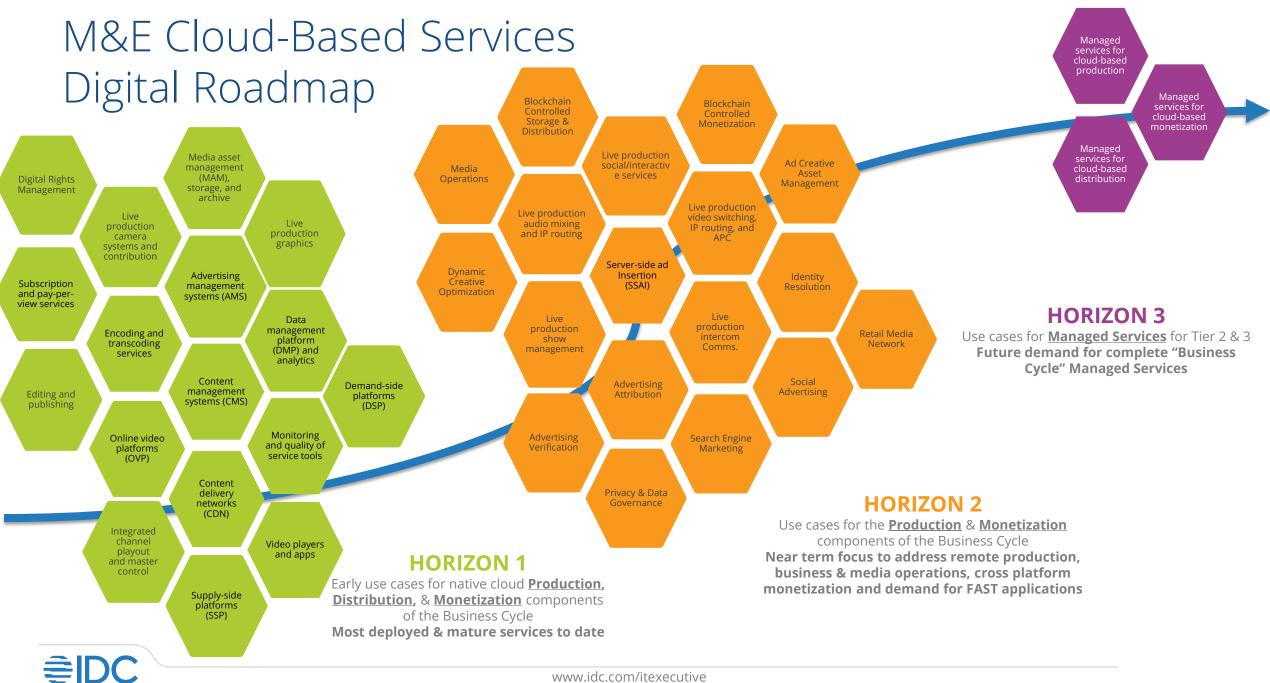
IDC Worldwide Digital Transformation Use Case Taxonomy: Media and Entertainment - Content Production, Distribution, and Monetization

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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