

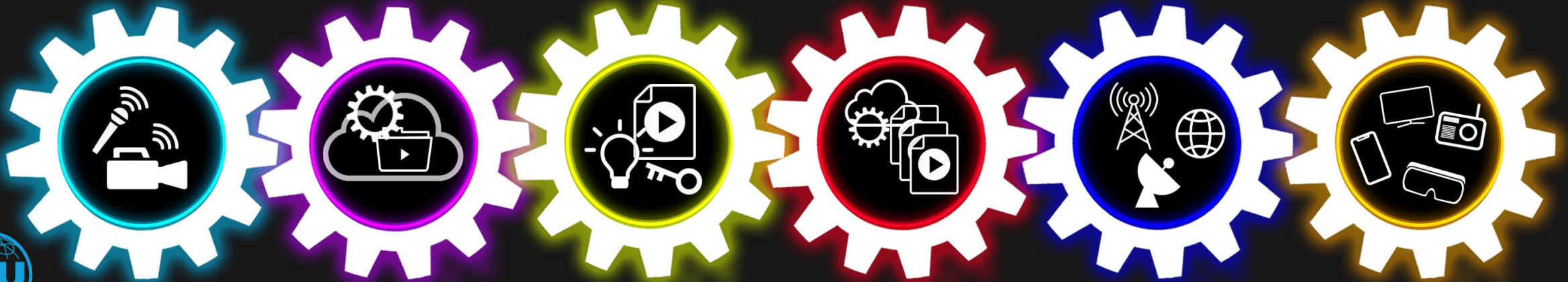
**what's driving the
media supply chain?**

the media supply chain

media manufacture and supply

is no different to any other commodity

- can benefit from traditional business system processes
- is using on-demand software applications to drive capex to opex
 - programme makers know a single version is not commercially viable
 - objects packaged in a component-based workflow is a new paradigm
 - multiple versions created from a single package already happening

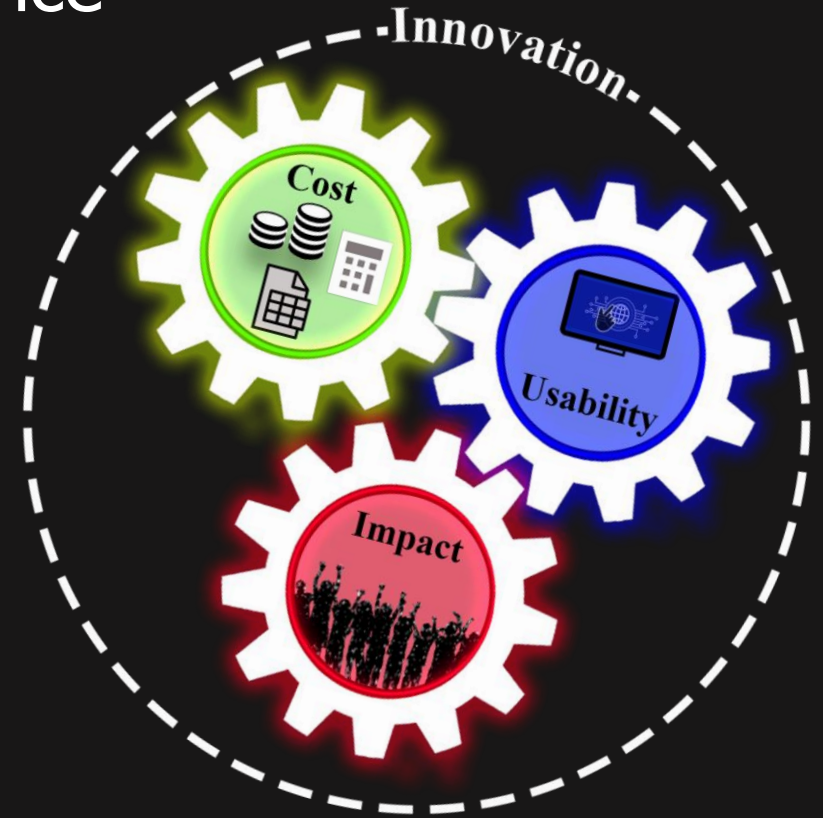


workflow nightmare

technology issues programme makers face

cost vs. ease of use vs. impact to audience

- cloud native workflows
- virtual & remote working
- accessible for all users
- personalized on any device anytime
- data driven from source to user
- immersive exploiting 3D spaces
- interactive at personal & group levels
- sustainable targeting zero emissions



workflow

just another name for the media supply chain

a.i. driving the media supply chain

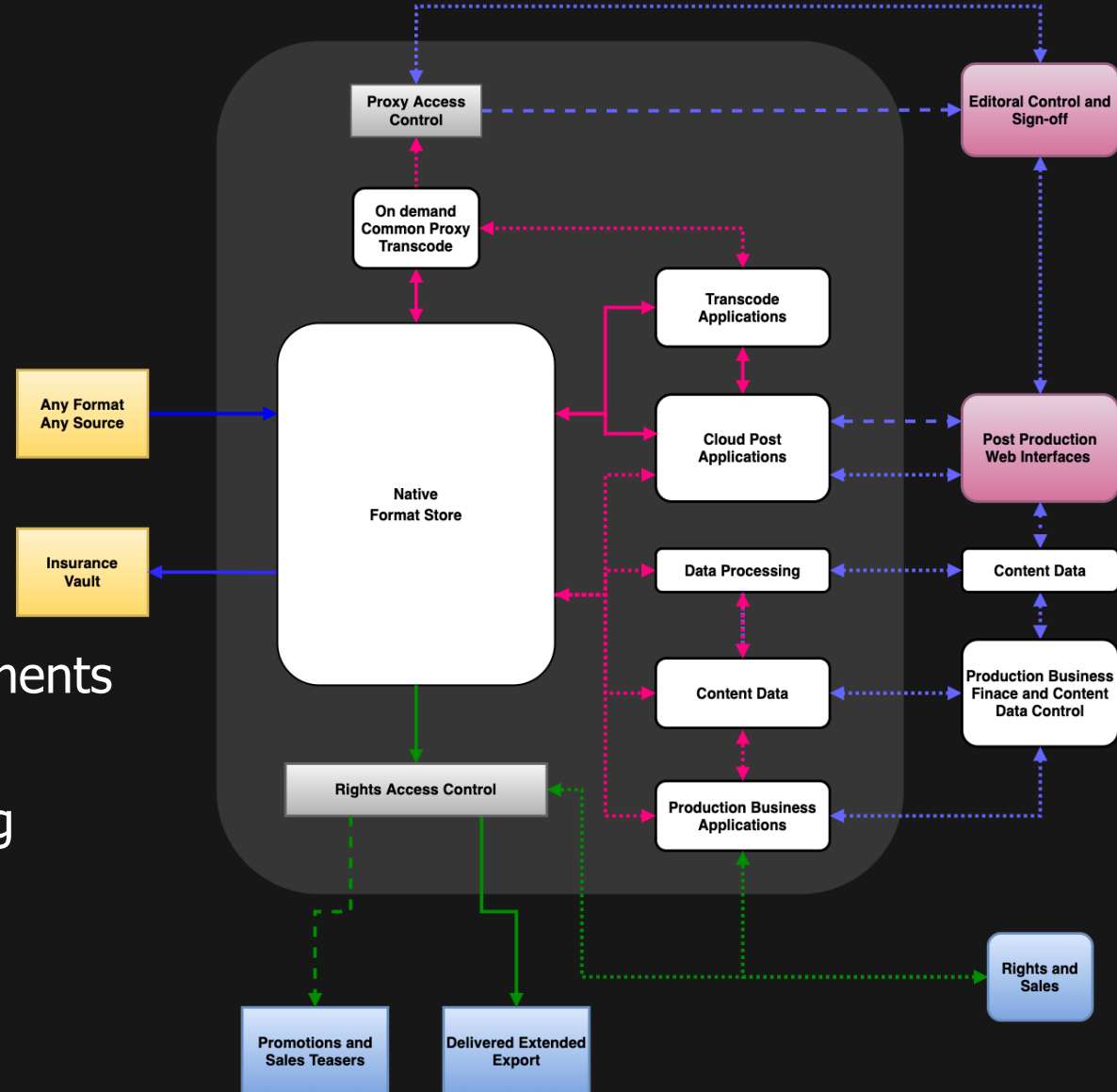
- saas oriented workflows significantly reducing complexity
- enables object-based componentized media processing
- automates tracking of versions, sales, rights, access and permissions
 - required for the changing landscape of media & changing audience expectations
 - required for the continued merging of gaming, social media, traditional media
 - required to manage the rapid and accelerating media technology development
 - required to maintain viability in an increasingly competitive media world

cloud-based workflow

saas-based workflow

what's needed when it's needed!

- local or public cloud
- on demand applications
- is all about data management
 - complexity of just-in-time
 - who is allowed to process
 - who has rights to access
 - regional & regulatory version requirements
 - delivery technical requirements
 - personalized & accessibility processing

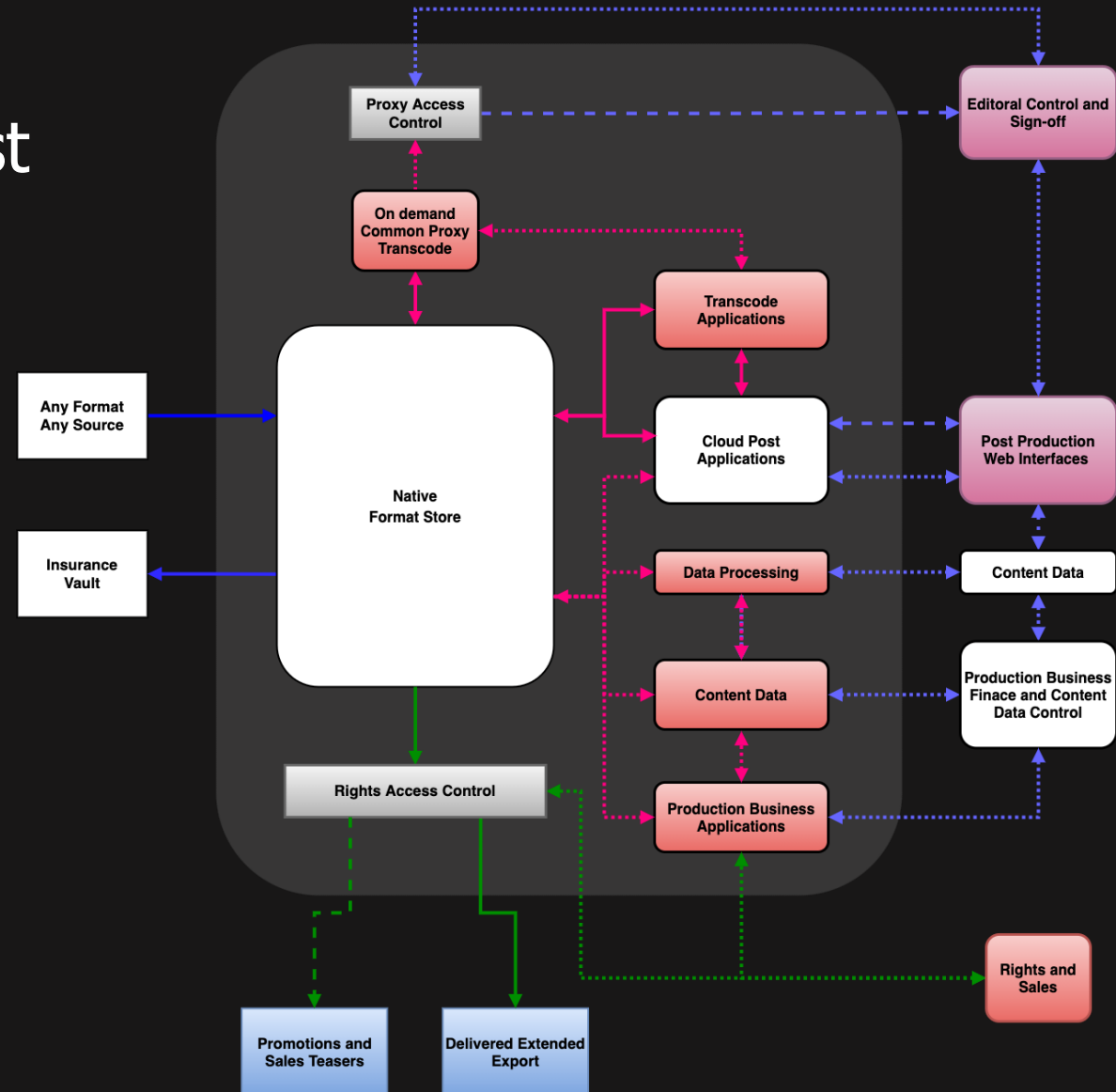


cloud-based workflow

ai driven saas-based workflow

where a.i. processes already exist

- transcoding
- content data processing
- rights data processing



cloud-based workflow

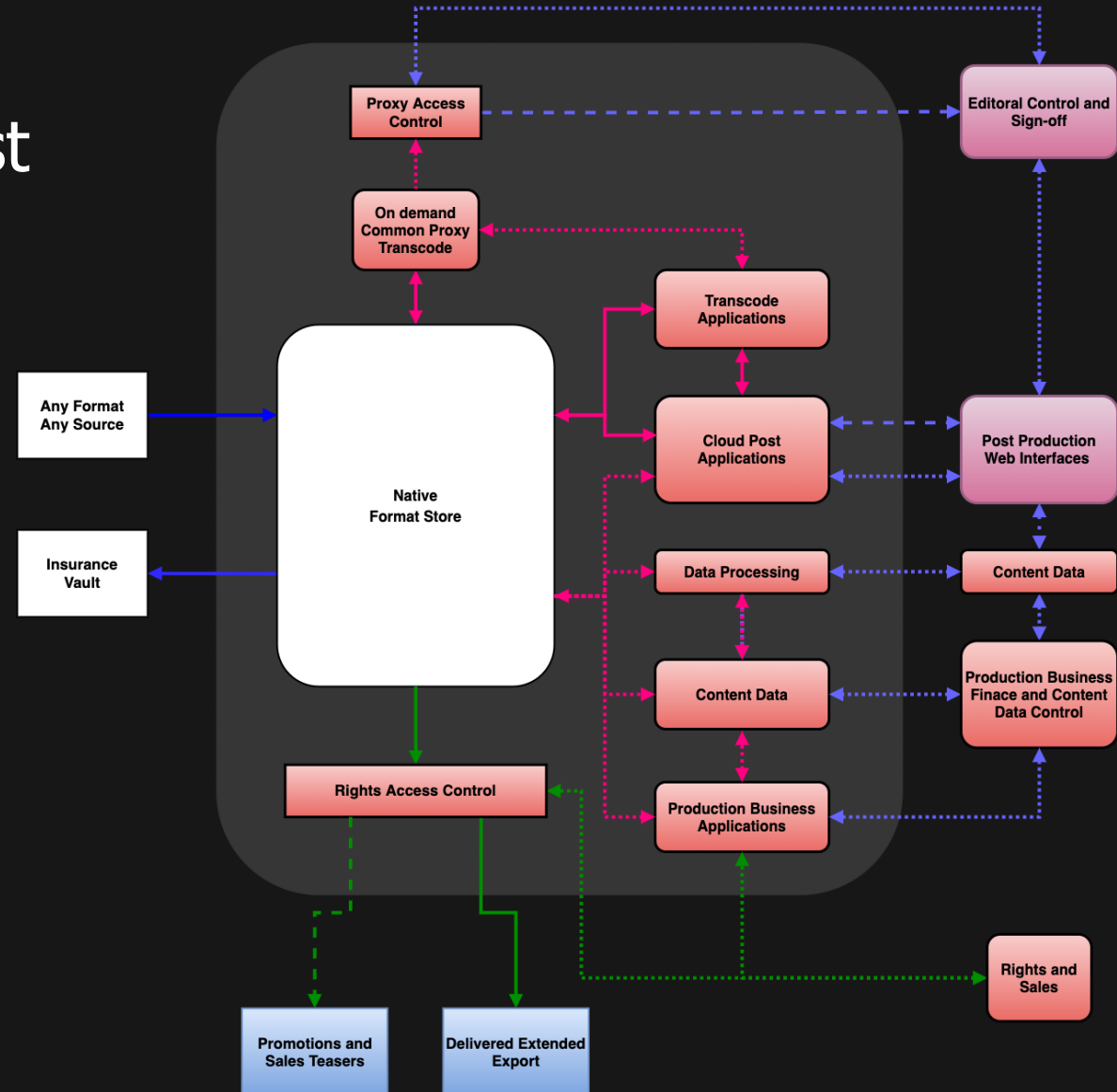
ai driven saas-based workflow

where a.i. processes already exist

- transcoding
- content data processing
- rights data processing

where a.i. processes are coming

- access & process permissions
- production data automation
- rights & sales automation
- rights data processing



cloud-based workflow

ai driven saas-based workflow

where a.i. processes already exist

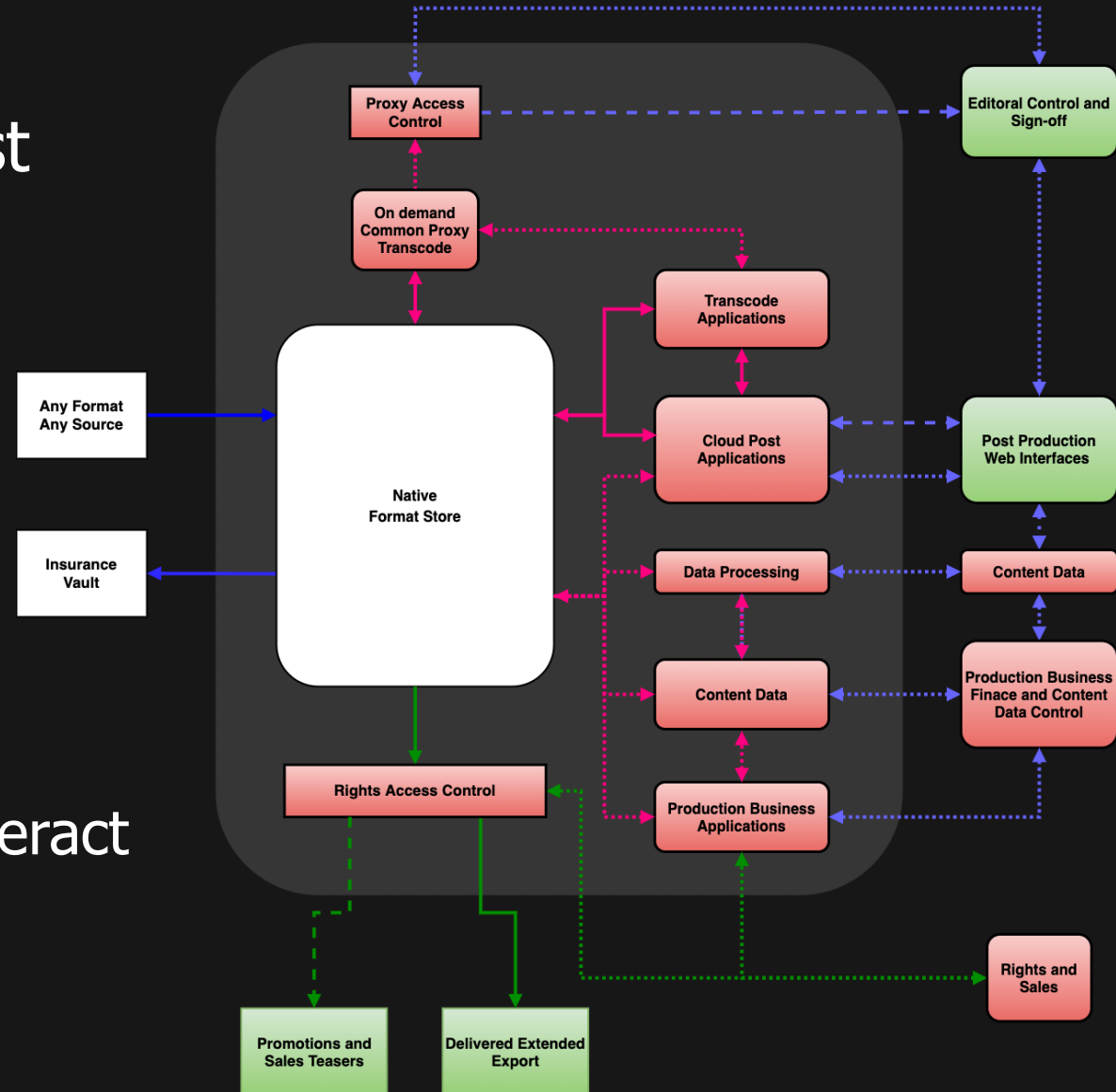
- transcoding
- content data processing
- rights data processing

where a.i. processes are coming

- access & process permissions
- production data automation
- rights & sales automation
- rights data processing

where a.i. and humans will directly interact

- exports and promotions
- creative production and post



conclusions

we know user expectations are driving change

in how media is created, delivered and consumed

- fully accessible personal and immersive on any device in any location at any time
- desire for communal and shared media consumption

a.i. media processing

- is vital for economic media production and delivery
- can democratize media production
- should be about more the same not the same for less
- will not impact creative intent

a.i. content generation prediction

- a.i. programmes will be only be watched by an a.i. audience!!



thank you

andy quested