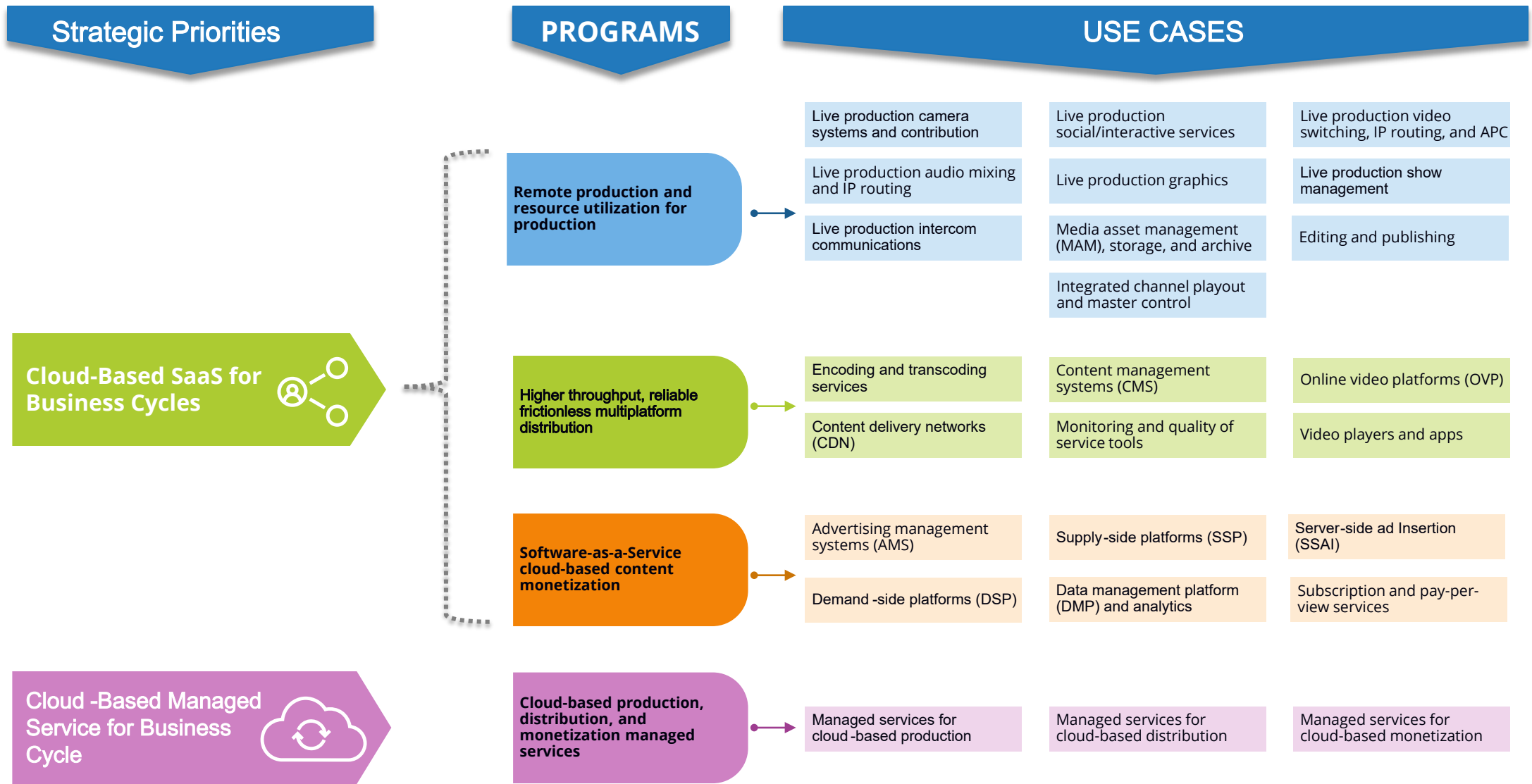


IDC Retail Insights: Worldwide Digital Transformation Use Case Taxonomy: Media & Entertainment



Content Production, Distribution, and Monetization Digital Roadmap



HORIZON 1

Use cases for the **Distribution** component of the Business Cycle
Most deployed & mature services to date

HORIZON 2

Use cases for the **Production & Monetization** components of the Business Cycle
Near term focus to address remote production resulting from COVID and cross platform Monetization and demand for FAST applications

HORIZON 3

Use cases for **Managed Services** for Tier 2 & 3
Future demand for complete "Business Cycle" Managed Services