

57th FITCE Congress

Delivery and Consumption of Digital Media

MediaCity UK, Salford
September 6-7, 2018

Trusted partner for your Digital Journey

Atos

Pathways to Digital Transformation in the Media Industry

Dr. Berit Schubert
SVP Business Strategy & Operations, UCC Division

Trusted partner for your Digital Journey

Atos

Agenda

- ▶ **Introduction about Atos**
- ▶ Atos footprint in media
 - The industry's trends
 - The portfolio
 - Addressing the industry's challenges



We are leader in Digital Transformation

We are a leader in digital transformation serving a global client base.

In this fast-changing world, driven increasingly by data, Atos brings together people, business and technology to create the firms of the future.

We are the Worldwide Information Technology Partner for the Olympic & Paralympic Games.

Atos is a Societas europaea (SE) company and we are listed on the Euronext Paris market.

We operate under the main brands Atos, Atos Consulting, Atos Worldgrid, Bull, Canopy, Unify and Worldline.



Top 5 digital
leader & **#1**
leader in Europe



€12 billion
annual revenue



100,000
experts



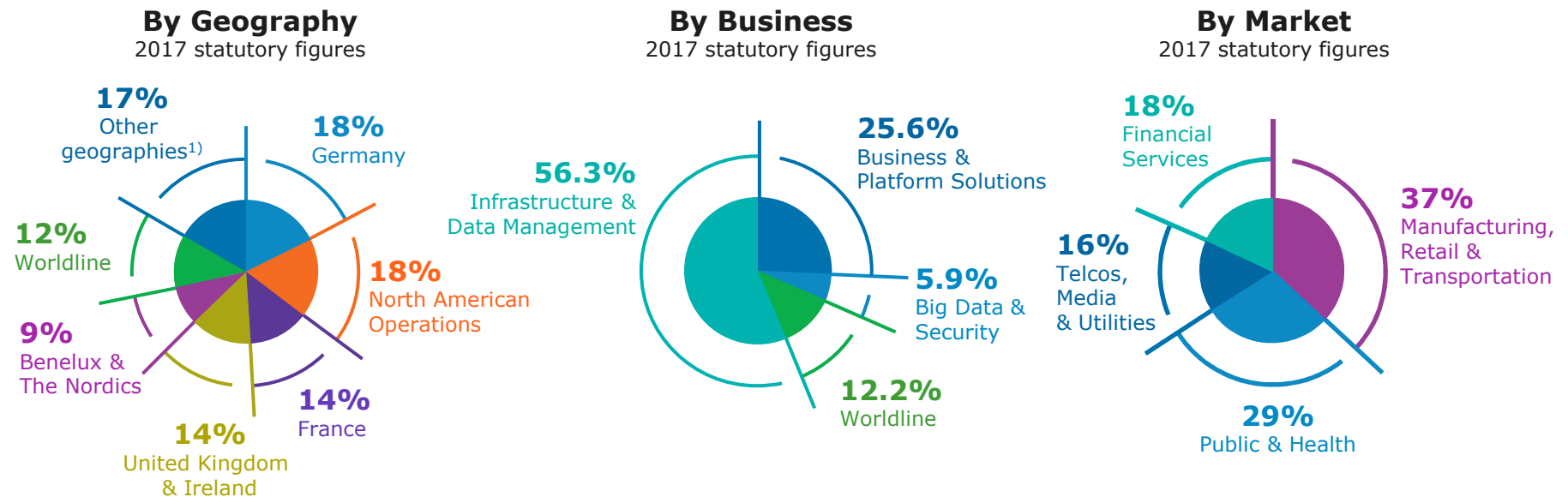
73 countries



Worldwide IT Partner
of the Olympic and
Paralympic Games

Key figures: a well-balanced positioning

Breakdown of revenue in 2017 (in percentage)



1) Including Iberia, Central & Eastern Europe, Asia Pacific, Middle East & Africa, South America, as well as Major Events

Our expertise to support Digital Transformation



Infrastructure & Data Management

We transform today's IT landscapes to future hybrid IT environments.



Business & Platform Solutions

We transform strategic approaches to technology, combining innovative solutions with established ones.



Big Data & Cybersecurity

We create competitive advantage for our clients from Big Data, and ensure data is delivered safely and securely to the right parties.



Digital payments and e-Transactions

Through Worldline, we provide unrivalled leadership in expert solutions for the fast-changing payment and digital services market.



Unified Communication & Collaboration

With Unify, we combine voice, data and video, to help our customers benefit from a unique collaboration experience.

End-to-end offerings bundled in the Digital Transformation Factory

Drive

A business-driven method



Customer experience



Operational excellence



Business reinvention



Trust & compliance



Design

Technical blueprints and accelerators to build our customers data-driven digital platforms

Atos Digital Transformation Factory

Atos Digital Workplace

Connecting collaborators & customers with data

Atos Codex

Transforming data into business outcomes

Atos Business Accelerators

Enabling the real-time enterprise

Atos Canopy Orchestrated Hybrid Cloud

Creating the foundation for digital business

Atos Cyber Security

Digital Payments



Deliver

Vertical Solutions



Manufacturing, Retail, Transportation



Financial Services



Telecom, Media, Utilities



Public, Health



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The Media World is Changing Fast

"The consequences
of digital innovations in
media are just beginning
to be felt"

World Economic Forum



Globalization
and
consolidation



Changing
Audience
demographics



Evolving
consumption
patterns



New
immersive
technologies



Star Economy:
winners
take all

Atos

The Audience is Becoming Digital



Always connected



Switching very fast on
digital channels

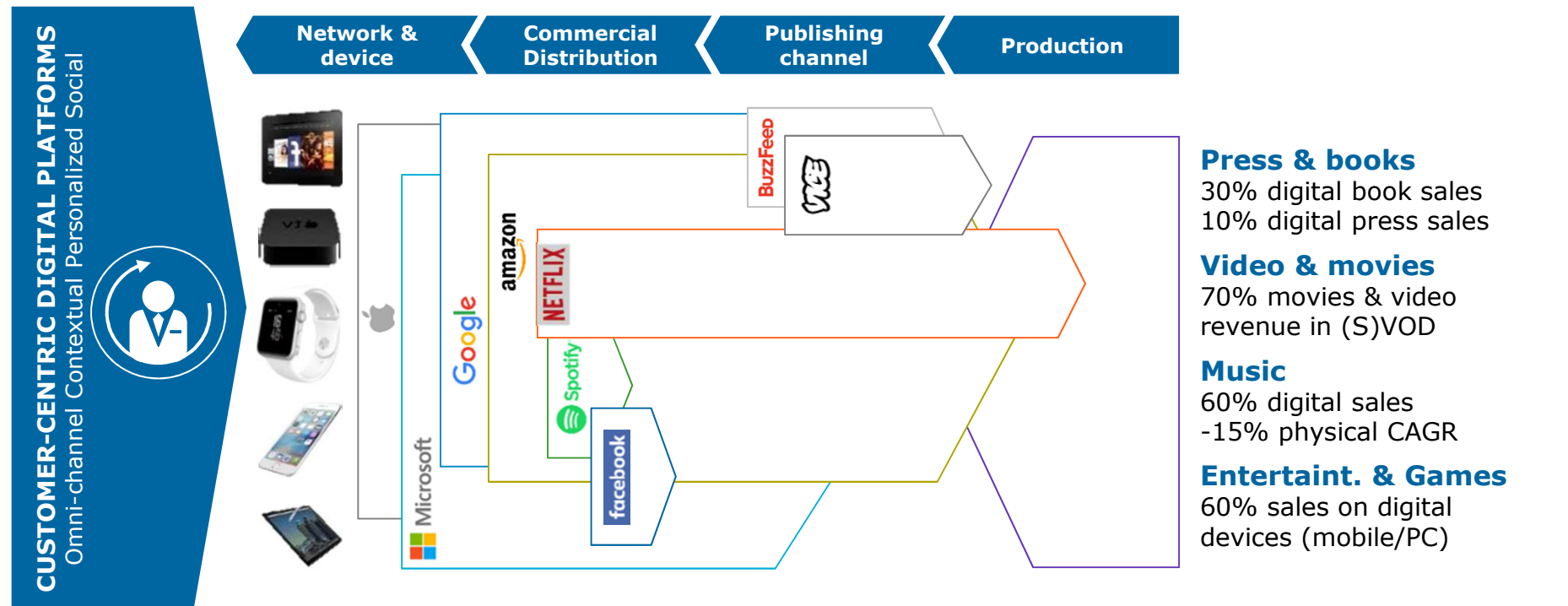


Using multiple devices



Atos

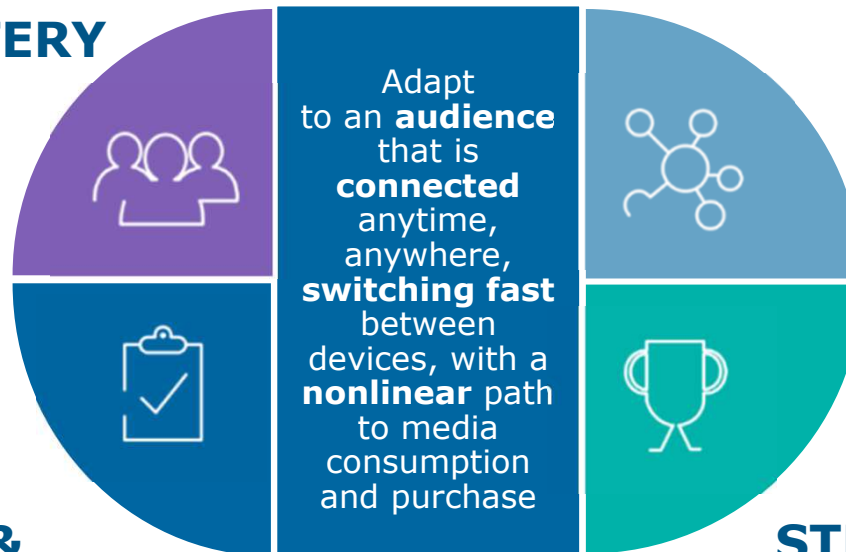
Digital Platforms are Eating the World



Four Challenges to Win in this New Era

**GET 360°
AUDIENCE MASTERY**

**ADAPT MONETIZATION
MODELS**



**ENSURE TRUST &
COMPLIANCE**

**STREAMLINE AGILITY
& REDUCE COST**

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Digital Transformation Factory in Media

Strategy

Production

Creation

Scheduling

Delivery

Post-delivery

ATOS MULTICHANNEL EXPERIENCE & DIGITAL WORKPLACE

Customer Experience (mobile, Multiscreen, Omni-channel Interaction Center & CX Lab, CRM), OTT services, Interactive TV & Smart Player, Digital Publishing, e-voting, Digital Workplace & UCC ...

ATOS CODEX COGNITIVE ANALYTICS

Audience & Quality of Experience Monitoring, Subscription & Loyalty, Advertising algorithmic modelling & consulting, Social Business Center, Metadata lake, Predictive Maintenance, HPC for Animation studios...

ATOS BUSINESS ACCELERATORS

Digital Media Supply Chain, Broadcast Network Control System, SAP HANA & SAP S/4, e-gambling suite, MEV, ...

ATOS CANOPY ORCHESTRATED HYBRID CLOUD

Media Functions Virtualization, Legacy modernization, App. Mgt, Private Cloud, Public Cloud, DevOps...

e-PAYMENTS & Ticketing
CYBER SECURITY

Digital Transformation Factory in Media

2 Factory Offerings – 3 Examples



Atos Digital Workplace

Atos Digital Workplace

Enable a connected workforce and foster collaboration



Team Collaboration with Circuit



Atos Business Accelerators

Atos Business Accelerators

Enable real-time organization



Digital Media Supply Chain Solution



Broadcast Network Control System

Atos Digital Workplace

Example 1

**Atos Digital
Workplace**

**Enable a
connected
workforce
and foster
collaboration**

Business Drivers

Transform
user
experiences



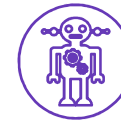
Increase
productivity and
collaboration



Improve
employee
satisfaction



Refocus IT
investments



Adapt to
evolving security
threats



We deliver

**Enhanced
user
experience
thanks to
innovative
designs
and user
profiling**

**Agility and
productivity
through
enhanced
connectivity**

**Creating
engagement
via new
ways
of working**

**Improved
efficiency
through
Automation
for example**

**Trust
through
advanced
security and
protection**

Unified Communication & Collaboration

Example 1

Atos provides organizations of all sizes with the communication and collaboration tools which are the foundation of a modern digital workplace

OpenScope



High reliability, Mission-critical Voice



Unified Communication & Collaboration including Audio, Video and Web Collaboration



Mobility solutions to span devices and networks



Multi-media Contact Centers



Deployment on premise, in the cloud or in hybrid architectures



Industry Solutions including health-care, trading, emergency services

Circuit

Award-winning team collaboration from the cloud.



Single "pane of glass" for all collaboration functions



Natural intuitive user experience across all devices



Powerful, contextual search



Persistence of conversations through content storage and recall



Easy to try, consume and scale

Deployment & Integration



Open APIs and standards at the heart of all Unify technologies



Pre-built integrations with Microsoft, Cisco, Polycom etc.



Atos-delivered Installation, Maintenance, Managed, Cloud & Professional Services



World-class partner community offering complementary technologies and services

Indirect channels are addressed under the Unify brand

UNIFY
atos collaboration solutions

Atos Business Accelerators

Example 2

**Atos
Business
Accelerators**

**Enable
real-time
organizations**

Business Drivers

Go faster
Be more
reactive



Adapt opera-
tions to
activity events



Improve
customer
satisfaction



Improve
employee
satisfaction



Lighten IT
constraints
and costs



Create value
for opening
new markets



We deliver

**From
business
processes
to busi-
ness
intelli-
gence**

**Trans-
actions
into
real-time
business
insights**

**Inter-
actions
into
stronger
relation-
ships**

**Multi-
channel
open
collabora-
tion**

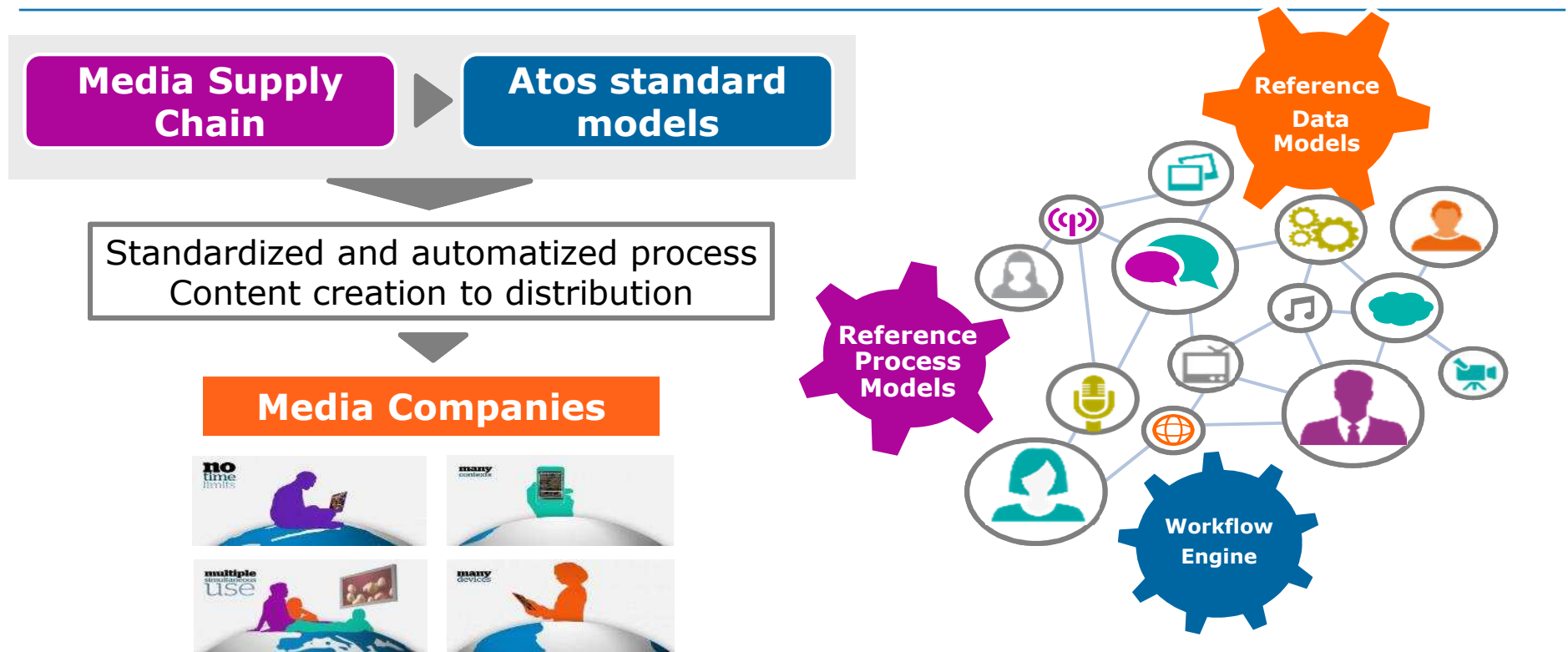
**Cloud
expertise
for
rapid
scalability**

**Advanced
analytics
and
empowe-
ring
business**

Atos approach to the Media Supply Chain

Introduction to the DMSC offering

Example 2

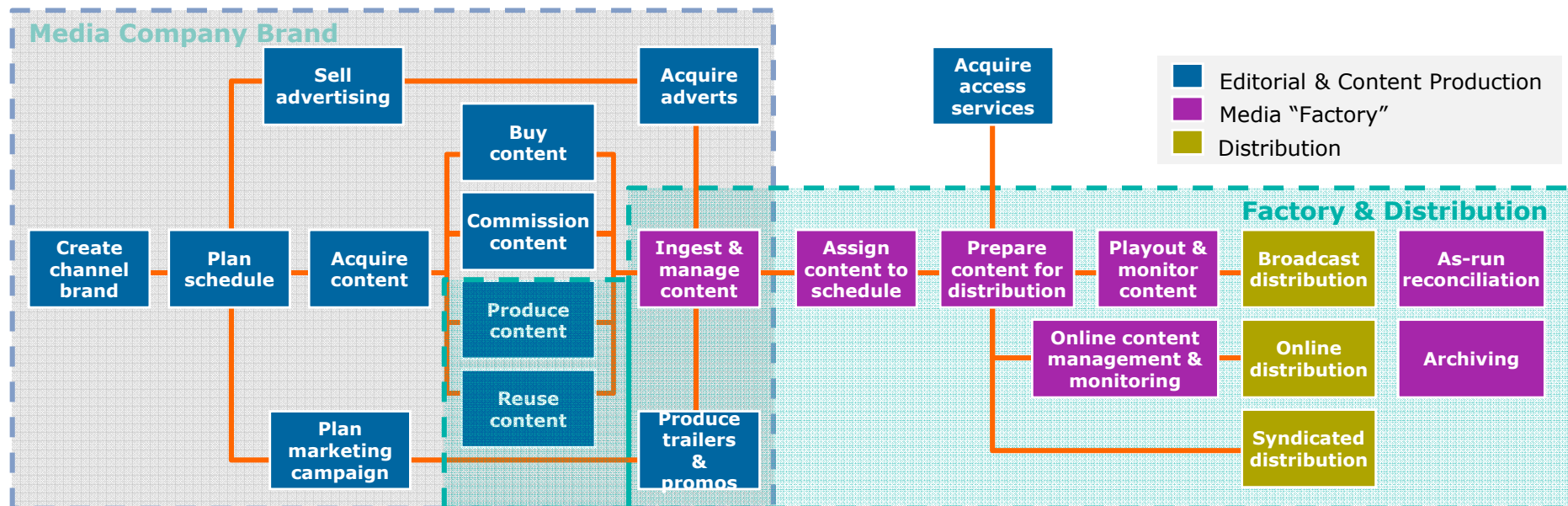


Digital Media Supply Chain

The media workflows in scope

Example 2

End-to-end process for the media eco-system*



* The media eco-system:

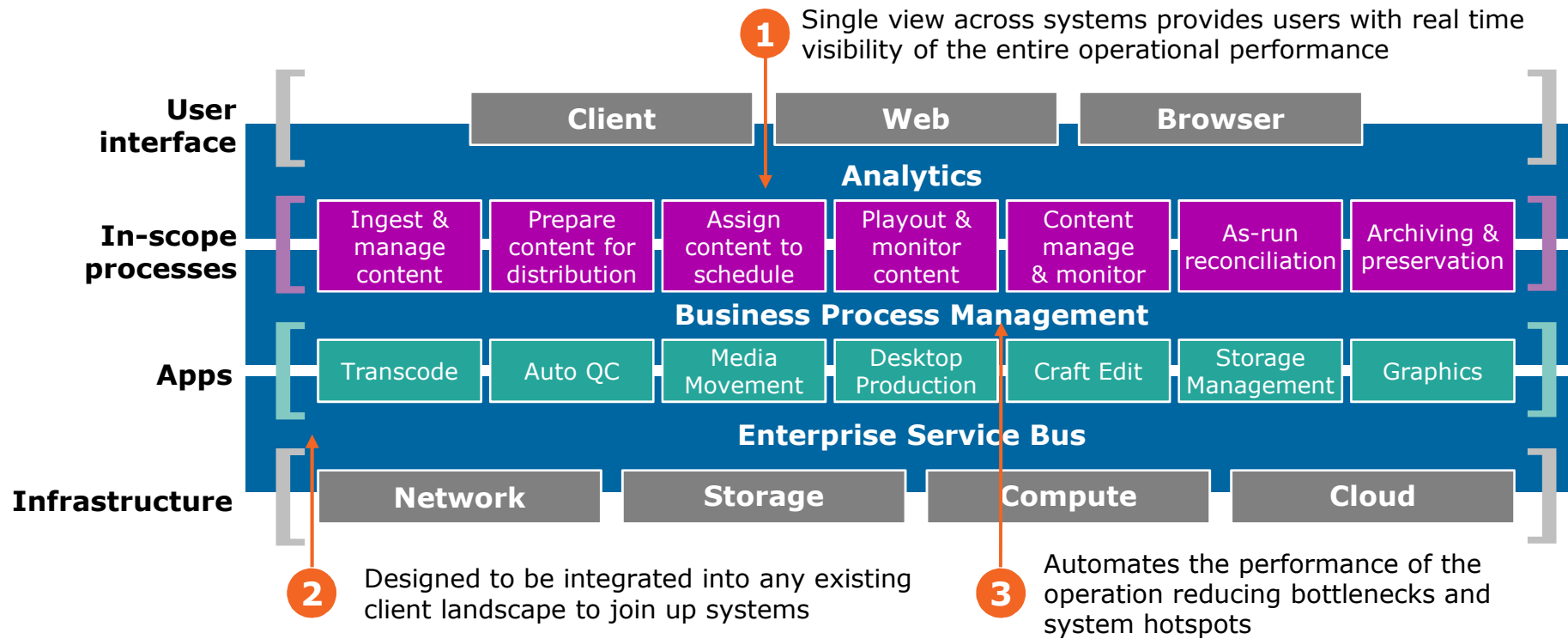
- ▶ **Media:** broadcasters, publishers
- ▶ **Content production:** multi-format, cinema, advertising, ...

- ▶ **Technology (IT and broadcast):** hardware, software
- ▶ **Third party service:** encoding, rendering, ...

DMSC Solution

Reference architecture and features

Example 2



Example 3



Atos Digital Workplace

Atos Digital Workplace

Enable a connected workforce and foster collaboration



Team Collaboration with Circuit



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Enable real-time organization



Digital Media Supply Chain Solution

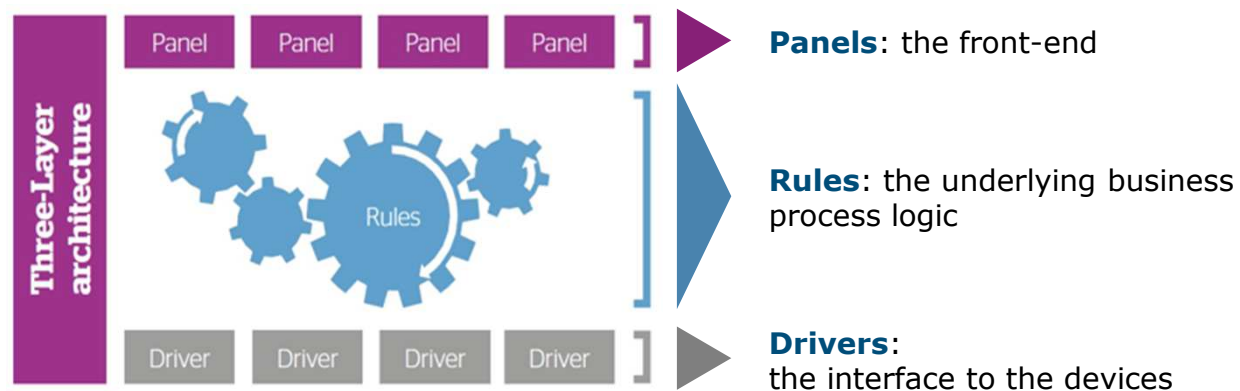


Broadcast Network Control System

Atos Broadcast Network Control System (BNCS)

Example 3

- ▶ Single point of control for **multiple devices**, from **multiple manufacturers**
- ▶ Technology independent
- ▶ Versatile 3 layers architecture:
 - Control and monitor multiple devices from a single workstation or
 - Control and monitor one device from multiple workstations
 - Several drivers can run on one workstation



Atos BNCS is the result of 15 years' continual development and investment since it was first implemented for the BBC almost twenty years ago.

Atos is also the owner of all process maps and of a continually expanding library of device interfaces.

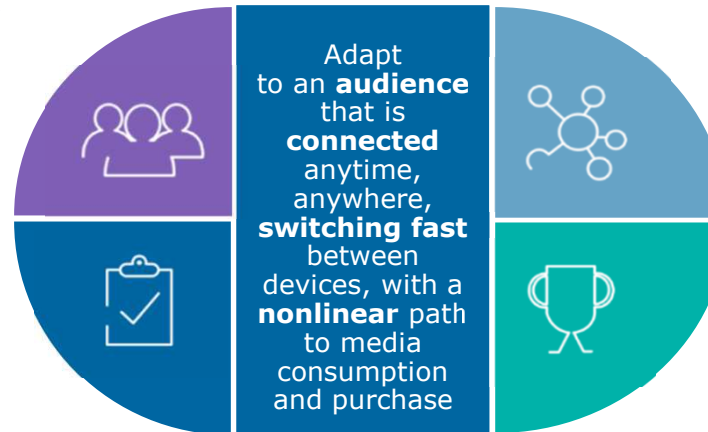
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Addressing the challenges: Pathways to digital transformation

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Thanks

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The Atos logo, featuring the word "Atos" in a white, stylized, sans-serif font. The letter 'o' is unique, composed of two overlapping circles.