technologies - so you can distribute according to user requirement and business rules
- ▶ Managing genealogy - by theme, by location, and by media - exploiting GPS codes and keywords

Atos respects every client's specific technology and business constraints, and understands the practical reality of media management. Although everybody is talking "cloud", for example, when a movie source file weighs in at 0.5 petabytes, cloud access for the production team is not viable today.

We also understand that the cost and environmental impact of storage is critical in

media asset management. Here too, Atos is well positioned to suggest options according to circumstances: some media companies, for example, wish to retain data center ownership while others do not.

Whatever the choices, Atos will support every media asset management recommendation with a clear and substantiated business case.



Atos brings together end-to-end best practice in media asset management engagements

## Technology choices

Atos is vendor-agnostic. We have to be. We use our exceptional depth of experience to help you select the technologies which best fit your needs. Whether we are working with the world's foremost media brands or with local TV and radio, we must respect the choices and investments of our clients.

We are skilled in all leading media asset management technologies – and most importantly – keep right up to date with best practice and innovation.

We work regularly with leading media management technologies from specialists including AVID, Cinegy, Dalet and Open Text – and are expertly positioned to provide advice on options and preferences

## Beyond Media

The need to access and use media assets with speed and agility is not limited to media companies. As rich media – and video in particular – becomes part of the communications mix right across the public and private sectors, organizations of every kind need to establish effective practices.

- ▶ Sports associations – responding to the fans' insatiable thirst for current and archive footage
- ▶ Retailers – using video to paint a lifestyle online with embedded product and purchase information
- ▶ Healthcare providers – using rich media to inform the public and encourage healthier lifestyles
- ▶ Manufacturers – making video an active platform for education and training

In some ways, adopting effective media asset management practices is less challenging outside the media industries. These companies do not have the skills and experience of the media companies – but neither do they have the heritage investments and practices.

For Atos, media asset management is increasingly on the business agenda with clients in every sector.

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# Next steps

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Effective media asset management is critical for every media company. Atos media consultants are ready to help you take a cool look at where you are today, and to help craft a strategy which fits your culture and your ambition.

When you are ready to consider the technology options, we are ready to share our experience and opinions – but this is not the place to start.

Let's begin by asking "how digital are you?" and by critically assessing your experience of media asset management to date, and keeping the objective clearly in view ...

liberating

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creative - profitable - inevitable



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# About Atos

Atos is an international information technology services company with annual 2011 pro forma revenue of EUR 8,5 billion and 74,000 employees in 48 countries. Serving a global client base, it delivers hi-tech transactional services, consulting and 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, Health & Transport; 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 Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting & Technology Services, Atos Worldline and Atos Worldgrid.

**For more information:**  
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