

Managed Services for Media

liberation

new digital frontiers

managed services for media innovation



Your business technologists. Powering progress

Atos

What is the defining characteristic of our age? You can make a strong case for global access to information, the shared experience in digitized entertainment and the revolution in open communications.



Media is plural

Media is not one market. It is massively plural, and despite the established prominence of a few global brands, the digital revolution has made it possible for more invention and wider participation than ever before. It makes the boundaries fuzzier too. When the eBook can talk and move, for example, where does publishing end and broadcast begin?

Although every media company is different, some essential characteristics are shared. Whether you are delivering news stories or natural history, children's entertainment or education resources, creativity and innovation are what make the difference. Brand and identity are critical too, and are themselves inextricably linked to creativity and innovation: what you make - and how you make and deliver it - determine who you are in the media business.

Every media company, whether your roots are in broadcast, newspaper or book publishing, must also be economically and operationally sustainable in the face of dramatic social and business change - and that change is to a very large extent, due to digital. Audience expectation is not just about what is delivered, but about how, where and when it is consumed and, indeed, about how (or if) people interact with the product.

We need to look outside the traditional notions of the media company too. With web-TV, ownership of rights and brand, and massive fan bases, football clubs, retailers and rock and roll bands can now be considered media organizations in their own right.

Digital impacts everything - reaching far beyond the perimeter of your digital strategy team. It changes how you commission; how you capture audiences and keep them coming back; how you partner; how you build advertising and revenue models - and most importantly, how you protect and develop the brand that makes you what you are.

Drive it or dump it

Media companies are amongst the most sophisticated users of digital technology. As with any organization, IT underpins all business support functions. But it's the highly specialized reliance on digital technology for creation, management and consumption of content that sets media apart.

As consumers expect to choose from an increasingly wide range of formats and access approaches, often interactive and frequently personalized, so the digital mix becomes ever more complicated.

In the light of this fundamental and deepening reliance on digital technology, every media company needs to ask "Do we drive it or do we dump it - what technology skills and services do we retain, and what do we source through partners?"

The world's largest public service broadcaster uses Atos as its operational outsourcing partner. Specialist media managed services span the design and management of digital media facilities to the running of high-performance optical networks.

The value of difference

No two media companies will make exactly the same choices when it comes to digital service partnerships. A state broadcaster with fifty years or more of irreplaceable archives has a special position as a nation's cultural custodian with investments in infrastructure to match. Theirs is a very different position from a multi-media start-up, where the business model precludes any investment in owned mass storage or digital distribution infrastructure.

So where does ownership of digital services contribute directly to the value of brand, creativity and innovation, and where can these be safely and profitably undertaken by a qualified partner?

Atos knows the media marketplace intimately, and is ready to help you answer this critical question. Many of our media consultants are either recruited directly from publishing and broadcast, or have extensive personal experience in crafting and delivering digital services to a wide spectrum of media clients.

When it comes to the actual delivery of managed services for media, Atos' capabilities fall into two broad categories:

- ▶ Media-specific managed services
- ▶ Foundation managed services

Media-specific managed services

Since 2004, Atos has been the only global IT services company to provide full operational outsourcing to the media industry. We deliver fully managed services, for example, to support the ongoing operation of Atos-designed media facilities.

We are also active in the design, implementation and management of digital asset libraries, which are becoming the business foundation for agile media companies.

Foundation managed services

For every media company, just like every business, the pressure is on to ensure that all IT services are delivered to the highest quality at the best cost. The landscape is dynamic, and with rapid growth in hosted cloud services and mobility. Traditional IT SLA service models are now being augmented with a range of business performance metrics.

The Atos managed service portfolio is broad in scope, spanning advanced workplace provision on the one hand, to full application operations on the other.

The divide between media-specific and foundation services is not rigid. Media companies seek to outpace their competitors in a world in which consumers expect to be able to enjoy content using multiple fixed and mobile devices: as a result, the managed services media companies require increasingly converge with mainstream business and consumer practice.

With over 500 agencies worldwide, EFE TV has been delivering Spanish news and cultural content to an audience of 145 million for 70 years. The Atos new media platform gives EFE clients immediate multi-channel delivery of information in any format at reduced cost.

Atos managed services in media

As a media company, when you select Atos as a partner, we design and deliver services to fit your culture and your operational standards. Your service landscape is not static - as practices and opportunities change, so too do your service requirements: you may, for example, give us responsibility for managing your own data-centers today while considering migration to ours tomorrow.

In both media-specific and foundation managed services, satisfaction depends on knowing media culture and operations. Service response times don't matter: it is the time to resolution which counts - or even better, the ability to avoid incidents in the first place by proactive monitoring in all service areas. Technical knowledge is not enough: knowing how to anticipate peaks and surges in audience behavior is essential, for example.



1 Audience analytics

Near real-time analytics will underpin effective sales, advertising and development in the digital landscape. Atos' managed Oracle Exadata services give dashboard intelligence in minutes. It used to take weeks.

2 Asset libraries

Onsite or offsite, we can populate and manage highly structured and responsive digital asset libraries. Scalable and cost-effective, they give immediate access to all digital content.

3 Media facilities

21st century media production needs 21st century facilities - these must be the digital core of content making and distribution. Atos designs, builds and operates the specialist and core IT service provision for advanced media facilities.

4 Workflow management to release

Process efficiency across the whole cycle of production and release is critical in media. Atos designs and implements workflow services, minimizing error and stress.

5 Collaboration environments

Secure collaboration environments help you work effectively with multiple and widely distributed production units. Increase agility and control with shared budgeting and project management resources from the cloud.

6 Publishing supply chain

Newspaper and book publishers need to channel product via online and across hard copy retail, while managing the full print supply chain. Atos delivers extensive supply chain management services for publishing.

7 Identity management

Both on-site and cyber security are critical but are challenging and costly in highly dynamic media environments. Atos identity management services are agile and effective, helping protect resources without restricting freedom.

8 Cloud test and development

The constant pursuit of media and product innovation does not automatically demand investment in physical resources. Atos offers managed test and development environments, allowing you to experiment and scale without capital investment.

9 Customer contact center services

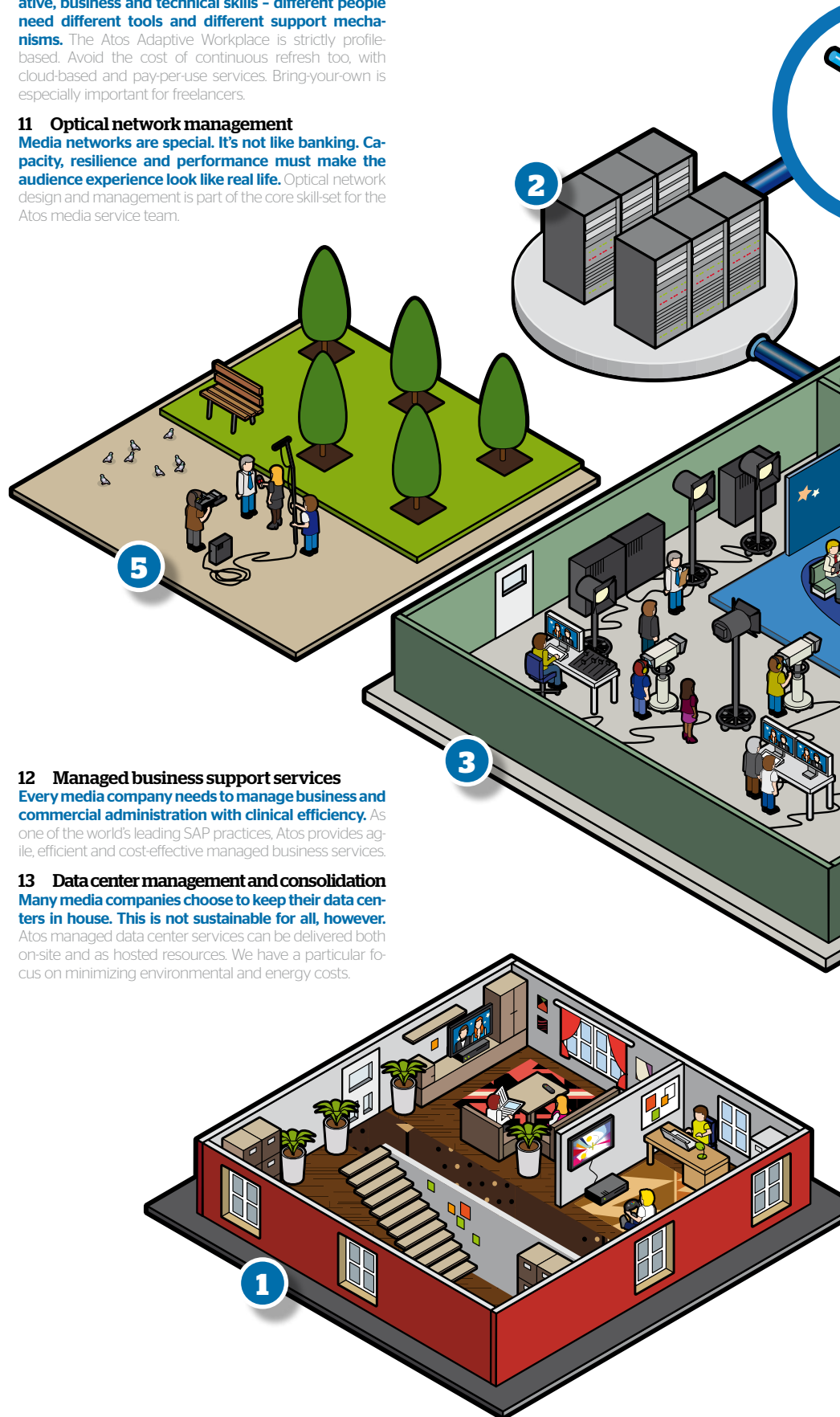
As more and more experiences invite active participation from the audience, media companies need agile and cost-effective mechanisms to exploit the opportunity. Atos manages advanced contact center services. Smart automation becomes key in handling peaks and volumes profitably.

10 Adaptive workplace services

Every media company depends on a vast array of creative, business and technical skills - different people need different tools and different support mechanisms. The Atos Adaptive Workplace is strictly profile-based. Avoid the cost of continuous refresh too, with cloud-based and pay-per-use services. Bring-your-own is especially important for freelancers.

11 Optical network management

Media networks are special. It's not like banking. Capacity, resilience and performance must make the audience experience look like real life. Optical network design and management is part of the core skill-set for the Atos media service team.



12 Managed business support services

Every media company needs to manage business and commercial administration with clinical efficiency. As one of the world's leading SAP practices, Atos provides agile, efficient and cost-effective managed business services.

13 Data center management and consolidation

Many media companies choose to keep their data centers in house. This is not sustainable for all, however. Atos managed data center services can be delivered both on-site and as hosted resources. We have a particular focus on minimizing environmental and energy costs.



Changing horizons

Every business requires IT services. Most have already decided that the skills they need can best be provided by specialist third parties. But in every sector, those service requirements are increasingly shaped by the way in which digital communications affect core business.

This is particularly true for media companies where the value of creative thinking is now only given voice in digital format. There are immediate and obvious implications. The need, for example, to access, manipulate and distribute massive data files dwarves anything that needs to be networked in the financial services or retail industries.

The impact of cloud is significant here too, as media companies seek to add layers of value to user communities above and beyond structured content. With educational publishing, for example, how can pure content become part of a managed and interactive student syllabus?

In a world in which pretty much any digital device becomes a personalized media player, the skill with which media companies build relationships with their target audiences is critical (and critical to the sale of advertising too). Here again, the ability to repurpose content and to continually analyze impact creates a massive demand for high-performance computing, collaboration and networking.

You need more than a straight IT services company to support you in this landscape. Atos managed media services combine deep knowledge of how your sector works (and of how it is changing) with the solid discipline of IT service.

Responsible for major media operations outsourcing contracts, the Atos media services team operates as a pyramid of media skills. We have around 250 highly experienced media service experts, all of whom have a deep understanding of media operations. They are supported in turn by a network of some 1,500 experts in media-specific IT, who themselves work in tandem with our global managed services resource, which numbers over 26,000. No other IT services company can offer this combination and depth of skill.



Innovation in media service (and beyond)

Media companies are inspired by innovation and Atos is an innovator in media service. Over the last 12 months, for example, we have launched a number of new media services, all of which are generating business for us and for our clients. These include:

- ▶ New media in sport - industrialized smart meta-tagging drives a new digital experience for sports fans, allowing them to call up multiple information streams and blurring the boundaries between watch and play.
- ▶ New media online video - providing a video platform for forward-looking enterprises wishing to communicate dynamically across and beyond the enterprise.
- ▶ Media asset management - in which the exacting demands for rapid and secure access to digital resources see real-time libraries replace deep archives.
- ▶ Smart mobility - offering context-sensitive mobile solutions, allowing businesses to take a whole new level of personalized service to consumers on the move.

With all these developments in media services, Atos can draw on the highly-differentiating capabilities of Atos Worldline, our specialist high-tech transactional services unit. For both broadcast and publishing clients, these services add edge - allowing you to craft and monetize ever more personalized services for your audiences.

From its home in Madrid, RTVE broadcasts 7 TV and 6 radio channels to a worldwide audience of 400 million. Atos provides RTVE.es with a complete suite of system operation and support services.



Partnerships

Atos has invested in practical working partnerships with the world's leading IT and specialist media technology companies. The speed of digital evolution is staggering, and we are continually scanning the media and IT landscape to catch the new and emerging stars, and indeed to keep right up-to-date with business and technology innovation from the market leaders.

The importance we place on partnership translates directly into business value for our media clients:

- ▶ You get to take advantage of the global framework agreements we establish to ensure best price and knowledge share
- ▶ You get to add the scope and value of our technology and business roadmaps to your own

Partnership is critical to continuous innovation in managed services - not only in terms of how we deliver, but also in terms of new commercial models. Cloud and virtualization have only just begun to impact media service provision - just think, for example, how You Tube has gone from quirk to global brand in less than five years.

Atos Managed Media Services in Action

Atos delivers managed media services to some of the best-loved names in broadcasting and publishing. We remain one of the very few IT service companies to have been entrusted with operational outsourcing in media.

The world's largest public service broadcaster uses Atos as its operational outsourcing partner. Specialist media managed services span the design and management of digital media facilities to the running of high-performance optical networks.

Meanwhile across the Atlantic, Canadian headquartered Corus Entertainment worked with Atos to consolidate 10 Toronto locations into a single, purpose-built twenty first century media facility, creating a working environment of both technical and business excellence.

For RTVE, the Spanish radio and television corporation, Atos delivers an extensive suite of systems operation and support services.

Atos is also the chosen IT outsourcing partner for the largest media group in the Netherlands, the Telegraaf Media Groep. For TMG, Atos manages a park of 400 servers, 2400 desktops and laptops, along with all datacenter, database and network management and administration.

Also in the Netherlands, Sanoma Media, the country's largest magazine and cross-media publisher, has outsourced to Atos since 2004. Atos is the single sourcing partner for IT infrastructure, providing data-center and server management, cloud services, storage, security, workplace and technical application management for business applications including SAP and BASware.

In Poland, Presspublica, a leading provider of news services, publishes one of the top dailies, weeklies and operates multiple rich media websites. Presspublica outsources the majority of IT foundation services to Atos, with full SLAs for core business processes.

From pause to play

Atos is keen to open up the media service dialogue with broadcasters, publishers and new media players. As always, we are ready to support you in all aspects of traditional and future IT service provision - and whatever your current practice and requirement, we would welcome the opportunity to compare notes and best practices and share future service vision.

As a provider of foundation IT services, our charter is fairly simple:

- ▶ Industrialized and repeatable best practice underpins clear cost efficiency.
- ▶ The world moves too fast for rigid three or five year contracts.
- ▶ Commercial models must be flexible, and should ideally reflect shared risk and reward.

But the real conversation is more about media and less about IT. Fundamental changes in the nature of content production, monetization and consumption create new opportunities for us all. The investments made by Atos in media-specific skills such as facilities design and digital asset management combine with a hard focus on the media managed services needed to boost production and collaboration, to raise application performance and to reveal real-time intelligence.

We can arrange reference visits so that you can see Atos managed media services in action.

Let's switch from pause to play.

Your business technologists: Powering progress.



About Atos

Atos is an international information technology services company with annual 2010 pro forma revenues of EUR 8.6 billion and 74,000 employees in 42 countries at the end of September 2011. 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 Games and is quoted on the Paris Eurolist Market. Atos operates under the brands Atos, Atos Consulting and Technology Services, Atos Worldline and Atos WorldGrid. For more information, visit: atos.net

For more information:
Please contact marketing@atos.net
or visit atos.net

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