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**SIEMENS**

## Consulting Overview

### Realizing business and creative potential

**Siemens Business Services (including BBC Technology, acquired in 2004) provide business and broadcast consulting services that help clients improve business efficiencies through new technologies. We do this by advising clients on emerging areas, auditing current client capability, defining a vision, developing road maps, building cases to justify change and creating high level implementation plans.**

The broadcast environment is more challenging than ever before. Media that has put a serious squeeze on revenues,

whilst aging property and technology infrastructures are impeding broadcasters' responsiveness to the market and competitive challenges. Continuity and disaster recovery are now high on the agenda, and 'traditional' programming is becoming ever more diffuse, with multiple channels and multimedia formats making it harder than ever for programs to engage audiences and make an impact.

Yet despite this uncertainty, technology can now cost effectively enable organizational change of a kind that allows media businesses to realign to this new landscape. Siemens has identified

and delivered a range of business and technology solutions which address the key issues facing today's media businesses including: digital transformation, media asset value, media data management, rights management, non-linear broadcasting and technology auditing.

By making the right business decisions and technology investments, organizations are able to make the best use of their media assets, and gain advantage from industry changes.

It is not only broadcasting businesses that handle rich media assets. Publishers, advertisers, government and large corporates all have significant costs associated with processes, technologies and people involved in managing and manipulating their media assets. They can gain from knowledge drawn from the broadcasting environment.

Our consultants have a wealth of experience in helping the BBC and other leading global media companies make key decisions concerning business and technology strategy and operations.

#### What our customers say:

"We chose Siemens Business Services to deliver strategic recommendations for the transition of RTHK's technical services and operational support because of their experience in providing consultation to some of the world's most respected broadcasters."

John Gardner, Radio Television Hong Kong

#### Our customers include:

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

## Areas of expertise

Our core competence lies in the detailed knowledge of content related processes and technologies. We deliver solutions relating to each of the following specific areas across the media lifecycle:

### Media management

Media management is at the core of media business processes. It encompasses the complex issues surrounding media use and storage; the associated metadata and the infrastructure required to move and share media assets amongst users – both within the organization and with its partner companies.

### Audiences

A wide range of business issues and opportunities arise from the way in which audiences use and interact with different media. We can help clients to design and implement interactive applications, multi-platform publishing, content management systems, audience response management tools and fully personalized content.

### Planning

In a multi-channel, multi-platform world the planning process becomes both more complicated and more important. Channel strategy is now more like traditional customer relationship management and new product development; so broadcast organizations need to think carefully about safeguarding brand identity and reputation across all distribution platforms. This requires careful consideration at every stage of the planning process, from commissioning to content repurposing

and from airtime sales to effective presentation of listings across the various electronic and printed program guides.

### Production

Creating, compiling and tailoring content for distribution, broadcast or publication requires careful co-ordination of numerous activities. This encompasses everything from managing the treatment of individual content items through to whole channels or services. Editorial, operational and managerial processes need to be optimized in order to exploit ideas, craft skills and creativity, whilst managing issues such as rights management, product modernization and knowledge sharing.

### Broadcast and distribution

To ensure reliable transportation of content to audiences – at an appropriate time and in a format suitable for the end users' consumption – consideration must be given to the various options available for managing each stage of the distribution chain. This includes scheduling, playout, transmission, media object management and continuity of broadcast.

### Our approach

With a unique mix of business and creative talents our teams of business strategists, technology analysts and broadcast and production specialists ensure that clients get the best 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.

Siemens offer an approach which will help clients to define, solve and progress the complex issues facing their organization. This approach consists of training and awareness workshops, organizational or project health-checks, business plans, conceptual designs, road maps, high level implementation plans and feasibility studies.

### Our experience

Work previously carried out by our consulting teams includes:

- Helping to launch the digital terrestrial Freeview platform in the UK for the BBC and Crown Castle UK;
- Specifying and implementing the technology behind the BBC's interactive services including work on an interactive advertising platform for a commercial client;
- Developing a technology road map covering TV, radio and online facilities for the South African Broadcasting Corporation;
- Designing the editorial workflow and building a content repurposing facility for 3UK (formerly Hutchison 3G);
- Producing a pilot for the UK Government's Digital Curriculum project;
- Setting up the delivery processes for the Department of Trade and Industry and Department of Culture, Media and Sport's digital TV action plan.

## 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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