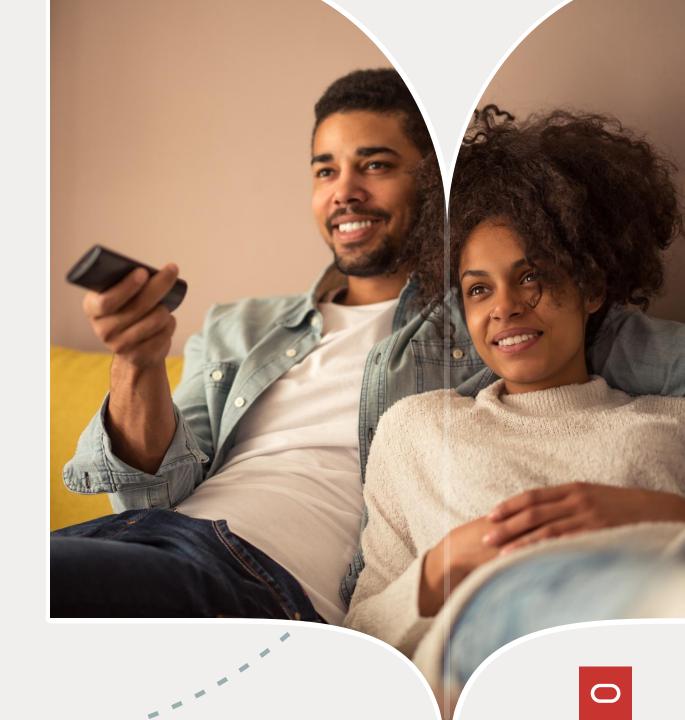


MEDIA AND ENTERTAINMENT

Unlock Endless Possibilities

Enabling a resilient and modern organization for the journey ahead



Media and entertainment

Technology has unleashed extraordinary change across the media and entertainment industry. Incumbents quickly found themselves challenged by streaming platforms, gaming companies, and the ever-changing preferences of consumers.

To capture and retain consumers' attention, media and entertainment companies must invest in a consistent stream of content that consumers want and deliver it when and how they want it. They need technology that allows them to rein in skyrocketing content costs, maximize profits across channels, and win the battle for creative and production talent. It's full 'stream' ahead for those who want to win the awards.

Oracle Playbook

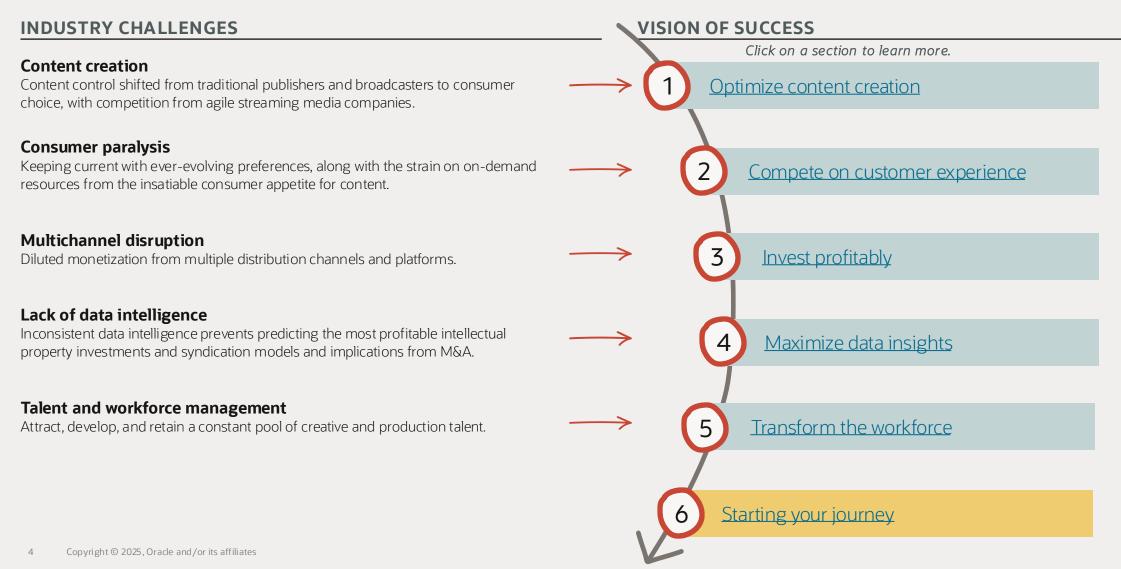
Key imperatives for media and entertainment

- Content innovation and delivery to new platforms, distribution channels, and regions while protecting rights
- 2 Addressing ever-changing consumer preferences
- Technological innovation to keep up with demand and increase efficiency
- 4 Monetization and revenue models





Forces shaping the media and entertainment industry



1: Optimize content creation and distribution

Map consumer preferences to create the right content and distribution channels. Automate new revenue opportunities. Use high performance computing to support streaming, visual effects, and rendering.

Recommended actions:

- Invest in modernizing your technology stack to a real-time, connected cloud
- Connect customer interactions and insights with operational execution
- Connect to talent and production resources in smart ways
- Deliver a world-class experience free of glitches

How to get started:

- Analyze existing customer signals
- Use predictive analytics to boost demand forecasting
- Learn about AI and how it can improve efficiency and optimization

Oracle capabilities enabling strategic goals

	High performance computing	Content management	Customer	Smart media production planning	Analytics	Al	
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2: Compete on customer experience

Enhance customer interactions, automate revenue opportunities, and build long-term loyalty.

Recommended actions:

- Modernize front-office function to make it customer-centric
- Provide 360-degree view of customer interactions
- Personalize experiences to increase primacy

How to get started:

- Use data from within and outside to become more integral to customers' life journeys by leveraging Al
- Learn how generative AI can enhance personalized customer interactions

Oracle capabilities enabling strategic goals

Sales	Marketing	Service and support	Customer data	Generative Al



3: Invest profitably

Adapt investments through real-time visibility across operations, finance, and planning.

Recommended actions:

- Get granular about profit margins and business results
- Encourage your people to think differently about the holistic costs of running the business—and give them modern tools for actionable insights
- Modernize the technology stack to compete on world-class media capabilities
- Use AI agents to automate routine tasks

How to get started:

- Analyze existing financial and operational data
- Use predictive analytics to boost profitability and forecasting
- Get key pieces of data together that show real profitability—spanning procurement, human resources, travel, supplies, and more
- Learn about AI and how it can improve efficiency and optimization

Oracle capabilities enabling strategic goals

Planning and budgeting Profitability analysis Resource management Simulation Smart media production planning Al agents



4: Maximize data insights

Evolve your technology infrastructure to maximize agility and scalability to meet changing business needs. Improve results by gathering and using data through built-in integrations, automation, real-time alerts, dashboards, and machine learning.

Recommended actions:

- Modernize legacy technology to simpler, modern cloud models that improve agility and security
- · Adopt agile approaches to innovation
- Plan and model scenarios such as new distribution channels, partnerships, and M&A

How to get started:

- Identify technical debt that is holding you back
- Learn about AI and automation to look for low-hanging areas of opportunity
- Invest in change management to foster new ways of working
- Assess the data you have today and where it's located

Oracle capabilities enabling strategic goals

Content management	Content lifecycle management	Plan and model	CI/CD	AI/ML	Cloud
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5: Transform the workforce

Transform employee experiences and effectiveness with new approaches to talent.

Recommended actions:

- Enhance employee experiences and personalize using generative AI
- Use data to identify critical roles to improve business value
- Position HR as a strategic partner rather than as a transactional function
- Create a seamless workforce of contractors and collaborators, while adhering to regulations (e.g., SAG-AFTRA)
- Use agentic AI to automate routine HR tasks

How to get started:

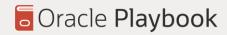
- Identify sources of employee turnover
- Use data and analytics for informed decision-making in human capital strategies, aligning HR support with broader business goal
- Prioritize employee retention by fostering a corporate culture that aligns with your workforce's values and work-life balance needs

Oracle capabilities enabling strategic goals

Human capital management

Contingent labor





Internal questions to get going

Data and analytics readiness

Are we actively using AI to improve outcomes and efficiency?

Are our employees able to do the best job with the tools we provide?

Are we using modern technologies, such as drones and sensors, to get more granular and real-time data?

Consumer demand

Are we keeping up with new consumer demands?

Are we able to move quickly as we identify changing signals?

Finance and profitability

What kind of analytics and insights do we need on day one of going live?

Do we have a clear understanding of our financial situation, including granular profitability analysis?

Are we able to accurately measure product and customer profitability?

Scale and modern tech

Can we adequately deliver the latest and highest-quality content?

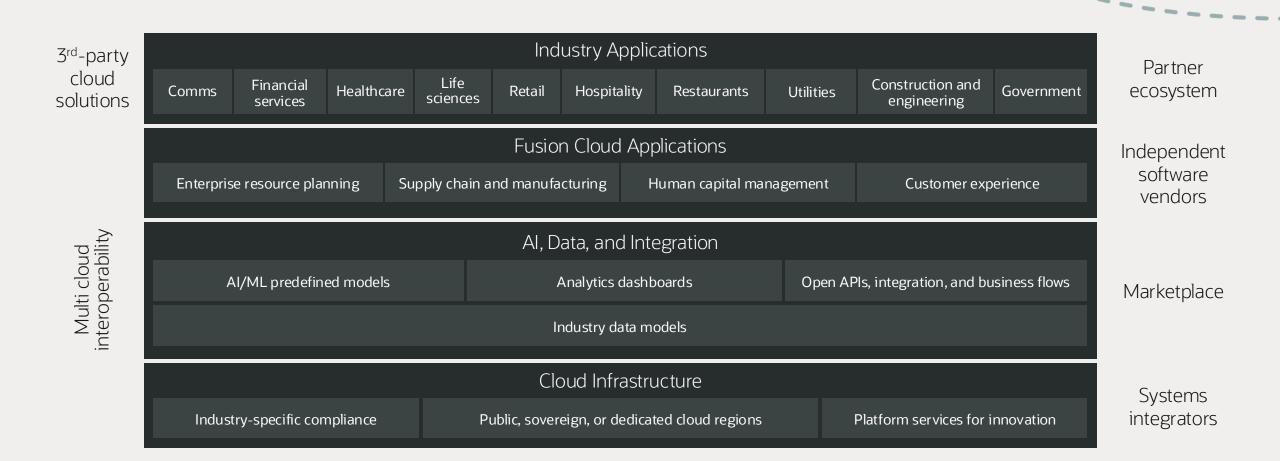
Can we scale with high performance?







Oracle solutions for every industry





Oracle Playbook

Why Oracle?



Complete Suite

Best-of-breed apps designed and built based on customer needs—with Al throughout.

Industry-specific apps, finance, HR, supply chain, manufacturing, marketing, sales, service, and analytics built to work together.



Best Cloud Technology

Next-generation Oracle Cloud Infrastructure (OCI) with the performance, security, and availability to run your mission-critical operations.

Cloud regions worldwide for commercial and government needs.



Award-Winning Design

Award-winning consumergrade+ user experience built with Redwood Design System.

The same tools for all developers to easily personalize, extend, and build applications.

Self-learning and self-improving applications.



Committed to Your Success

Oracle Customer Success Services helps you maximize your cloud investment with proactive support, expert guidance, and comprehensive tools and best practices.



Oracle Playbook

Committed to your success

Oracle Cloud Success Navigator: An interactive digital platform to help guide you



Get your bearings

Understand what's possible with your cloud solution using preconfigured starter environments to support your design decisions.



Chart a proven course

Access Oracle expertise, reference Oracle Modern Best Practice, and use Cloud Quality Standards to inform your implementation approach.



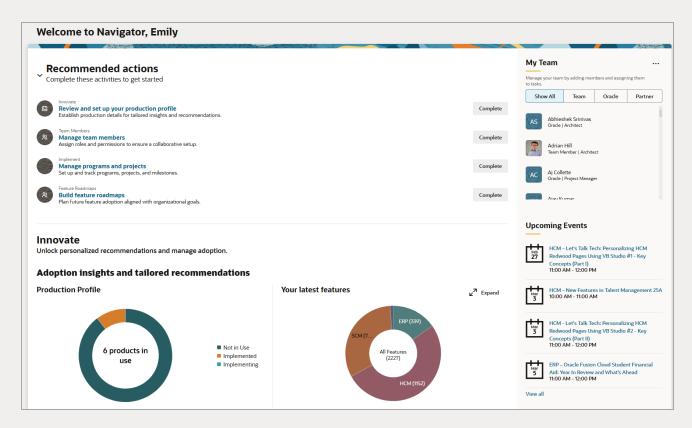
Find value at every turn

Get more from your quarterly releases using Al assistance and preview environments to experience and adopt the latest features that matter to you.



Blaze new trails

Build your own cloud roadmap based on your organization's goals keeping you focused on the capability you need for today and the road ahead.







Extensive partner ecosystem

+20,000
Partners and ISVs











Red Hat













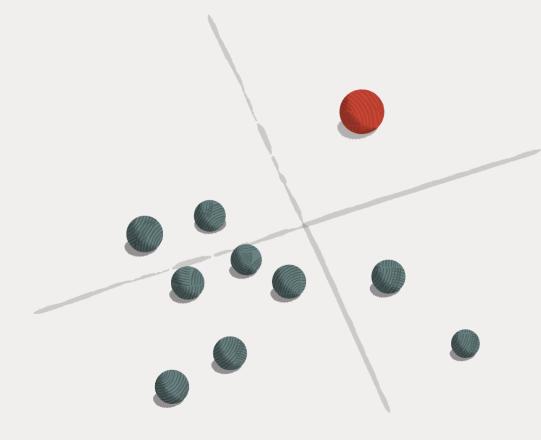






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