

OpenText in Media & Entertainment: Omni-Channel Distribution

Delivering Any Content Through Any Channel
to Any Device or Vendor

Exploding numbers of outlets, devices and formats challenge the ability of every media company to efficiently service their customers. The variety of formats and devices also complicate the increasingly dispersed and segmented creative process.

On the positive side, these same factors also offer new marketing opportunities. Media companies can leverage their distribution data to expand demand in similar or related channels. An efficient and largely automatic distribution capability also can serve as a third-party service, as a strong factor in recruiting content or partners, and as a leading market or trend indicator.

In solving the first challenge, OpenText Omni-Channel Distribution simultaneously enables new opportunities. With it, a media company can:

- Distribute any type of content over any channel to any device while maintaining brand and message integrity,
- Leverage cloud services, social networking and emerging technology to spur innovation in creative collaboration and distribution options,
- Capitalize on distribution data to expand consumption, and
- Analyze distribution data for indicators of new markets, trends, and services.

The Challenge Grows in Complexity.

Media companies are expected to deliver digital content in multiple formats to an unlimited number of devices and platforms, including websites, smart phones, tablets, TVs and game consoles.

In addition, the number of online retailers continues to grow. Each of them has specific requirements for the content that's delivered to them for sale through their infrastructure.

The emergence of cloud-based distribution and social networking software for collaboration and content creation complicates matters even further.

It's a heavy burden for a media company to accommodate all of this while maintaining the integrity of the content and the working relationships. But it's essential to realizing the full value of the company's digital media assets.

HIGHLIGHTS

In recent years, the number of distribution channels and devices has multiplied to a dizzying array of options, and cloud and social networks have expanded the creative collaboration options. Meeting these challenges, the enterprise-class OpenText Omni-Channel Distribution solution:

- Delivers content at speed over multiple channels to any device
- Automatically generates and distributes the right format for the target channel and device
- Supports cloud and social-network collaboration and creation
- Integrates with existing digital media infrastructure and business systems
- Optimizes performance, navigation and analytics
- Enables high-volume, transactional-based distribution

Job 1: Deliver the Content.

The enterprise-class OpenText Omni-Channel Distribution solution provides a single platform to meet all a media company's distribution needs. It automatically formats and delivers digital media to any device across any network, including cloud services and social networks. It securely and reliably transfers high-value assets—such as video to a smart phone, e-books to a tablet, or feature films to an online retailer—and maintains the integrity of the property across all the proxies.

Beyond media, OpenText Omni-Channel Distribution also handles text or graphic content, such as business documents, contracts, etc. Just as with media, it enables the company to distribute documents of all types in the right format across the right channel for both internal and external purposes.

In addition to passive-response delivery, OpenText Omni-Channel Distribution enables you to create and deliver targeted interactions across multiple touchpoints, including transaction-oriented web applications.

The solution includes seamless integration points for connection with your existing digital media supply chain, or one that includes OpenText's acclaimed digital asset management (DAM), content management, and customer experience management systems.

Solving the Problem Creates New Opportunities

Whether in a studio, a publisher, or other media enterprise, OpenText Omni-Channel Distribution also supports the creation of new opportunities.

Consider a studio supplying Netflix as one example. Based on the extensive analytics that they do, Netflix knows that their customer base would love to see a particular older studio property, so they place the order.

The studio realizes that if Netflix has identified a profitable audience for that vintage film, then the rest of their customers probably would benefit from offering it, too. As short as five years ago, that would have meant supplying roughly a dozen online resellers. Now they number in the hundreds, and each of them has different requirements for the content; dimensions, bit rates, quality control attributes, etc.

The magnitude of the problem is evident. The studio has to make numerous different proxies, each of which needs quality control, and they have to track where and when each of the copies went. Remarkably, much of this management and production tracking has been based on spreadsheets.

It's become a daunting task.

In contrast, OpenText Omni-Channel Distribution can automatically generate and deliver the correct copy to every channel, as well as track who bought it, when it was delivered, where it was delivered, etc.

In addition to simplifying the challenge, this also opens up two other business possibilities. The studio can establish its own online outlet to sell directly to the public. And they can review their libraries for similar titles that Netflix and others may not know about, and offer them to their resellers with supporting sales rationale.

Publishers have seen a similar evolution of their business. They need to produce and track various electronic formats of their properties that are sold through different resellers for various e-readers. In addition, the number of authors who are bypassing the traditional publishers and going direct to market continues to escalate.

With OpenText Omni-Channel Distribution, publishers can offer that by-pass market agreements that deliver several advantages: a greater distribution network, no-hassle distribution, and meticulous accounting of where copies of their work went and when.

Summary

OpenText Omni-Channel Distribution is an enterprise-class software platform for distributing digital media across any network to any device. It provides secure, reliable, and rapid transfer of high-value assets and media communications to customers and vendors.

The solution spurs innovation and collaboration by integrating with cloud services and social networks. It is readily integrated into an overall digital media supply chain through integration points with digital asset media (DAM) and content management systems.

It provides these capabilities while leaving existing infrastructure elements untouched and able to continue to operate normally.

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For further information, please contact your nearest OpenText representative, or visit [OpenText.com](http://www.opentext.com).

About OpenText

OpenText provides Enterprise Information Management software that enables companies of all sizes and industries to manage, secure and leverage their unstructured business information, either in their data center or in the cloud. Over 50,000 companies already use OpenText solutions to unleash the power of their information. To learn more about OpenText (NASDAQ: OTEX; TSX: OTC), please visit: www.opentext.com. ■

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