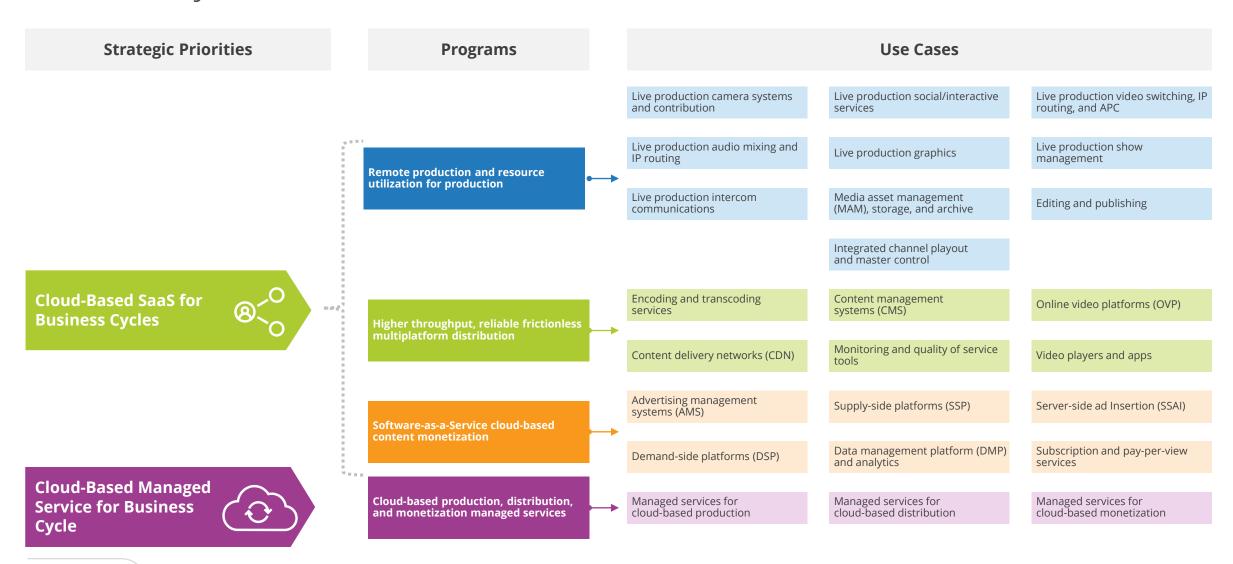
## IDC Retail Insights: Worldwide Digital Transformation Use Case Taxonomy: Media & Entertainment





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Content Production, Distribution, and Monetization

Digital Roadmap

Content

management

systems (CMS)

Content delivery networks (CDN) Monitoring

and quality of

service tools

Video players

and apps



Subscription



Managed services for

cloud-based

production

Managed

services for

cloud-based

distribution

Managed services for

cloud-based

monetization

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

Use cases for the <a href="Production">Production</a> & <a href="Monetization">Monetization</a> components of the Business Cycle

Near term focus to address remote production resulting from COVID and cross platform

Monetization and demand for FAST applications



Use cases for the <u>Distribution</u> component of the Business Cycle

Most deployed & mature services to date



**Encoding and** 

transcoding

services

Online video

platforms

(OVP)