



Global network of innovation

**SIEMENS**

## Consulting

### Broadcasting business technology solutions

**The challenges facing today's media organizations are huge – achieving revenue growth and cost savings, whilst maintaining an ability to respond to a rapidly changing market are major considerations for any media business. Multiple channels, new formats and new technologies all vie for the attention of the broadcaster.**

In response to these challenges, consultants at Siemens Business Services (including BBC Technology, acquired in 2004) have delivered a series of broadcast business and technology solutions, which address the key issues facing media organizations across the globe today.

#### Priority solutions

##### Digital transformation

Compared with the old methods of using dedicated broadcast equipment, digital technology is literally forcing broadcasters and content producers into a whole new world. Every aspect of the business from financial planning, via production

techniques and operations, to maintenance and transmission is changing. Transition can be risky and you only want to do it once. Siemens Consulting offers practical help based on real experience, to help with the potentially difficult conversion from an analog to a digital operation. We offer advice that covers the full range of digital broadcast processes, from service and channel definition through production, to delivery and transmission, together with multimedia interaction and content exploitation.

##### Media asset value and data management

Our media asset management solutions allow broadcasters, production houses, editing suites and archivists to more effectively exploit and manage their media assets by integrating production, archiving and publishing/distribution. In effect, media businesses are able to 'do more with the same' or even 'do the same for less'.

Our Media Data Group is a leading authority on data management and best practice in the professional media industry and our unified approach to data, digitized media and associated metadata developed for the BBC can be applied across a range of media organizations.

##### Non-linear broadcasting

Non-linear broadcasting encompasses methods of delivery beyond the 'classic' passive reception of programs at times defined by broadcasting organizations. Essentially non-linear technology enables consumers to see what they want, when they want, on a device they prefer to use. It requires broadcasters to be able to easily search, store and access content – which can then be delivered as required. Siemens offer expertise in the business (justification), people (change management) and technical issues involved in non-linear broadcasting for broadcasters, media producers, media owners and advertisers.

## Rights management

The advent of digital television and radio has resulted in a proliferation of channels, and with it an increase of programming to fill schedules. As a result, broadcasters are facing the challenge of improving rights management in the multi-channel environment to allow them to better protect and exploit their inventory, to achieve greater value for money for themselves and their contributors. Editorial, operational and managerial processes need to be optimized in order to exploit ideas, craft skills and creativity, whilst still managing issues such as rights management, production modernization and knowledge sharing. Having worked with the BBC for over 80 years we are in a unique position to help organizations face up to this challenge.

### Our customers include:

BBC, South African Broadcasting Corporation, Crown Castle UK, UK Government, Fox Digital, 3UK (formerly Hutchison 3G) and Danmarks Radio.

## Technology audit

The broadcast market is more challenging than ever before. Aging property and technology infrastructures are impeding the broadcasters' responsiveness to the market and competitive challenges. Multiple channels and multiple formats are making it harder than ever before for program makers to engage with audiences and make an impact. At the heart of it, media businesses need to ask themselves 'am I using the right kit, can I get improved measures, better utilization and do more with what I already have?'. Our technology audit offers clients a proven approach to identifying problems in their current systems infrastructure and risks in their existing and planned systems initiatives, with specific focus on the media industry. Our associated road map service can deliver a program plan detailing the projects required to migrate you to a strategic systems architecture.

## Our approach

With a unique mix of business and creative talents our teams of business strategists, technology analysts and former broadcast and production staff ensure clients get the best unbiased advice. Dedicated teams are created for every client to help identify possible solutions for their company and to ensure that the most appropriate solution becomes a reality. From business cases and return on investment, through production workflow analysis and process re-engineering, to requirements specification, technical strategies and detailed systems design, we offer an integrated suite of business and consulting services to manage the delivery of solutions.

## About Media & Entertainment at Siemens

Siemens is the transformation partner to the media and entertainment industry. Through our media expertise (including BBC Technology, acquired in 2004) and our £2 billion, 10-year partnership and landmark deal with the BBC, we are at the forefront of IT, communications and media innovation. By providing business and technology advice, and rich media services, we enable organizations to increase revenues, reduce costs and

maximize customer reach. We do this by integrating core media operations across the value chain – from content creation, management and distribution, to storage and retrieval; this includes the transformation of creative and business processes, customer interaction, and the underlying technology infrastructure. Customers include: BBC News, BBC Natural History Unit, BSkyB, DIRECTV Inc., ESPN Inc., NPR, 3UK (formerly Hutchison 3G), MDR, RTL, WDR, VRT and South African Broadcasting Corporation.

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