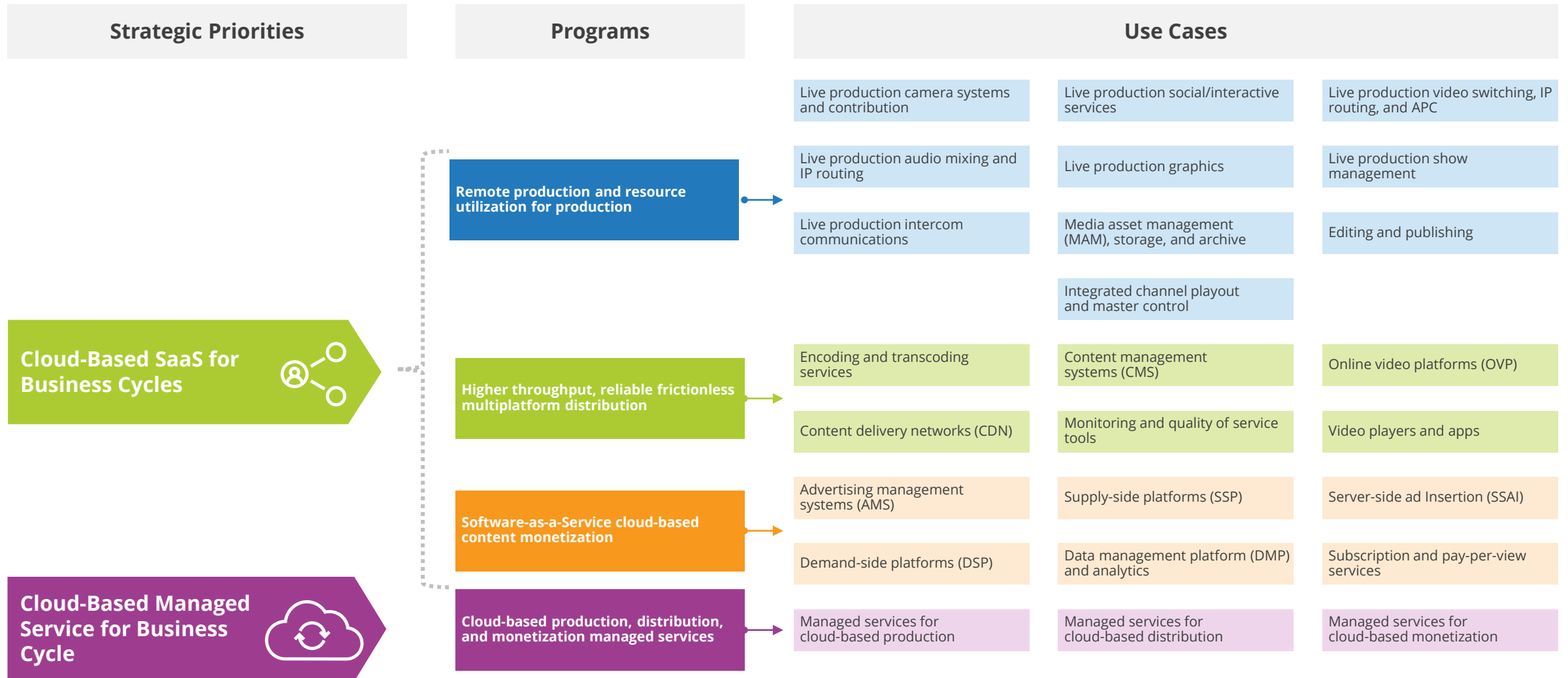


# IDC Retail Insights: Worldwide Digital Transformation Use Case Taxonomy: Media & Entertainment



# 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**