Today, 26 June

The art behind

CONSUMPTION BASED, MEDIA SUPPLY CHAINS IN THE CLOUD

INTRODUCTION

The Media and Entertainment industry is experiencing a significant transformation, driven by technological advancements.

One of the key changes observed is the shift towards a consumption-based, cloud-based media supply chain.

Read on to explore the reasons behind this shift, the benefits it offers, and the challenges involved in implementing such a system.

TECHNOLOGY ADVANCEMENTS

WHY THE
SHIFT?

The proliferation of high-speed internet connectivity and cloud computing technologies has revolutionized the way media is created, managed, and distributed.

Cloud-based infrastructure provides scalable and flexible solutions, enabling media organizations to leverage the benefits of on-demand resources and remote collaboration.

CHANGING CONSUMER
BEHAVIOR

Consumers are increasingly demanding personalized, on-demand content experiences across various devices. This shift in consumer behavior has prompted media companies to adopt agile and scalable supply chain models to meet these evolving demands. The consumption-based model allows for tailored content delivery, ensuring enhanced customer satisfaction and engagement.

WHAT ARE THE KEY COMPONENTS OF A

CLOUD BASED MEDIA SUPPLY CHAIN?

There a several stages in the end-to-end media supply chain processes, including content creation, asset management, localization, delivery, and rights management.

Campaign strategy, budget, title management intake & work-orders

Review and approval processes

Content & project performance & ROI analysis

Plan | **Create** | **Collaborate** | **Distribute** | **Monetize Measure** | **Archive**

Production & editorial process to create content

Content Mastering and packaging

Manage, store and catalogue

- **Campaign Manager**
- **Project Manager**
- **Marketing Manager**
- **Exec Stakeholders**

- **Producers/Directors/DITs**
- **Creative Ops /editoral**
- **Creative Services**
- **Content Marketing**
- **Creative Agencies**

- **Post Productions ops**
- **Post houses & agencies**
- **Syndicates**

- **Campaign Management**
- **Marketing Operations**
- **Digital marketing**
- **Executive Stakeholders**

- **Asset Librarians**
- **Archivist**
- **Marketing ops**
- **Executive Stakeholders**
- **Editorial teams**

At a glance, the above diagram illustrates each stage , function and department that is involved in the media supply chain.

CONTENT CREATION &
ACQUISITION

Cloud-based platforms enable media organizations to streamline content creation and acquisiton processes. By providing collaborative tools and remote access to creative assets, cloud-based solutions enhance productivity, creativity, and efficiency. Additionally, cloud-based acquisition systems allow media companies to efficiently procure content from various sources and manage licensing agreements.

CONTENT MANAGEMENT &
CLOUD-BASED MEDIA ASSET MANAGEMENT

Content Management and Storage Cloud-based media asset management (MAM) systems play a vital role in the consumption-based supply chain. These systems provide a centralized repository for storing, organizing, and retrieving media assets. With scalable storage options and advanced metadata tagging, MAM systems facilitate quick and efficient content retrieval, enabling media organizations to respond rapidly to content requests.

POST PRODUCTION &
CLOUD EDITING

Post-Production and Cloud-based editing tools and workflows enable media professionals to collaborate seamlessly regardless of their geographical locations. By leveraging the cloud, post-production processes become more agile, cost-effective, and scalable. Editors can access content remotely, reducing the need for expensive hardware investments and facilitating real-time collaboration.

CONTENT DISTRIBUTION &
# CLOUD DELIVERY

Cloud based Content Distribution and Delivery of content to cloud based distribution platforms enable media organizations to reach their audiences across various channels and devices. These platforms provide adaptive streaming, content monetization, and analytics capabilities. By leveraging the cloud's scalability, media companies can optimize the delivery of content to meet changing demands while ensuring a consistent and high-quality user experience.

CLOUD BASED MEDIA SUPPLY CHAIN?

SCALABLE &
FLEXIBLE

Cloud-based solutions offer scalability, allowing media companies to handle peak demand without investing in expensive infrastructure. It enables seamless resource allocation and dynamically adjusts storage and processing requirements based on demand fluctuations.

live

RAW

ENCODING & TRANSCODING

RES/BITRATES

1080p/3Mbps
720p/2Mbps
360p/900Mbps
240p/400kbps
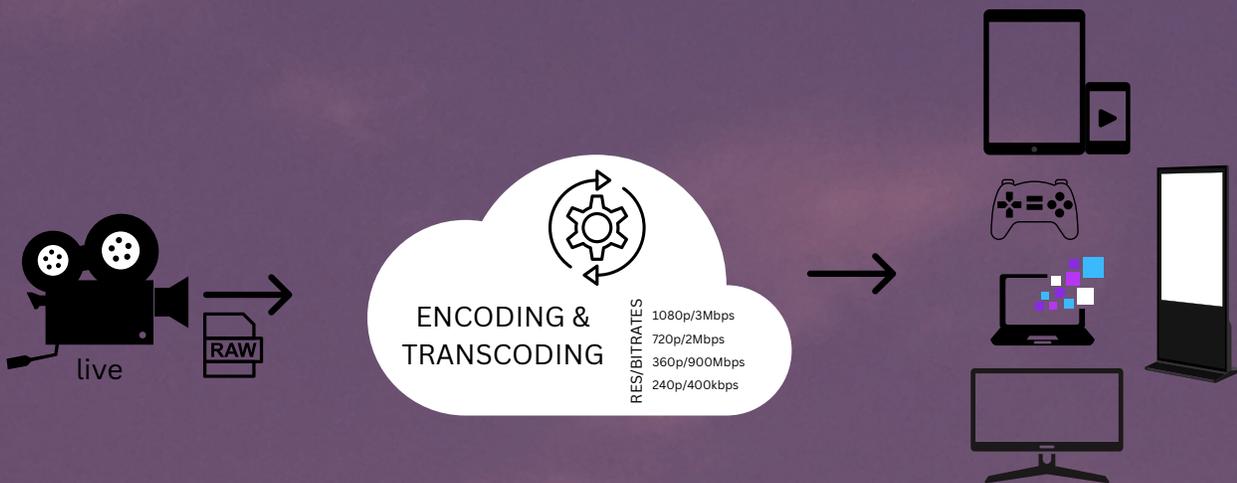
One example of how Cloud-based solutions offer scalability is when leveraging it for resource intensive processes such as encoding RAW video files and transcoding them for multiple device playback.

TRANSCODING
IN THE CLOUD

Transcoding video in the cloud is different from transcoding on premise as the processing happens on a streaming platform's servers rather than a locally. That means cloud transcoding doesn't require additional bandwidth at the broadcasting site, which can be critical for live streaming. The cloud-based approach is also more scalable because the transcoder can quickly increase its available resources to handle more video input on demand and scale as needed.

Rather than plan for peak loads by installing additional on-premise hardware, cloud-based solutions scale up as and when necessary and back down again when there's less demand. This inherent elasticity of cloud transcoding means that streamers only pay for the resources they use.

It is not only cloud based encoding and transcoding that delivers cost efficiencies. By moving to a consumption-based model, media organizations can optimize costs by paying for all technology resources and services as needed. Cloud based consumption allows media companies to scale both vertically (adding additional instances instead of moving to a larger instance size) and vertical scaling (adding more or faster CPUs, memory, or I/O resources to an existing server) so you can eliminate the need for large upfront investments in hardware and software, reducing maintenance costs, and providing better cost predictability for your business
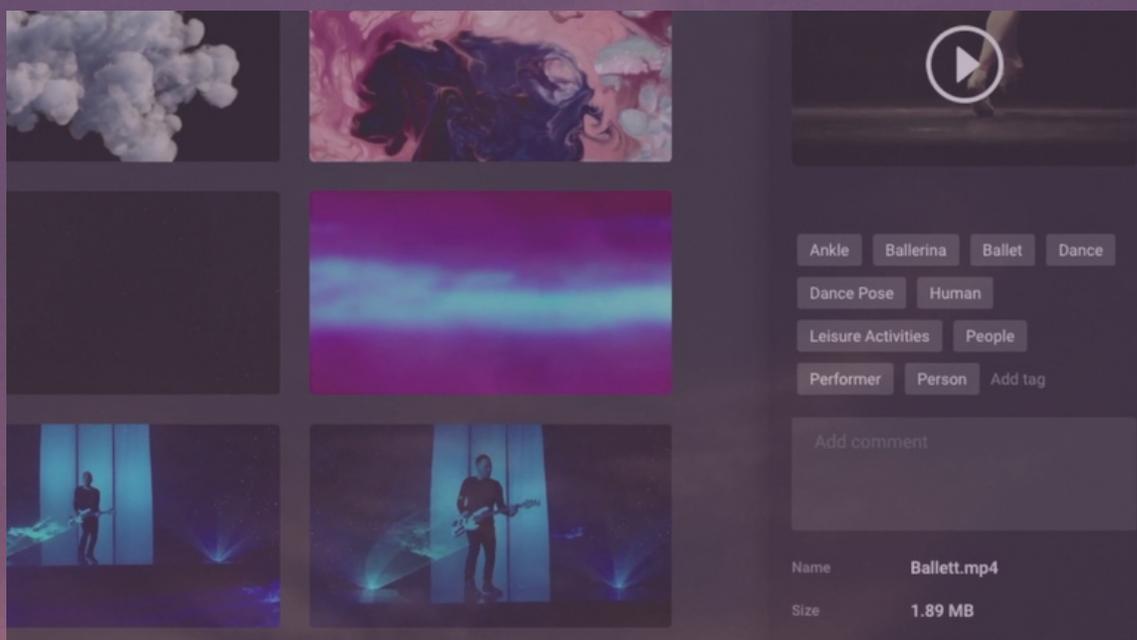
COLLABORATION

Cloud-based platforms facilitate real-time collaboration among geographically dispersed teams. Media professionals can collaborate on projects simultaneously, accelerating production timelines and improving overall efficiency.

IMPROVED CONTENT ACCESS &
DISCOVERABILITY

Cloud-based media asset management systems offer efficient content search and retrieval, ensuring quick access to relevant assets. Advanced metadata tagging and indexing enhance content discoverability, allowing media organizations to repurpose existing assets and create new revenue streams.
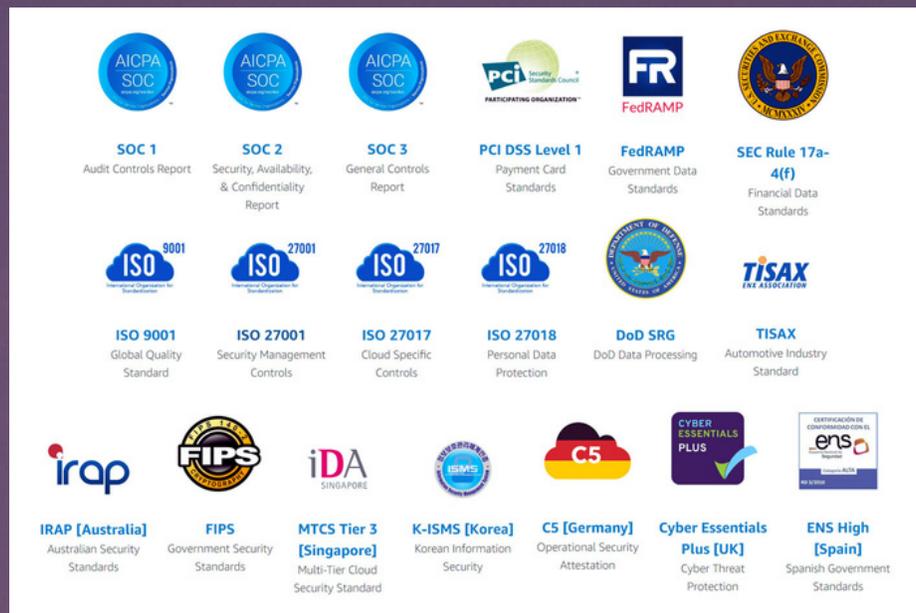
CONSIDERATIONS

SECURITY &

DATA PROTECTION

The adoption of cloud-based solutions raises concerns about data security and privacy. Media organizations must implement robust security measures to protect their valuable intellectual property and sensitive customer data.

Example security certifications from Cloud provider AWS

SOC 1	SOC 2	SOC 3	PCI DSS Level 1	FedRAMP	SEC Rule 17a-4(f)
Audit Controls Report	Security, Availability, & Confidentiality Report	General Controls Report	Payment Card Standards	Government Data Standards	Financial Data Standards

ISO 9001	ISO 27001	ISO 27017	ISO 27018	DoD SRG	TISAX
Global Quality Standard	Security Management Controls	Cloud Specific Controls	Personal Data Protection	DoD Data Processing	Automotive Industry Standard

IRAP [Australia]	FIPS	MTCS Tier 3 [Singapore]	K-ISMS [Korea]	C5 [Germany]	Cyber Essentials Plus [UK]	ENS High [Spain]
Australian Security Standards	Government Security Standards	Multi-Tier Cloud Security Standard	Korean Information Security	Operational Security Attestation	Cyber Threat Protection	Spanish Government Standards

CONNECTIVITY &

BANDWIDTH

Reliable high-speed internet connectivity is critical for seamless collaboration and content transfer in a cloud-based supply chain. Organizations operating in regions with limited infrastructure may face challenges in leveraging cloud-based technologies fully.

VENDOR SELECTION &
INTEGRATIONS

Media companies need to carefully evaluate cloud service providers and ensure seamless integration with existing workflows and systems. This includes considering factors such as data migration, compatibility, and interoperability.

CHANGE
MANAGEMENT

Implementing a consumption-based, cloud-based supply chain requires organizational change management efforts. Proper training, change communication, and stakeholder engagement are essential to facilitate a smooth transition and ensure employee buy-in.

THAT'S A
WRAP

The Media and Entertainment industry is witnessing a fundamental shift towards a consumption-based, cloud-based media supply chain. By leveraging cloud-based technologies, media organizations can achieve enhanced agility, scalability, and cost-efficiency. However, addressing challenges related to security, connectivity, vendor selection, and change management is crucial to successful implementation. Embracing this new paradigm can enable media companies to create, manage, and distribute their media assets more efficiently, meeting the evolving demands of the digital age.

MEDIA MAGNET CONSULTING

DISCOVER. DEFINE. DELIVER

We believe best results come from collaboration.