



genpact

Transformation
Happens Here



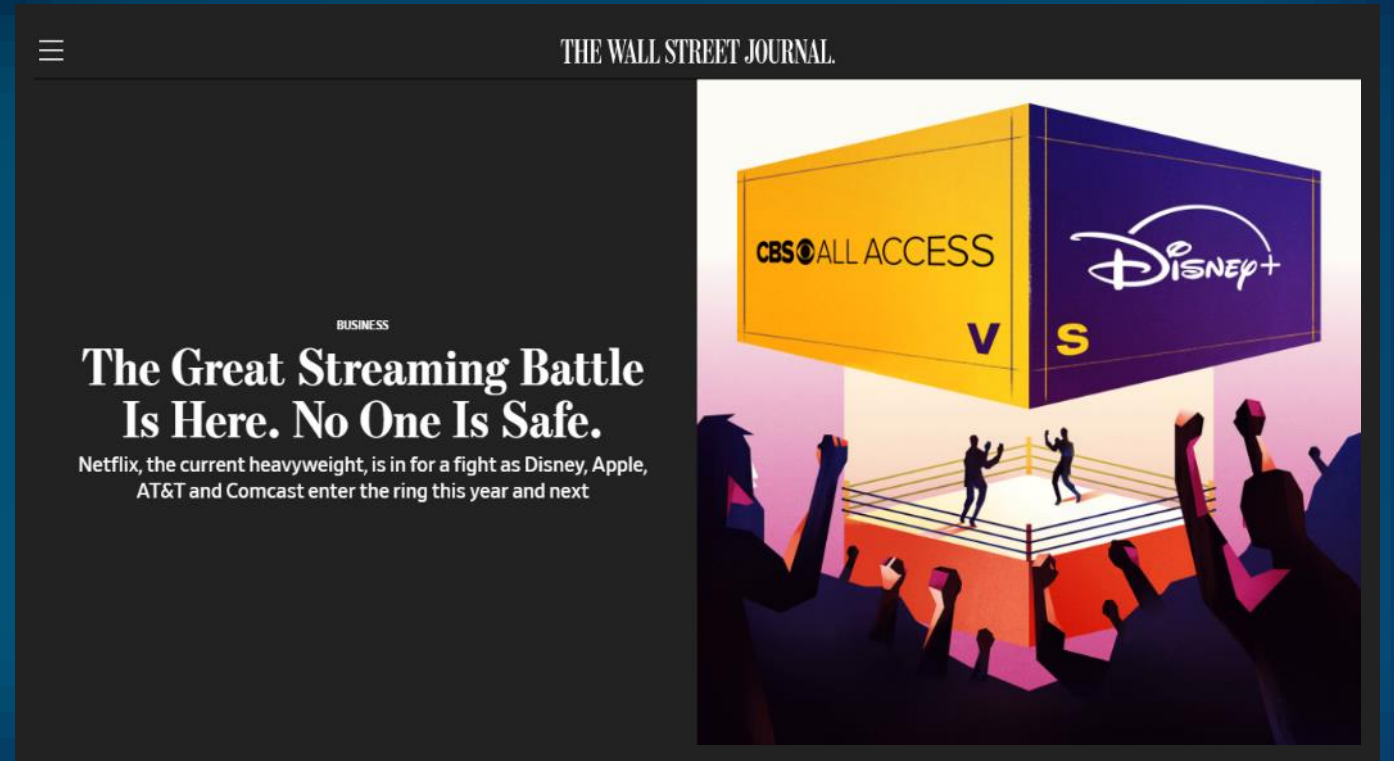
Media management in a streaming world

Content Protection Summit
December 8th, 2020

“Disney+ achieved in 5 months what took 7 years for Netflix”



The screenshot shows the BBC News website. The top navigation bar includes the BBC logo, a search icon, and links for Home, News, Sport, Reel, and More. Below the navigation is a red banner with the word "NEWS" in white. Underneath the banner are several category links: Home, US Election, Coronavirus, Video, World, US & Canada, UK, Business, Tech, Science, and Stories. A sub-navigation bar includes Business, Market Data, New Economy, New Tech Economy, and Companies. The main article headline reads "Disney Plus racks up 50m subscribers in five months" by Justin Harper, Business Reporter.



The screenshot shows the Wall Street Journal website. The top navigation bar includes the WSJ logo and a search icon. Below the navigation is a dark header with the text "THE WALL STREET JOURNAL." and a hamburger menu icon. The main article headline reads "The Great Streaming Battle Is Here. No One Is Safe." with a sub-headline "Netflix, the current heavyweight, is in for a fight as Disney, Apple, AT&T and Comcast enter the ring this year and next". The article is categorized as "BUSINESS". The main image shows a boxing ring with two figures in the ring, one of whom is wearing a yellow shirt with "CBS ALL ACCESS" and "V" on it, and the other is wearing a purple shirt with "Disney+" and "S" on it. The crowd is cheering with their arms raised.

Demand has accelerated... fast

1.4bn

OTT viewing hours
per month



3+

years of demand
pulled ahead

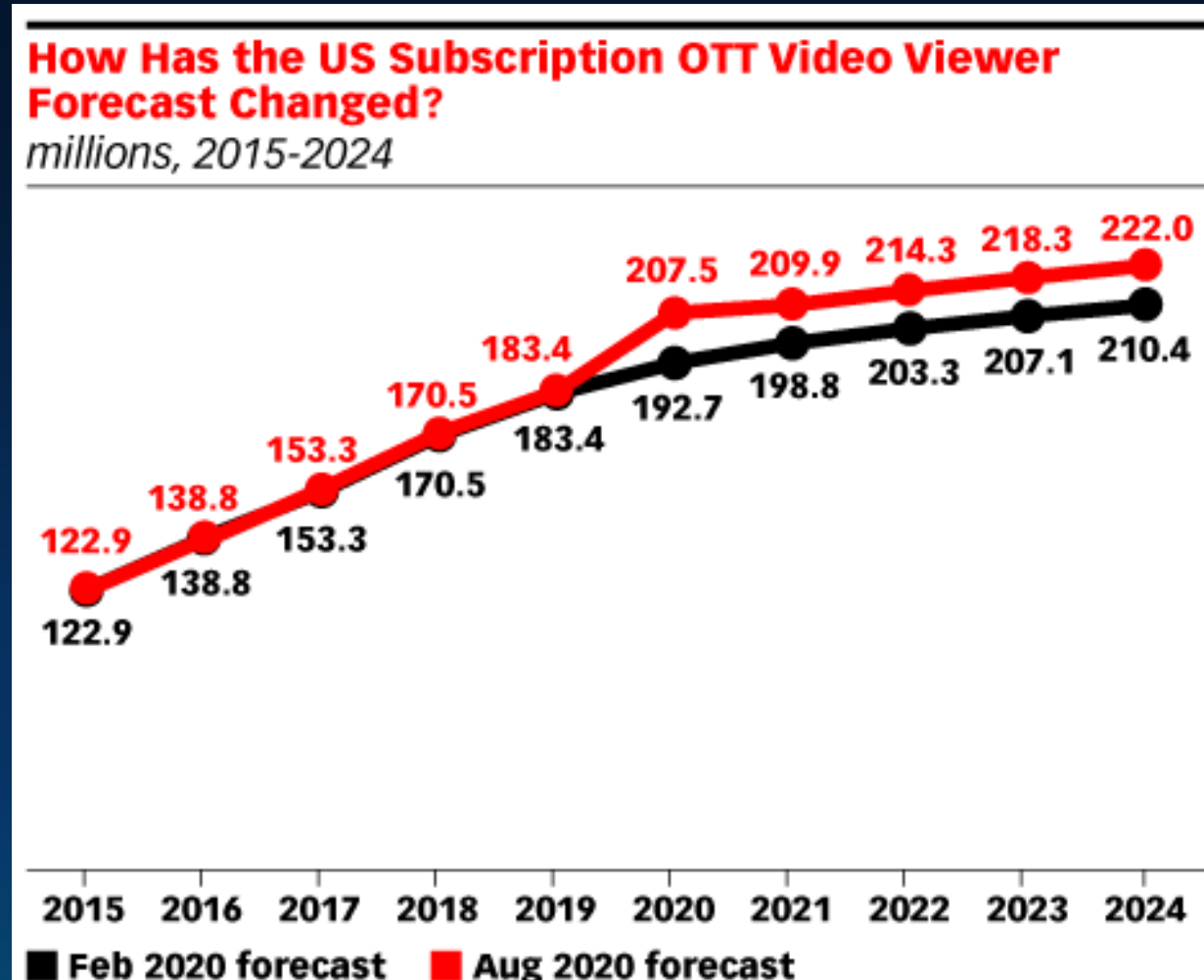


~\$100B

projected OTT
market size in 2020



Projected OTT subscriber numbers for 2023 hit in 2020



Growth in subscribers means growth in opportunities



+67%

revenue growth
by 2025



+14.5m

growth in subscribers
by 2024



~92%

long term
customer retention

Sources: ComScore, eMarketer, ResearchAndMarkets, DigitalTVResearch

This shift caught most traditional media players off-guard

IP management and monetization

Data ecosystem

Trust & Safety

Delivering transformation

Take a holistic approach to media management



Content
strategy



IP
management



Finance operations

Enabling a rapid pivot

What we're hearing...

Linear ad revenues have dropped as much as 60%

We don't have a unified view of our customer

Our digital growth has accelerated by 300%

The road to a winning media management strategy

Five key steps

Finance
Operations

Data &
Technology

IP Management &
Monetization

Trust &
Safety

Acceleration &
Optimization

Step 1

Step 2

Step 3

Step 4

Step 5



Revenue, cashflow
& investment
optimization



Unified
customer view



Content
monetization &
distribution



Content and
community
moderation



Customer
experience
orchestration



Contract lifecycle
management



Systems
integration and
workflow
orchestration



Rights &
royalty
management



Risk
management



Media
management
decision
science

An aerial view of a city skyline at sunset, featuring several tall skyscrapers and a multi-lane highway. A large, stylized logo composed of red and blue geometric shapes is overlaid on the right side of the image. The sun is visible on the right horizon, casting a warm glow over the scene.

That's a wrap...
you may continue binging...

If you'd like to discuss Media
Management, get in touch at
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 Thank you