



# *Media Asset Management*

*Transforming your business in the digital age*



Industry consolidation...the digital convergence of content creation and distribution...the skyrocketing significance of the Internet and e-business...shifting government regulations...global competition from thousands of new players. All are transforming virtually every aspect of the media and entertainment industry, from production to marketing, and from sales to distribution.

The IBM Global Media and Entertainment Industry team can help your company embark on a new era of growth and profitability, propelled by an enterprise-wide focus on maximizing the value you derive from your media content. Our solutions, which address the entire spectrum of media asset management, can help you exploit new global market opportunities, generate new revenues, increase operational efficiencies and leverage your existing investment in systems and content.



**Media and entertainment enterprises—broadcast and cable networks, record companies, motion picture studios, integrated entertainment companies, professional sports companies, advertising agencies, publishers and new media businesses—are poised at the apex of change. Those that succeed at managing their digital assets will be well positioned to realize the enormous potential of e-business.**



# Transforming your business: The digital imperative



**Media asset management systematically organizes digital media files and provides seamless connection between disparate work processes, so that people can quickly and easily locate, retrieve, reuse, manage and share items.**

Heralded by rollouts of high-speed broadband cable networks, the arrival of high-definition TV and the rapidly growing number of households wired to the Internet, the “digital age” has at last arrived.

The result is a dramatically altered competitive landscape, and a new paradigm that puts content at the heart of your business: *create an asset once, then sell it over and over, in different formats, markets and channels*. It’s called multi-purposing. The difference in the digital age is the magnitude of the opportunity for reusing and reselling your content, and the speed and ease with which you can make it happen. This can translate into new sources of incremental revenue, faster return on investment and the chance to be more profitable. But to fully realize this potential value, your content must be digital.

Even greater competitive advantages are possible when you reengineer your processes around media asset management. Digital assets open the way for media-intensive companies to take advantage of collaboration and workflow management systems that have proven their worth in other industries.

When content is digital, it can flow seamlessly across your networks – streamlining processes, dramatically reducing cycle times and production costs, and fostering teamwork and knowledge-sharing throughout your organization. The result can transform media production into an efficient, scalable and predictable business operation that exploits the potential of knowledge assets and creates more value for your shareholders.

## **Convergence: Threat or opportunity?**

This new age is riding on an emerging digital media infrastructure, where television, computers and the Internet converge. The outcome is a proliferation of new distribution channels – cable, satellite, digital broadcast channels and the Web – that create vast opportunities for reselling digital media content and customizing your products. At the same time, lean new competitors – from online ventures to broadcast and cable networks – are squeezing margins, slashing revenues, fragmenting audiences and further dividing the advertising pie.

For media and entertainment enterprises, the question is not *whether* to make the move to digital asset management and new digitally oriented processes, but *when*. Companies that integrate the tools and technologies of the digital age will be better posi-

tioned to capitalize on new opportunities and significantly reduce their costs, laying claim to sustainable advantage in a crowded, fiercely competitive marketplace punctuated by the stunning growth of e-business.

However, getting there can seem a daunting task. It takes a willingness to change...the technology infrastructure to help make it happen...and the aid of a business and technology partner like IBM.

# Establishing a framework for success



**IBM is committed to helping you maximize the value of your media content, streamline processes, reduce production cycles to “Internet time,” generate new revenues and transform your enterprise for the digital age.**

Content in any form – digital or analog – is the core asset of every media and entertainment company. It forms the basis of your products and services, and defines your brands. Over the past few years, as new production tools become available, more and more content is originating in digital form.

But moving from analog to digital content is only the first step. Today, most companies have digital “islands” focused around a particular niche application, production process, media type, or distribution channel, along with archives of material in analog form.

How can you bridge these islands of content and technology? IBM – as a recognized leader in digital solutions – has developed an open framework for enterprise-wide media asset management that enables you to:

- Store, retrieve, manage and distribute digital assets across a wide range of media applications and systems from leading software companies, including IBM
- Minimize the time and effort required to repurpose and package those assets for market
- Protect your intellectual capital with advanced facilities for security and enforcement of licensing and rights management
- Reduce costs and cycle times by controlling workflow and enhancing collaboration across your extended enterprise
- Increase efficiency and streamline processes by integrating asset management with your core business systems
- Secure your investments with an architecture that can accommodate continuous changes in technology – *and* in your business

## **A solution that delivers value today...**

Within the framework of the IBM architecture for media asset management, your valuable digital content exists in a common database structure, ready to be customized, packaged, repackaged and distributed in whatever form makes sense to your customers – as traditional print, film or tape, on CD-ROM or DVD, even over the Internet. People throughout your organization can easily locate and retrieve material they need to work with. And the assets themselves can be shared by other applications – the tools that you use to create, manipulate and distribute your products.

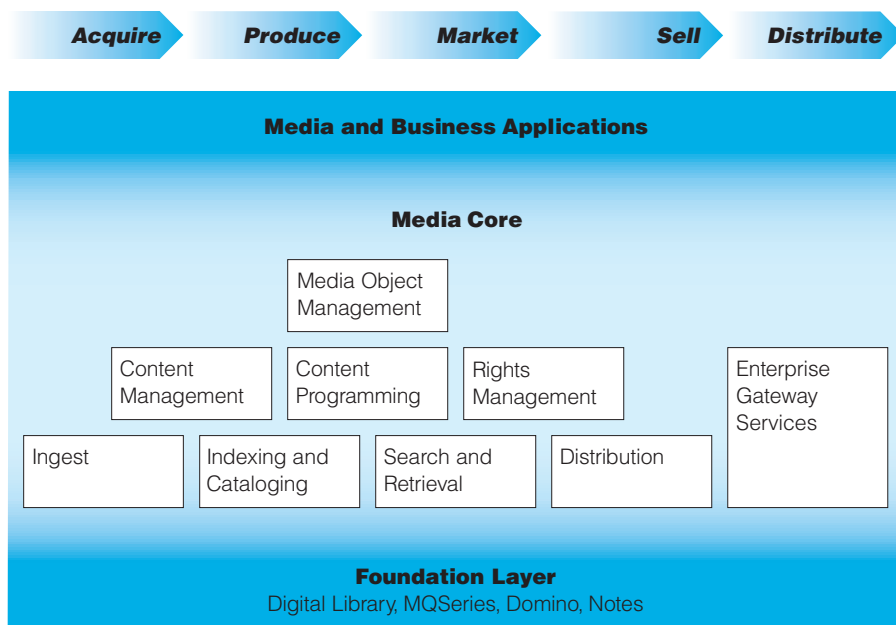
## **...plus an open path to the future**

The IBM media asset management architecture is a multilayer framework shaped around your business requirements. It is not an individual product or offering: rather, an open model for integrating technology, mapped to your business processes for acquiring, producing, marketing, selling and distributing content. The model allows you to build solutions to fit your media enterprise today, with the built-in flexibility to evolve as business and technology change.

At the heart of this framework is a common repository for your digital content, built on robust and proven IBM technology, for storing and distributing vast amounts of complex media and data across multiple platforms. This “media core” combines an open data model and a rich set of functions for acquiring, indexing, cataloging, searching and retrieving media assets – plus sophisticated facilities that media applications can use for:

- Assigning and managing rights
- Linking financial, payment and accounting data to media objects
- Protecting assets with watermarks and hidden data
- Scheduling and programming content, such as television shows for broadcasting and movies for video-on-demand
- Distributing digital media assets across networks, including intranets and the Internet





**IBM has an open, end-to-end architecture for media asset creation, collaboration, management and distribution**

In addition, the architecture defines the interfaces, conventions and gateways that:

- Allow compliant applications to interoperate and share digital content
- Enable workflow management and collaboration in the media creation, production and distribution process
- Integrate media asset management with your legacy systems and business applications, including enterprise resource planning, financial systems, business intelligence, electronic commerce and customer relationship management





**Companies across the media and entertainment industry face a common challenge: work fast, produce quickly, do it efficiently. Often, success depends on how rapidly your creative staff can find the right clip, photo, quote, copy or scene in your growing archives.**



“I need the picture of the . No, not the one who rescued the  from the tree, the one that rescued the  from the . That’s not all. See if you can find some footage of the  together. And get me a “ ” from the guy too. Why? Because, it turns out that  belongs to the mayor’s son so it’s not just any , it’s a very important . And work fast, because we’re running the story on the 6 o’clock  news and it’s almost  now. This story is hot, hot, HOT!”

**CBS News**

***As owner of the largest news archive in the world, CBS News is saving hundreds of thousands of dollars in production and inventory costs with a custom digital library solution from IBM. The digital index system provides detailed information about material in the archive, enabling editors and producers to pinpoint the exact tape, film cassette or digital file they need. This feature alone can slash documentary production costs by as much as 90 percent.***

***The CBS digital news archive can scan new video prior to archiving and automatically catalogue the contents in the index. An integrated workflow solution assigns locations for physical storage and tracks material loaned from the archive. Today, the system processes more than 560 orders a week, with more than 2,000 cassettes and tapes moving into and out of storage. Rights management capabilities, including watermarking and royalty management, now make it feasible for CBS to open its archive to outside clients and generate new revenues.***



# The best in the business, working together for you




**IBM industry-specific solutions, ranging from software to hardware to consulting and services, are designed to help media and entertainment enterprises everywhere reinvent the way they work.**

Today, IBM is partnering with leading software companies to develop targeted solution sets built on the foundation of an open architecture for media asset management and the strength of our core technologies: **IBM Content Manager** (formerly IBM DB2® Digital Library) for data storage and management, **IBM MQSeries**® for cross-platform data sharing, and **Lotus® Domino**® and **Notes**® for workflow and collaboration. These partnerships leverage the value of our enterprise-wide approach to asset management with the industry's leading vertical media applications and cross-industry tools.

IBM's integrated solutions for media asset management address industry-specific business challenges:

- **IBM Digital Library Connection for Avid**® enhances your ability to manage, secure, share, locate and reuse digital media created on Avid editing systems. This comprehensive solution fits the needs of media companies everywhere, including film studios, broadcast networks, TV cable companies, advertising/creative agencies and Web and multimedia publishers.
- **ISLIP MediaSite (formerly MediaKey™) Digital Video Library System** is a solution for cataloging, searching, reusing and managing video assets that combines speech recognition with language and image understanding to help users locate specific footage quickly and easily.
- **AdVISUAL**® from AdWare® Systems, Inc., is designed to help corporate marketing communications organizations, advertising and public relations agencies, and advertisers manage and repurpose print, graphics, film, video and audio materials during the production process, and make them accessible to staff and clients around the world.
- **MediaBank**, distributed by Inso, is ideal for graphics departments, pre-press houses, publishers and catalog companies. MediaBank enables anyone producing, creating, editing, reviewing or sharing content to drag-and-drop digital content into Quark or PageMaker, and seamlessly launch creation applications such as Adobe Photoshop.
- **PageFlex**, from Bitstream, is a flexible publishing solution that allows companies to produce highly customized products "on the fly" by reusing core content. Users automatically produce customized pages for brochures, magazines, catalogs, videos and CD-ROMs that target precisely defined audiences.
- **IBM Loose Leaf Page Manager** and the IBM InfoPrint family of solutions and services are designed for print-on-demand applications. Together, they provide dynamic updates for print and fulfillment from an all-digital database.
- **IBM Electronic Media Management System** is a sophisticated electronic distribution and digital rights management system designed to support all forms of media beginning first with music and audio content. This comprehensive solution combines scalability and security features within an open architecture. Major components include a mastering system; tools for hosting music content and promotional materials; tools for online music retailers supporting the sale of digital music; and a clearinghouse that tracks the sale of digital music content and manages access and usage privileges as designated by the music owner.
- **IBM Digital Media Distributor** is a tightly integrated content distribution and management solution that enables companies to efficiently manage the distribution of large, diverse digital content and vary programming or target advertising by geographical area or market groups.
- **RadioMan**™, from Jutel Oy, is a scalable radio station management system that integrates the many different tasks of radio broadcasting. RadioMan integrates and controls the radio station workflow—from scheduling, digital production and program planning, to on-air tasks and archiving.



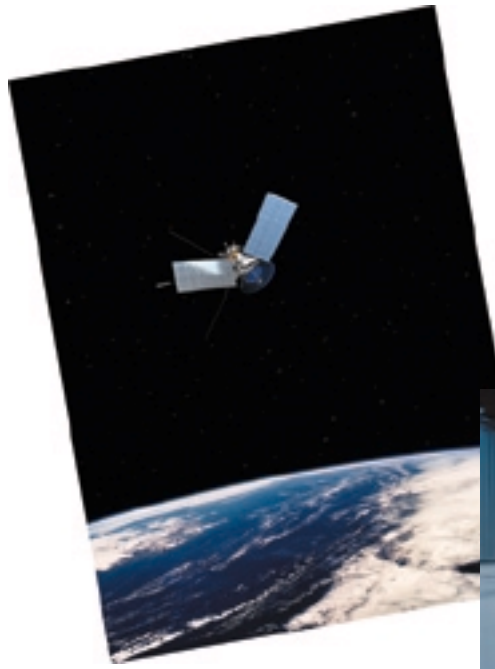
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- **IBM Networked Interactive Content Access/6000** offers a state-of-the-art solution for managing digital text and images in a client/server environment. Features include a text and picture archive with varied advanced searching capabilities.
  - **IBM NetMedia Digital Publishing** is a multimedia database solution designed for publishers who need to manage vast amounts of print and publishing content. It provides comprehensive support for content sharing, reuse, and online or CD-ROM publication. (Japanese language, DBCS-enabled).
  - **IBM NetMedia-Photo DB** is a photographic database management system that provides flexible management of traditional and digital photographic content with Web-based search and viewing. (Japanese language, DBCS-enabled).
  - **IBM Video Page Editor** facilitates the control of video scene content in a video-on-demand system. This solution enables the indexing, division and storage of individual scenes from a contiguous MPEG file. (Japanese language, DBCS-enabled).
  - **IBM HyperDelivery** offers the ability to reliably multicast bulk data to large numbers of registered clients.

### **Doing business with an "e"**

*IBM solutions for media asset management have been developed to help your company take the very best advantage of the Internet. We call it e-business—the synergy that comes from marrying your digital assets and IT infrastructure with the openness of Internet technologies and the reach of the World Wide Web.*

*From a presence on the Web to intranets, extranets and online transactions, IBM can help you deploy e-business solutions to enhance your brands, enter new markets, energize your enterprise with a new customer-centric focus and deliver customized products quickly, securely and cost effectively. Today.*





### **WB Television Network**

**How do you realize the cost advantages of centralized asset management and at the same time extend your distribution to smaller communities and localize content when you're managing cable affiliates in more than 100 markets? For Warner Bros. and its WB Television Network, the answer is a custom IBM solution for content distribution and spot insertion. Now, Warner Bros. can efficiently manage its cable affiliates nationwide while giving viewers the look, feel and attitude they expect from a local television station. The result is a new cooperative business model that is responsive to the needs of customers, cable affiliates and the parent company.**

**The technology that makes all this happen integrates the entire broadcast process—from ad sales, digital encoding/production and content storage to data transmission, local insertion, account reconciliation and billing. Built on an open architecture and industry standards, the WB Television Network solution incorporates hardware and software from IBM and other companies, plus a global communications network for digital media distribution. An important factor for Warner Bros. was having a single solutions provider—IBM—to supervise and manage the entire project, including providing local support to affiliates across the nation.**



## *Make the journey with a trusted partner*



**No one knows more about managing large volumes of complex data than IBM. At least 70 percent of all corporate data in the world is managed by IBM software and resides on IBM servers. Our flagship DB2 database has nearly 40 million users and 11,000 corporate customers across the globe.**

Preparing your business to capitalize on the opportunities of the digital age is not a task any one company can do alone. The good news is that you can get started *today* with IBM people who can help you realize immediate, tangible benefits and build an infrastructure that could produce long-term, sustainable advantage.

IBM Media and Entertainment consultants specializing in business transformation and media asset management use proven methodologies to identify customer wants and priorities, develop appropriate business strategies and design the most effective solutions. Our experts have spent thousands of hours working hand-in-hand with major media clients. They understand the market's complex business dynamics and can empower you with real-world knowledge and insight on how to best leverage information technology, including e-business solutions.

Plus, we can draw on the vast resources of the world's largest services organization – IBM Global Services. Whether it's strategy development and planning, systems integration and implementation, systems management and networking services, or strategic outsourcing, IBM offers the depth of expertise, experience and resources that no other technology company can match. What this adds up to is a unique ability to bring together *all* the elements necessary to transform your business.

### **Put IBM on your team**

To find out more about how IBM can help your company maximize the value of your media assets and make a smooth transition into the digital age, we invite you to talk to your IBM representative today, or visit our Web site at [www.ibm.com/solutions/media](http://www.ibm.com/solutions/media).



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motion picture studios, entertainment companies,



professional sports companies, advertising



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