Survive and Thrive: The Value of the Connected Supply Chain

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Today’s Challenge
Unparalleled levels of complexity in media operations
Acknowledgement that media operations are woefully inefficient

Based on survey of 300+ broadcast, media and studio executives globally

Not Efficient
Our media operations are hanging together with duct tape

Somewhat Efficient
We get the job done, but there’s room for improvement

Very Efficient
Our media operations are a well oiled machine

Implemented some systems and processes to increase efficiency, but not optimized

Ahead of the competition, getting nearer to optimizing their end-to-operations

Behind in getting their operations efficient

Source: Ooyala
Shifting to a supply chain-based view and it isn’t pretty

Media technology companies “are increasingly adopting a supply-chain approach for handling media content, from production to distribution.”

But, today’s current Content Supply Chain is a siloed process, causing lost productivity, mis-management of data and lost revenue opportunities.
Why Do I Need One?
Growing levels of content investment for players of all sizes

Among Ooyala’s top customers:

- Long-form content supplies increased 159% in Q4 2017 compared to Q4 2016
- Medium-form content supplies increased 87% during the same period
- Short-form content supplies increased 112% in the quarter compared to a year earlier

Source: Fierce Cable, Ooyala’s Q4 Video Index
“Traditional media companies need to get up to speed. Increased competition for content and eyeballs has prompted them to respond by launching direct-to-consumer services….

Pay-TV Operators such as Dish Network, Verizon, and AT&T have launched a number of smaller, lower-cost "skinny bundles" of content packages at a lower price than their traditional offerings.”

- More OTT properties
- More VSP offerings
- More geographies
- More languages
...which means you are seeing audience fragmentation as well

- Total multichannel subscriptions down 11.4 million to 86.6 million
- Residential multichannel households down 10.8 million to 82.3 million
- OTT up 5.8 million to 17.9 million
- VSPs increasing 9.1 million to 10.9 million
- OTA gaining 1.4 million to 15.3 million

- Across Ooyala’s network, mobile plays topped 60% for the first time, garnering a 60.3% share of all video starts
- Smartphone plays were up 1.8% from a year ago to 47.5%

Source: S&P Global, Ooyala Video Index
“IABM data shows that most media technology users still prefer best-of-breed solutions...

However, 98% of technology users demand interoperable solutions, requiring vendors to adopt an open approach to product interoperability.”

Source: IABM
Desire to invest in new formats and standards but an inability to do so

Investment priorities are often out of sync with the ability to execute against them.

Source: IABM
Migration to the cloud has begun in earnest and there is a long tail.

Among media companies, there is a preference for hybrid and private cloud solutions.

Public cloud adoption primarily occurring around applications that leverage on-demand friendly economics (eg., transcoding).

Among enterprise-sized companies, there is a clear preference for Lift & Shift, with 68% stating this is the strategy they will leverage.

Source: IABM, CloudEndure
Media and technology budgets are simply not keeping pace

As original content flourishes and competitors seem to enter the space daily, US broadcast networks ordered fewer pilots for next season with the total dropping to 70, a 10-year low.

Source: IABM, S&P Global
Show Me The Value!
Key benefits of a Connected Supply Chain

Streamline Operations
Optimize every stage of your entire content development life cycle and maximize scale through automation to speed up operations.

Minimize Costs
Reduce bottlenecks and increase productivity so that your spending less time and money on inefficient workflows.

Maximize Revenue
Get your content to market smarter and faster with maximum efficiency that gets you to scale.

Powerful Insights
From production to playback, FMP captures key data at every step so you can make informed decisions, faster.

Seamless Integration
Built highly flexible and extensible, connecting current and future integrations to the Flex Media Platform is easy.
Basic Needs: Creating a central asset and metadata repository

- Inventory of all systems that touch assets and asset metadata
- Store the assets and asset metadata in a central MAM (headless or otherwise)
- Bring together the workflows that span multiple systems via a single orchestration layer or workflow engine

Ooyala's Maslow's Hierarchy of Needs
Basic Needs: Creating a central asset and metadata repository

- Content Management System 1
- Content Management System 2
- Digital Asset Management System 1

- HSM / Archive: ORACLE DIVArchive
- CRM: Salesforce
- AQC: interra Baton
- Transcode: TVLS Vantage

- Shared Metadata
- Shared Workflow
Psychological Needs: Making usage and expansion easier

- Make it easier for the same team to do more with a streamlined user experience across systems.
- Leverage your workflow engine’s plugin framework to easily plug in new capabilities.

Ooyala’s Maslow’s Hierarchy of Needs

- Shared Metadata + Assets
- Shared Workflow
- Shared UX
- Plugin Framework
Psychological Needs: Making usage and expansion easier

Shared Metadata

Shared Workflow (Multi-site)

Shared User Experience

Content Management System 1

HSM / Archive

ORACLE

DIVArchive

Content Management System 2

CRM

Salesforce

Digital Asset Management System 1

AQC

Baton

Transcode

Vantage

Editing

Premiere

Cloud Storage

AWS S3

Cognitive Services

Microsoft

Azure Video Indexer

Syndicate to license holders

New Formats

Metadata

Renditions
Fulfillment Needs: Proving that your investments are paying off

- Collect data from every stage of the content supply chain in a single data lake
- Use this data to understand costs, bottlenecks, and what type of content gives you the biggest return, revenue-wise

Shared Metadata + Assets

Shared UX

Shared Workflow

Plugin Framework

Shared Analytics

Ooyala’s Maslow’s Hierarchy of Needs
So, reaching the top of the hierarchy means closing the content supply chain.

A closed content supply chain allows you to pump data back into content commissioning to help make more informed content creation processes.
A Little on Ooyala...
For over 10 years, Ooyala has been at the forefront of shaping the OTT and media workflow revolutions as a leading provider of software and solutions that optimize the production, distribution and monetization of media.

With a presence in dozens of major cities around the world, Ooyala helps customers win at a global and local level.
A Sample of Ooyala’s Certified Partners |
Proven Unique Value — Tangible Benefits

Typical broadcast / distribution company

- **58%** time reduction in project execution
- **3 – 4x** more projects with same personnel (493/yr up from 145)
- **71%** direct cost reduction (~$733,900/yr)
- **1/2** time to onboard new projects

**Reduced time per project, more content, better quality output, less human error:** all can lead to increased revenues and audiences.

**Increased Customer Revenues**
Thank You