57th FITCE Congress
Delivery and Consumption of Digital Media

MediaCity UK, Salford
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Pathways to Digital Transformation in the Media Industry

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Agenda

▶ Introduction about Atos
▶ Atos footprint in media
  – The industry’s trends
  – The portfolio
  – Addressing the industry’s challenges
We are leader in Digital Transformation

We are a leader in digital transformation serving a global client base. In this fast-changing world, driven increasingly by data, Atos brings together people, business and technology to create the firms of the future.

We are the Worldwide Information Technology Partner for the Olympic & Paralympic Games. Atos is a Societas europaea (SE) company and we are listed on the Euronext Paris market.

We operate under the main brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline.
Key figures: a well-balanced positioning
Breakdown of revenue in 2017 (in percentage)

1) Including Iberia, Central & Eastern Europe, Asia Pacific, Middle East & Africa, South America, as well as Major Events

By Geography
2017 statutory figures

- 18% Germany
- 14% France
- 14% United Kingdom & Ireland
- 12% Worldline
- 9% Benelux & The Nordics
- 17% Other geographies

By Business
2017 statutory figures

- 56.3% Infrastructure & Data Management
- 25.6% Business & Platform Solutions
- 18% Telcos, Media & Utilities
- 12.2% Worldline
- 5.9% Big Data & Security
- 37% Manufacturing, Retail & Transportation

By Market
2017 statutory figures

- 29% Public & Health
- 16% Financial Services

Key figures: a well-balanced positioning
Our expertise to support Digital Transformation

**Infrastructure & Data Management**
We transform today’s IT landscapes to future hybrid IT environments.

**Business & Platform Solutions**
We transform strategic approaches to technology, combining innovative solutions with established ones.

**Big Data & Cybersecurity**
We create competitive advantage for our clients from Big Data, and ensure data is delivered safely and securely to the right parties.

**Digital payments and e-Transactions**
Through Worldline, we provide unrivalled leadership in expert solutions for the fast-changing payment and digital services market.

**Unified Communication & Collaboration**
With Unify, we combine voice, data and video, to help our customers benefit from a unique collaboration experience.
End-to-end offerings bundled in the Digital Transformation Factory

Drive

A business-driven method

- Customer experience
- Operational excellence
- Business reinvention
- Trust & compliance

Design

Technical blueprints and accelerators to build our customers data-driven digital platforms

- Atos Digital Workplace: Connecting collaborators & customers with data
- Atos Codex: Transforming data into business outcomes
- Atos Business Accelerators: Enabling the real-time enterprise
- Atos Canopy Orchestrated Hybrid Cloud: Creating the foundation for digital business

Deliver

Vertical Solutions

- Manufacturing, Retail, Transportation
- Financial Services
- Telecom, Media, Utilities
- Public, Health

Trusted partner for your Digital Journey
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The consequences of digital innovations in media are just beginning to be felt

"The consequences of digital innovations in media are just beginning to be felt"

*World Economic Forum*
The Audience is Becoming Digital

- **Always connected**
- **Switching very fast on digital channels**
- **Using multiple devices**
Digital Platforms are Eating the World

Press & books
30% digital book sales
10% digital press sales

Video & movies
70% movies & video revenue in (S)VOD

Music
60% digital sales
-15% physical CAGR

Entertainment & Games
60% sales on digital devices (mobile/PC)
Four Challenges to Win in this New Era

GET 360° AUDIENCE MASTERY
Adapt to an audience that is connected anytime, anywhere, switching fast between devices, with a nonlinear path to media consumption and purchase.

ENSURE TRUST & COMPLIANCE

ADAPT MONETIZATION MODELS

STREAMLINE AGILITY & REDUCE COST
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Digital Transformation Factory in Media

**ATOS MULTICHANNEL EXPERIENCE & DIGITAL WORKPLACE**
Customer Experience (mobile, Multiscreen, Omni-channel Interaction Center & CX Lab, CRM), OTT services, Interactive TV & Smart Player, Digital Publishing, e-voting, Digital Workplace & UCC ...

**ATOS CODEX COGNITIVE ANALYTICS**
Audience & Quality of Experience Monitoring, Subscription & Loyalty, Advertising algorithmic modelling & consulting, Social Business Center, Metadata lake, Predictive Maintenance, HPC for Animation studios...

**ATOS BUSINESS ACCELERATORS**
Digital Media Supply Chain, Broadcast Network Control System, SAP HANA & SAP S/4, e-gambling suite, MEV, ...

**ATOS CANOPY ORCHESTRATED HYBRID CLOUD**
Media Functions Virtualization, Legacy modernization, App. Mgt, Private Cloud, Public Cloud, DevOps...
Digital Transformation Factory in Media
2 Factory Offerings – 3 Examples

Atos Digital Workplace
Enable a connected workforce and foster collaboration

- Team Collaboration with Circuit

Atos Business Accelerators
Enable real-time organization

- Digital Media Supply Chain Solution
- Broadcast Network Control System
## Atos Digital Workplace

### Business Drivers

<table>
<thead>
<tr>
<th>Transform user experiences</th>
<th>Increase productivity and collaboration</th>
<th>Improve employee satisfaction</th>
<th>Refocus IT investments</th>
<th>Adapt to evolving security threats</th>
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</thead>
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### We deliver

<table>
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<tr>
<th>Enhanced user experience thanks to innovative designs and user profiling</th>
<th>Agility and productivity through enhanced connectivity</th>
<th>Creating engagement via new ways of working</th>
<th>Improved efficiency through Automation for example</th>
<th>Trust through advanced security and protection</th>
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Enable a connected workforce and foster collaboration

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Example 1
Atos provides organizations of all sizes with the communication and collaboration tools which are the foundation of a modern digital workplace.

<table>
<thead>
<tr>
<th>OpenScape</th>
<th>Circuit</th>
<th>Deployment &amp; Integration</th>
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<tbody>
<tr>
<td>High reliability, Mission-critical Voice</td>
<td>Award-winning team collaboration from the cloud.</td>
<td>Open APIs and standards at the heart of all Unify technologies</td>
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<tr>
<td>Unified Communication &amp; Collaboration including Audio, Video and Web Collaboration</td>
<td>Single “pane of glass” for all collaboration functions</td>
<td>Pre-built integrations with Microsoft, Cisco, Polycom etc.</td>
</tr>
<tr>
<td>Mobility solutions to span devices and networks</td>
<td>Natural intuitive user experience across all devices</td>
<td>Atos-delivered Installation, Maintenance, Managed, Cloud &amp; Professional Services</td>
</tr>
<tr>
<td>Multi-media Contact Centers</td>
<td>Powerful, contextual search</td>
<td>World-class partner community offering complementary technologies and services</td>
</tr>
<tr>
<td>Deployment on premise, in the cloud or in hybrid architectures</td>
<td>Persistence of conversations through content storage and recall</td>
<td>Indirect channels are addressed under the Unify brand</td>
</tr>
<tr>
<td>Industry Solutions including healthcare, trading, emergency services</td>
<td>Easy to try, consume and scale</td>
<td></td>
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</table>
Atos Business Accelerators

**Business Drivers**
- Go faster
- Be more reactive
- Adapt operations to activity events
- Improve customer satisfaction
- Improve employee satisfaction
- Lighten IT constraints and costs
- Create value for opening new markets

**We deliver**
- From business processes to business intelligence
- Transactions into real-time business insights
- Interactions into stronger relationships
- Multi-channel open collaboration
- Cloud expertise for rapid scalability
- Advanced analytics and empowering business

Atos Business Accelerators
Enable real-time organizations

Trusted partner for your Digital Journey
Atos approach to the Media Supply Chain
Introduction to the DMSC offering

- Media Supply Chain
- Atos standard models
  - Standardized and automatized process
  - Content creation to distribution
- Media Companies
- Workflow Engine
- Reference Data Models
- Reference Process Models

Example 2
Digital Media Supply Chain
The media workflows in scope

End-to-end process for the media eco-system*

* The media eco-system:
  - Media: broadcasters, publishers
  - Content production: multi-format, cinema, advertising, ...
  - Technology (IT and broadcast): hardware, software
  - Third party service: encoding, rendering, ...

Trusted partner for your Digital Journey
DMSC Solution
Reference architecture and features

1. Single view across systems provides users with real time visibility of the entire operational performance.

2. Designed to be integrated into any existing client landscape to join up systems.

3. Automates the performance of the operation reducing bottlenecks and system hotspots.
Example 3

**Atos Digital Workplace**
Enable a connected workforce and foster collaboration

**Atos Business Accelerators**
Enable real-time organization

- **Team Collaboration with Circuit**
- **Digital Media Supply Chain Solution**
- **Broadcast Network Control System**
Atos Broadcast Network Control System (BNCS)

- Single point of control for **multiple devices**, from **multiple manufacturers**
- Technology independent
- Versatile 3 layers architecture:
  - Control and monitor multiple devices from a single workstation or
  - Control and monitor one device from multiple workstations
  - Several drivers can run on one workstation

Panels: the front-end

Rules: the underlying business process logic

Drivers: the interface to the devices

Atos BNCS is the result of 15 years' continual development and investment since it was first implemented for the BBC almost twenty years ago.

Atos is also the owner of all process maps and of a continually expanding library of device interfaces.
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Addressing the challenges: Pathways to digital transformation

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