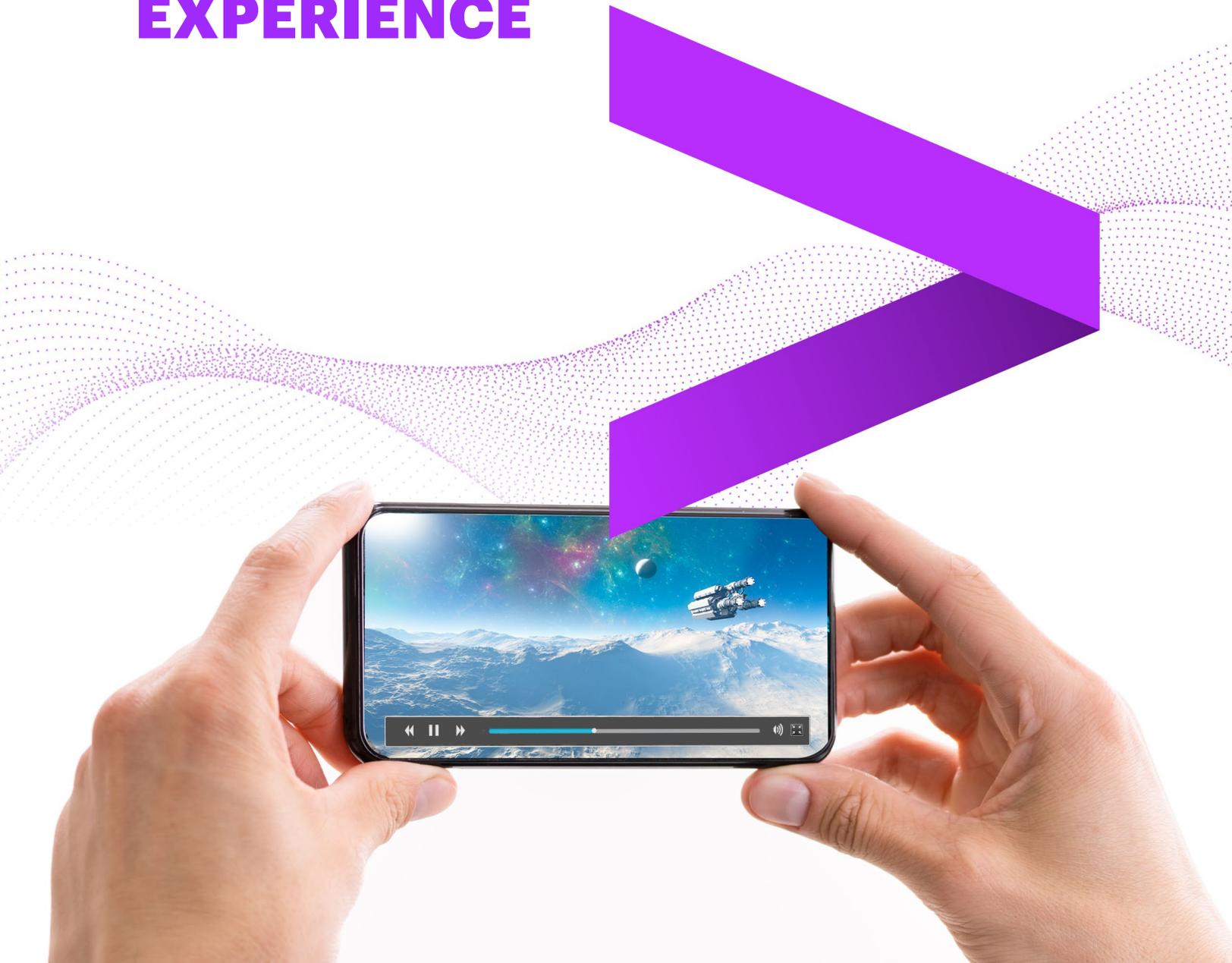




# CLOUD MARKETPLACES ELEVATE THE CUSTOMER VIEWING EXPERIENCE



## VIDEO CLOUD SOLUTIONS ARE ON THE RISE



Consumers now have the power to access their preferred videos anytime, anywhere, and on any screen. With heightened competition for screen time, media companies are expanding capabilities across the end-to-end value stream—from video creation to aggregation and distribution. They are looking for solutions to accelerate content creation, manage media supply chains, reliably distribute content, and inform analytical, data-driven decisions for content and viewing recommendations.



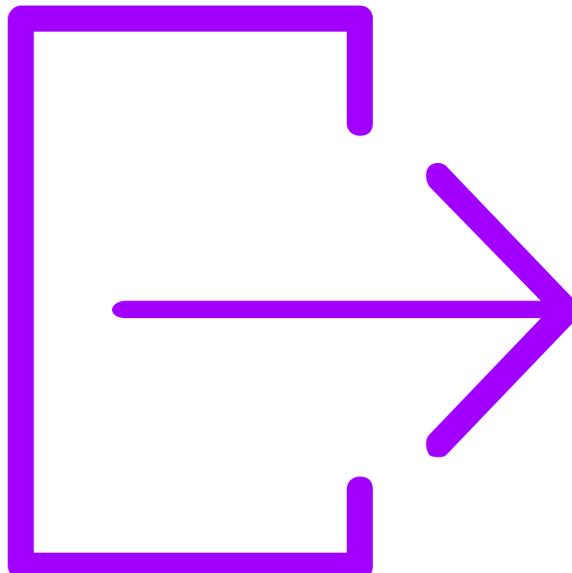
## The disruption caused by video streaming services has led traditional media players to merge and acquire—redefining the industry landscape.

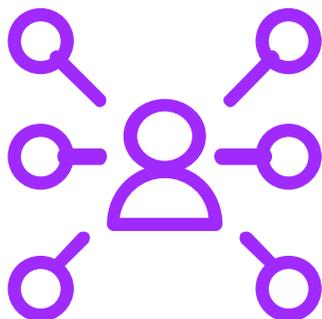
For example, Comcast acquired NBCUniversal for \$13.8 billion in 2011,<sup>1</sup> AT&T spent \$85 billion to acquire Time Warner in 2018,<sup>2</sup> and Disney spent \$71.3 billion to acquire 21st Century Fox in 2019.<sup>3</sup> This disruption is further evidenced by the ViacomCBS and NBCU Sky merger. Both traditional media companies and cable providers looking to compete with over-the-top (OTT) services were quick to acquire upstream and downstream capabilities, with the wide-spread goal of controlling access and delivery of content to remain relevant to customers.

Content differentiation is now more important than ever, given the increased competition from new players and the introduction of new content forms. Large budgets are allocated to new content creation. In 2019, Netflix spent \$15 billion on content alone, while Amazon Prime and Hulu spent \$6 billion and \$3 billion, respectively.<sup>4</sup> Content differentiation is further complicated by the rise of short-form content, available on platforms such as YouTube, Twitch, and Quibi. Five hundred hours of video are uploaded to YouTube every minute, and consumers watch over 1 billion hours of YouTube videos a day—more than Netflix and Facebook video combined.<sup>5</sup> The availability of short-form material is redefining the pace at which customers consume content.

Media companies now need ways to quickly and securely create, transfer, manage, and deliver content across multiple screens. As a result, media companies are transforming their business models to develop direct-to-consumer offerings, create differentiated content, and elevate customer experiences. Solutions such as eMAM Cloud Service and Wowza are helping to accelerate this transformation—enabling the creation and seamless delivery of content across multiple devices with flexibility and at scale.

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Netflix, Hulu, and other OTT streaming services leveraging cloud have pioneered the shift to cloud-based delivery models. Now, other media and entertainment companies are following suit; most notably, Disney+ launched in 2019. OTT streaming is gaining traction even beyond the media space, with broader applications to sporting events (e.g., MLB.TV, NBA TV) and concerts (e.g., Stingray). Traditional players are realizing value in these new delivery models. Not only do cloud-based offerings enable flexibility for faster development and distribution of content at a lower cost than on-premises options, but they also provide consumers convenient access on more devices.

Cloud providers such as Amazon Web Services (AWS), together with professional services organizations such as Accenture, are helping to lead the transformation. “To stay ahead of technology at a fraction of the traditional cost, we turned to the cloud with AWS—which offers end-to-end ingest-to-delivery workflow support,” says Mark Kramer, vice president for Pac-12 Networks. “Moving to AWS Cloud allowed us to move faster, increased our ability to scale, and created new opportunities for content creation and distribution.”<sup>6</sup>

## Cloud-based offerings enable flexibility for faster development and distribution of content.

Media and entertainment line-of-business leaders are using cloud-based services to achieve differentiation across the value chain—beginning with content creation and continuing through delivery of personalized experiences at scale. These leaders are leveraging cloud solutions such as storage, predictive analytics, and data visualization to accelerate content creation, manage the media supply chain, deliver content consistently, and generate personalized recommendations.

Moving content creation workflows to the cloud optimizes the way media companies produce, manage, and transfer their content. Video editing tools, graphic design capabilities, and scalable studio storage management systems used by animation studios, gaming studios, and others streamline the creative process. Moving traditional on-premises visual-design and editing workstations to virtual cloud-based workflows promotes collaboration, process adherence, and version control across global teams in real time. These solutions are enabling media companies to develop high-quality videos at scale—in a fast, easy, and affordable manner.

Other cloud software enables media companies to securely manage their supply chains and content distribution. Asset and digital rights management solutions help companies securely store, move, and distribute large, high-value media files. Tagging software helps catalog content, providing easier content searchability.

Regarding distribution, media companies are leveraging cloud infrastructure to quickly capture, process, and upload event coverage (e.g., full-event and short-form clips) for consumption on a worldwide scale. Live streaming, now a standard offering within the video sector, is expanding to other industries, unlocking viewer access to more types of events including quarterly business conferences, educational lectures, and more.

Finally, analytic solutions such as Qubole and Databricks leverage artificial intelligence (AI) and machine learning (ML) capabilities to analyze data in real time and draw deeper insights. These kinds of solutions can be used to inform both content investments and personalized viewing recommendations.

While many media and entertainment companies are successful early adopters, some firms are still struggling to find the right answers in the cloud.



**Many media companies are transitioning to cloud because cloud solutions can streamline content creation workflows, enable the efficient transfer of large media files, and generate personalized viewing recommendations.**

## **OPPORTUNITIES EXIST FOR SIMPLIFYING THE MIGRATION TO CLOUD**

More than half of media and entertainment organizations currently utilize public cloud solutions<sup>7</sup>. However, complexity, cost, and security concerns are preventing some media companies from realizing the full benefits of the cloud.

The shift to cloud requires flexible infrastructure to support hybrid environments that complement legacy, highly customized, on-premises systems populated with siloed data. To keep pace with the growing amount of content being generated, media companies are building and maintaining dynamic hybrid environments with the flexibility and scalability needed to store, share, retrieve, and manage content. As legacy on-premises servers age and reach their end-of-life, media companies face a critical decision: whether to buy more on-premises systems or invest in moving infrastructure to the cloud. Many media companies are transitioning to cloud because cloud solutions can streamline content creation workflows, enable the efficient transfer of large media files, and generate personalized viewing recommendations.

With that said, organizations must balance cost considerations with short-term and long-term strategies. In fact, 40 percent of media and entertainment companies report that pricing is the primary barrier to adopting cloud solutions<sup>3</sup>. These strategic considerations can influence the types of solutions some media companies select, and ultimately determine the speed at which they can migrate to cloud.

Finally, given the need to protect both their proprietary content and user data, media companies are understandably cautious in their cloud selections; this cautious approach will continue to be a focus for media companies. While 62 percent of customers say they are afraid of their data being compromised,<sup>8</sup> 72 percent of consumers report a level of comfort with media companies using their data.<sup>9</sup>

## THE INDUSTRY'S MOST COMMON CLOUD SOFTWARE NEEDS

To help resolve their challenges and ease their concerns, media and entertainment organizations want an easy way to find, choose, and deploy solutions that provide their viewers a secure, personalized experience. To meet the demand, cloud providers are investing in streamlined provisioning processes and advanced security and analytic solutions.

### What benefits do Accenture and AWS Marketplace offer the media and entertainment industry?



#### 1 Solutions specific to the industry

Content creation, distribution, and analytic solutions that accelerate content development, streamline asset management and distribution, and modernize and migrate media workflows; end-to-end solutions that benefit firms which traditionally have no access to industry solutions.



#### 2 Assistance identifying the right solution

A simple way to conduct the due diligence required to make purchasing decisions; helping buyers understand features and compare products.



#### 3 Simplified buying

Streamlined and flexible contracting, transactions, and billing options, with no hidden costs.



#### 4 Automated deployment

A proven process that minimizes time-to-value and integrates seamlessly with the cloud environment.



#### 5 Easy-to-combine software solutions

The ability to connect multiple software solutions together to build more powerful ecosystems—enabling media companies to optimize and monetize existing content in new ways, and draw higher customer engagement through personalized formatting, viewing, and marketing techniques.



#### 6 Straightforward security models and governance

An easy-to-operate governance structure that adheres to industry standards to secure access and manage controls over the complex network of media and entertainment solutions.

## ENTER THE CLOUD MARKETPLACE



A cloud marketplace is a digital catalog hosted by a cloud service provider, offering third-party software applications, data, and services. These apps and services are built on, integrated with, or complement the cloud provider's own offerings, and the software can be combined with products from other third-party providers to build more complex solutions. More than just a transaction platform, a cloud marketplace seamlessly enables the creation of a complete digital ecosystem.

Well-designed cloud marketplaces reduce an organization's time-to-value for cloud investments. Cloud marketplaces provide buyers with a one-stop shop for media and entertainment solutions, where buyers can compare features and prices of solutions from multiple independent vendors (and user-submitted reviews of these solutions), all in one place. In addition, cloud marketplaces can connect software sellers directly to media and entertainment companies, enabling the development of new partnerships.

Able to simplify procurement and implementation, cloud marketplaces provide low-touch, buyer-driven transactions, with streamlined contracting, billing options, and greater transparency to costs. Marketplaces make the deployment process even easier by streamlining the integration of cloud software within the customer's cloud environment.

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Meanwhile, governance controls enable buyers to review, grant, and restrict access to cloud services within their organizations, which helps minimize security risks while protecting content and viewer data. Organizations can also monitor their cloud spending and track consumption, which assists in budgeting efforts and informs future planning and purchases.

Customization is important for any organization building its cloud capabilities. Cloud marketplaces empower customers to buy solutions from multiple vendors, and then combine them on a common cloud platform to create an overarching cloud ecosystem. Such an ecosystem can then deliver performance tailored to the organization's specific needs.

## ACCENTURE AND AWS MARKETPLACE OFFER SOLUTIONS SPECIFIC TO MEDIA AND ENTERTAINMENT

AWS Marketplace delivers a curated digital software catalog with thousands of listings from independent software vendors. This proven platform simplifies the discovery, procurement, and provisioning of third-party software. Media and entertainment organizations can try solutions in low-risk environments, and then quickly implement the business solutions that best suit their unique needs.

Accenture adds to the value of AWS Marketplace-based solutions by providing deep industry experience, complemented by a best-in-class ecosystem of partners. With Accenture overseeing all solution development operations, customers benefit from:

- End-to-end cloud services delivered by industry experts
- Accelerated delivery of cloud solutions at speed and scale
- New and better ways to leverage cloud, from migration to cloud management to the evolution of the cloud estate—enabling you to achieve the full promise of cloud elasticity and innovation



### Why should media and entertainment business leaders work with Accenture and AWS Marketplace?

#### 1 Speed

Organizations can implement AWS Marketplace solutions quickly, with fast deployment of pre-configured software and flexible pay-as-you-go pricing. Trusted Accenture deployment practices streamline multi-tool integration and content creation workflows. Accenture knows what technologies need to be included to reach the desired end-product—rather than rely on trial and error just to find out at the end of the development cycle your proof of concept didn't work. And because all Accenture and AWS Marketplace solutions are tested and verified to integrate with Accenture's ecosystem of partner solutions and technologies, customers save significant testing time and get to market faster.

Accenture and AWS Marketplace also accelerate innovation. Companies can utilize multiple software solutions, machine learning models, and industry-specific data sets in the same environment. Easy access to this centralized information enables organizations to quickly innovate—from both the operational and content creation perspectives—ultimately improving the return on investment (ROI) for content and enhancing customer experiences.



## 2 Security

Accenture and AWS Marketplace offer comprehensive security solutions, including backup and restore, endpoint detection and response, and more. These solutions ease media and entertainment leaders' concerns and remove key barriers to cloud migration. In addition, AWS Marketplace's curated catalog contains verified solutions that meet Accenture and AWS's security and compliance standards.



## 3 Reliability

With AWS Media Services, reliability is built in—providing automated monitoring and repair across geographies, so organizations can trust their infrastructure to handle even the most complex and high-profile content. Connectivity with third-party applications provides a complete set of tools for live and on-demand video workflows, ensuring a seamless content delivery experience.

Not just for the tech-savvy, Accenture and AWS Marketplace actively partner with organizations outside of high-tech—including companies that might not be ready to launch a full cloud ecosystem, or companies that have tried to launch a solution on their own (i.e., DIY), but found the process too complex.

For example, Gaming 247 decided to launch a new video network called EventTV. Their original strategy was to complete all development activities in-house, and launch the network in December 2020. However, when the COVID-19 pandemic forced the world's population into quarantine, Gaming 247 wanted to satisfy its users' ravenous demand for new and original content as quickly as possible.

Rather than continue development on its own, Gaming 247 called Accenture for help. Together with AWS, Accenture devised a new schedule that would enable EventTV to launch on August 5, 2020—saving four months of development time.

The first step was to complete a proof of concept (PoC). Accenture used its EP11 platform to create a functional video TV channel in only 24 hours. The next step was to design the underlying architecture, using AWS as the foundation, and then layering the necessary services provided by right-fit software vendors. Working side by side with Accenture, AWS provided the hardware, validated all Accenture assumptions, and provided recommendations for the final solution design.

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As of this writing, the design phase is still underway, but all indicators point to a successful launch of EventTV on August 5, 2020. In the end, Accenture and AWS Marketplace will enable Gaming 247 to:

- Leverage the experience of two industry leaders
- Tap the expertise of Accenture’s wide and deep ecosystem of partners specializing in metadata extraction, workflow orchestration, publishing, and more—working together under one umbrella, with Accenture overseeing all operations
- Accelerate solution development by four months
- Significantly reduce risk, rather than struggle with a DIY approach
- Quicken time to market and accelerate time to revenue
- Gain security and peace of mind, knowing that Accenture understands the end-to-end solution integration process



**We thought developing EventTV in-house was a good way to control costs. But in the end, we had exceptional results, really fast delivery, and minimal cost increases by working with Accenture and AWS. We couldn’t have done it alone.”**

**– Scott Gillies, CTO, Gaming 247**



# ACCENTURE AND AWS MARKETPLACE— BETTER TOGETHER FOR YOU

Accenture, a verified AWS partner, leverages a wide variety of features, functions, and services from AWS Marketplace to help its media and entertainment clients innovate operations and achieve scale. Having access to pre-built AWS Marketplace services allows Accenture to jump-start implementations, while also enabling Accenture to develop new, customized solutions that meet its client's unique needs. As Accenture develops new proprietary solutions, they can be posted to AWS Marketplace—helping to foster more informed and streamlined collaborations with clients.

Visit [AWS Marketplace](#) to learn more about Accenture and AWS Marketplace's solutions for the media and entertainment industry.

## ABOUT ACCENTURE

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 500,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives.

Visit us at [www.accenture.com](http://www.accenture.com).

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