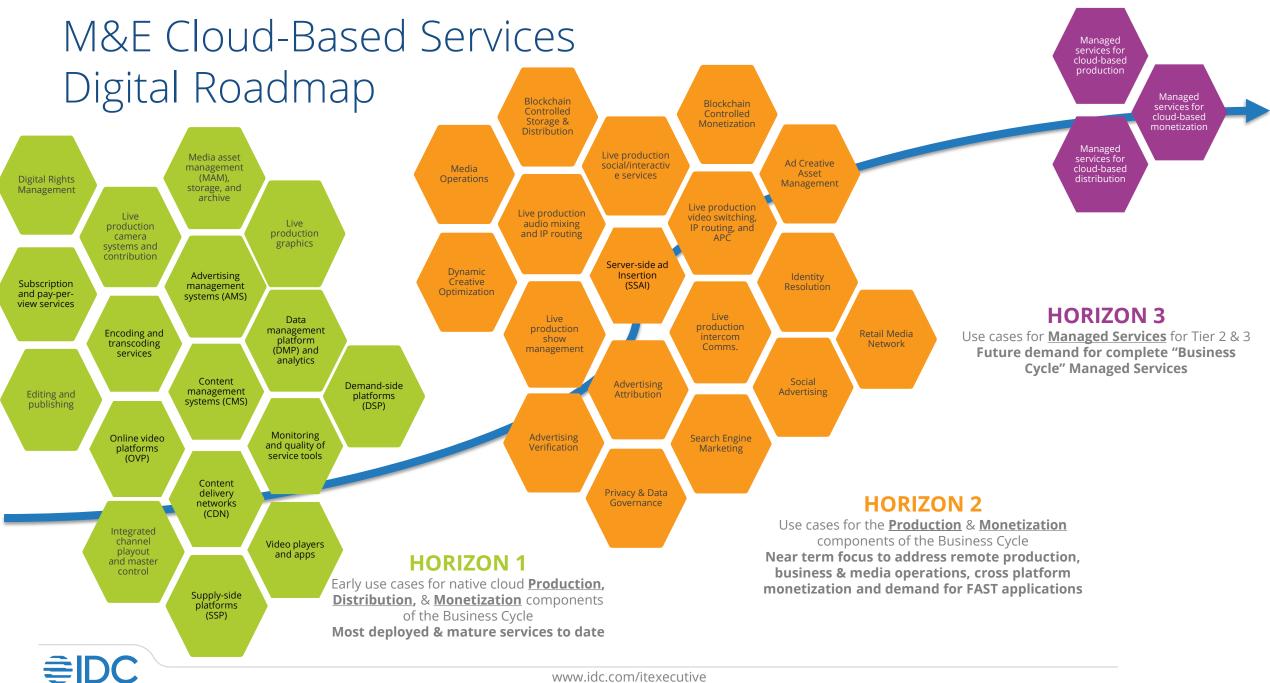
IDC Worldwide Digital Transformation Use Case Taxonomy: Media and Entertainment - Content Production, Distribution, and Monetization

| Strategic Priorities | Programs | | Use Cases | | |
|--|--|----|---|---|---|
| | | | Live production camera systems and contribution | Live production social/interactive services | Live production video switching, IP routing, and APC |
| Cloud-Based SaaS for Business Cycles | SaaS Cloud-based Content Production | | Live production audio mixing and IP routing | Live production graphics | Live production show management |
| | | | Live production intercom communications | Media asset management (MAM), storage, and archive | Editing and publishing |
| | | | Integrated channel playout and master control | Media Operations | |
| | SaaS Cloud-based Content Distribution | •• | Encoding and transcoding services | Content management systems (CMS) | Online video platforms (OVP) |
| | | | Content delivery networks (CDN) | Monitoring and quality of service tools | Video players and apps |
| | | | Blockchain Controlled Storage & Distribution | | |
| | SaaS cloud-based content monetization | •• | Ad Creative Asset Management | Dynamic Creative Optimization | Advertising Verification |
| | | | Advertising Attribution | Identity Resolution | Digital Rights Management |
| | | | Advertising management systems (AMS) | Supply-side platforms (SSP) | Server-side ad Insertion (SSAI) |
| | | | Demand-side platforms (DSP) | Data management platform (DMP) and analytics | Subscription and pay-per-view services |
| | | | Blockchain Controlled Monetization | Privacy & Data Governance | Search Engine Marketing |
| Cloud-Based Managed Service for Business Cycle | Managed Services for Cloud Production, Distribution and Monetization | •• | Social Advertising | Retail Media Networks | |
| | | | Managed services for cloud-based production | Managed services for cloud-based distribution | Managed services for cloud-based monetization |
| | | | | | |



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