

**M+E**

**JOURNAL**

# Risks & Rewards



The opportunities before media and entertainment are unprecedented. So too are the threats.

## **OUR CHANGING INDUSTRY**

The roadmap to media and entertainment's future is paved with innovation

## **LOCALIZATION**

Content localization is a worldwide, need-it-now business. Here's how to keep pace

## **WORKFLOWS AND THE CLOUD**

Cloud workflows are proving crucial for media productions today

## **SMART CONTENT**

It's a data-driven content reality, and all the tools are there to realize success

21.02

# THE ROADMAP TO M&E'S FUTURE

Transforming the industry with a new approach to content

**ABSTRACT:** As workplaces continue to evolve, we're witnessing the lasting impacts of distributed teams, widespread digital transformation, and an increasingly complex and high-stakes security and regulatory environment. This new reality represents both a challenge and an opportunity for companies to move to more secure, collaborative, productive ways of working. And at the center of this opportunity is content.

By Jade McQueen, VP, M&E, Box

The media and entertainment industry runs on content. Talent agreements, scripts, production specs and marketing assets, content is your business. Files like these are at the heart of every process in media and entertainment.

As we continue on our mission to ensure that every organization can get the most out of their content, we are excited to share with you three key ways the Content Cloud is transforming your industry:

## **PROTECT YOUR CONTENT: FRICTIONLESS SECURITY, COMPLIANCE**

A 2018 survey found that 51 percent of media and entertainment companies experienced three or more cyber-attacks over a 12-month period and, according to industry reports, cybercrime could cost the world \$10.5 trillion annually by 2025. Phishing remains the most common type of cyber-attack, but ransomware and malware are also on the rise.

At Box, we're continuing to protect your content with built-in, deep learning-based malware detection in Box Shield, so you can discover and contain the spread of malware before it becomes a data breach or a significant loss of business continuity. Box Shield customers benefit from malware detection on active files — files that are uploaded, shared, previewed, downloaded, or otherwise acted on — that touch their Content Cloud, which reduces the risk of ransomware and other

novel malware attacks. But threat detection is only half of the story. We've enhanced Shield Smart Access to give you more ways to manage classification with: auto-classification for additional info types (including Canadian PII, such as Canadian bank account and Social Security numbers), auto-classification based on file type (including both common and proprietary file types, so you protect your IP and regulated data), and added support for classifying historical content whenever a user views, shares, or downloads it (in addition to auto-classification for new uploads).

#### EMPOWERING PEOPLE: SEAMLESS COLLABORATION, WORKFLOW FROM ANYWHERE

To ensure teams can be productive from anywhere, we're excited to bring you an enhanced Box Mobile app with new features like intelligent Capture Mode. That means you can upload photos, audio, or videos directly to Box, and file metadata will auto-populate. Plus, with built-in optical character recognition (OCR), you can scan documents on set or in the studio, and instantly convert them into searchable PDFs.

To capture ideas in real time or edit concepts, we now have an all-new Box Notes, designed to enable more seamless team collaboration. Box Notes will include capabilities to power rich, high-value content creation, like in-line collaborator cursors, rich embeds, code blocks, enhanced table features, and more. We're also simplifying content organization and navigation within Box Notes, with automated table of contents, anchor links, and more. We believe these new features will power an even broader range of collaboration activities such as virtual writer rooms, pre and production operations, and much more.

We also launched Box Sign, our new, natively integrated e-signature solution delivering unlimited e-signatures via the web application. Our robust set of Sign APIs enables customers to integrate Box Sign into their custom applications.

New features have added more flexibility into Relay workflows for users, admins, and developers: Scheduled workflows let you set a Box Relay process to kick off on a regular cadence (daily, weekly, etc.), and workflow ownership transfer empowers you to reuse and scale workflows you've created by transferring them to anyone in your

*THE MEDIA AND ENTERTAINMENT industry runs on content. Talent agreements, scripts, production specs and marketing assets, content is your business. Files like these are at the heart of every process in media and entertainment.*

organization. And finally, our workflow trigger API lets you trigger a Box Relay workflow from an external system or application.

#### MANY WORLDS, ONE UNIVERSE: INTEGRATED WITH ALL APPLICATIONS

New enhancements to our Box for Slack integration enables users to use Box as their content layer in Slack — so that any file you share in Slack (or any in-progress work you want to revisit) can be seamlessly stored and managed in the Box Content Cloud. This summer we launched the new Box app for Zoom, which lets you directly access Box from within Zoom to provide a more seamless experience between the two platforms. Earlier this year we announced a new integration with Dolby that makes production-quality audio as simple as uploading a file to Box. With this new integration with Dolby.io, companies using Box can offer their users seamless and cost-effective audio enhancement tools that leverage Dolby's decades of expertise enabling best-in-class entertainment experiences, all within the Content Cloud. Finally, we acquired leading content migration vendor Cloud FastPath, powering the all-new Box Shuttle to help organizations of all sizes migrate content into Box at petabyte scale. We also released new self-service tooling for Box Shuttle, so organizations can easily migrate smaller amounts of content on their own, at minimal cost — or, in some cases, completely for free.

And we're just getting started. We'll see you in the Content Cloud. 📁



*Jade McQueen is the VP of media and entertainment for Box and oversees the company's retail and CPG strategies globally. Her love of innovation and technology coupled with a desire to bridge the gap between entertainment and tech led to her current position. [jade@box.com](mailto:jade@box.com) @Box*



49 EMMYS® • 10 OSCARS®

# Our customers won big this year

With one secure platform for all your content, from casting and scripts, to NDAs, budgets, media, and contracts, you spend less time on production — and more time in the limelight.

- **Protect sensitive IP** with deep learning-based malware detection
- **Lock in talent** with seamless, secure e-signatures and tailored forms
- **Take production virtual** with tools as limitless as the ideas you dream up
- **Capture and optimize media** from any device, and instantly add metadata

**Captivating your audience begins with content. No one knows content like Box.**

**box**

Explore the Content Cloud at [box.com/overview](https://box.com/overview)