

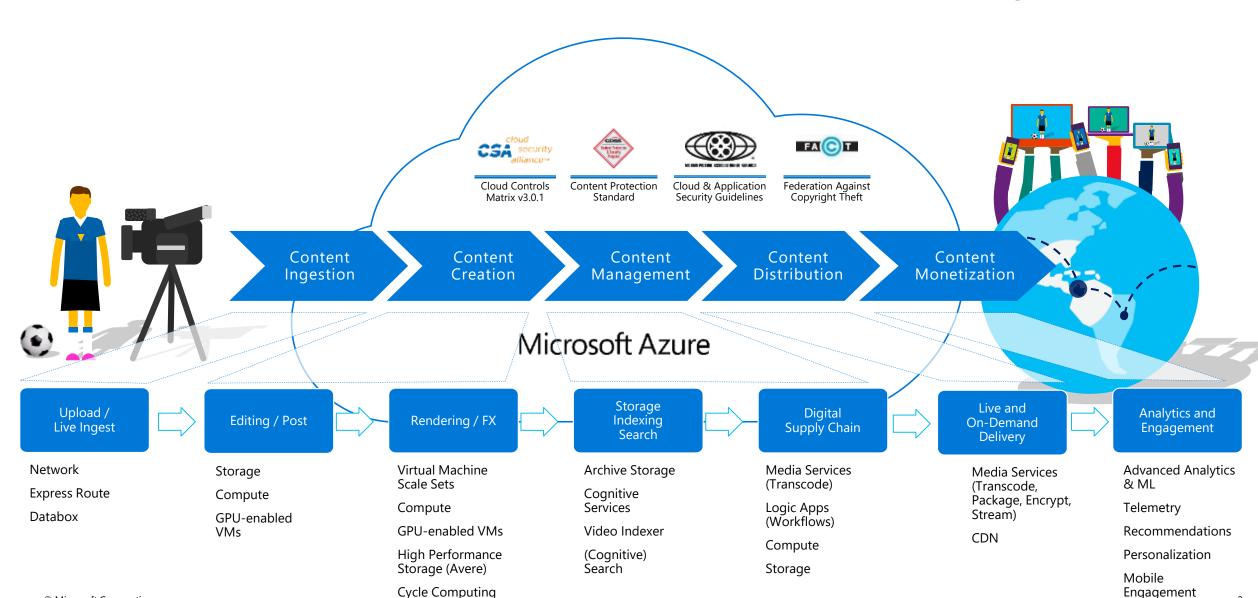
Microsoft Azure —

The right strategic cloud partner for media companies

Scott Bounds Media Cloud Architect



Rich set of Azure services across the content lifecycle



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The digital feedback loop in media Driving engagement, targeting, and smart content investments

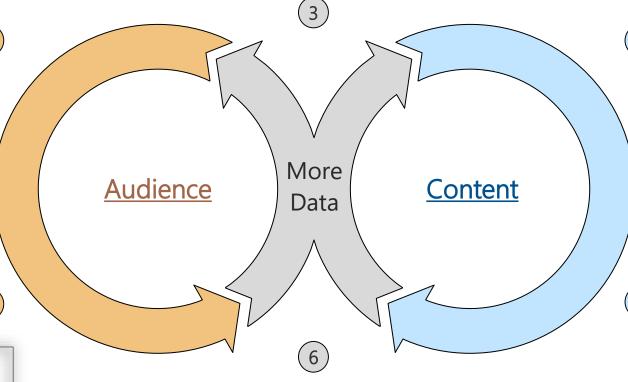
Media Co. delivers TV and movies to customers via an on-demand streaming service



Al-powered content indexing and recommendations point customers towards content that matches their interests



Viewing telemetry is tracked and combined with reviews to understand customer preferences



Media Co. refines recommendation algorithms, provides personalized experiences and targeted advertising opportunities based on individual customer preferences



Aggregate customer preferences inform content acquisition strategy

Media Co. completes the cycle by capturing customer usage data across its updated catalog of shows