



Softtek®

Adaptive I&T Governance

Transforming traditional studio
operations into a hybrid, creative-first
environment

Betty Cardiel



Establishing strong governance principles aligned across governance approaches helps CIOs **respond quickly to disruption** and **connect decisions across the content management enterprise** models.



A risk-adjusted IT governance framework **to achieve business outcomes**, while protecting the **creative-first environment** to operate by **meeting compliance**

U.S. FTC asks social media, video streaming firms info on misleading ads

Reuters



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Consumer Alert

Malware from illegal video streaming apps: What you need to know



Better Business Bureau warns about streaming service scams

Michelle Linn Dec 19, 2022 Updated Feb 10, 2023



Forecast from:
Mikayla Smith

2 PM	3 PM	4 PM	5 PM
78°	79°	80°	79°

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Why Are Intellectual Property Rights Important in the Entertainment Industry?

Creative works are essential to the entertainment industry, whether it's a screenplay, musical composition, painting, or performance. Intellectual property law gives creators and inventors the exclusive right to use their works, and to stop others from using them without permission.

There are different types of intellectual property protection, including:

- Copyright protection
- Trademark protection
- Patent protection

For creators of artistic works, the intellectual property rights (IPR) granted through copyright law are extremely important. The [U.S. Copyright Act](#) gives copyright owners the exclusive right to their creations for a certain period of time, empowering

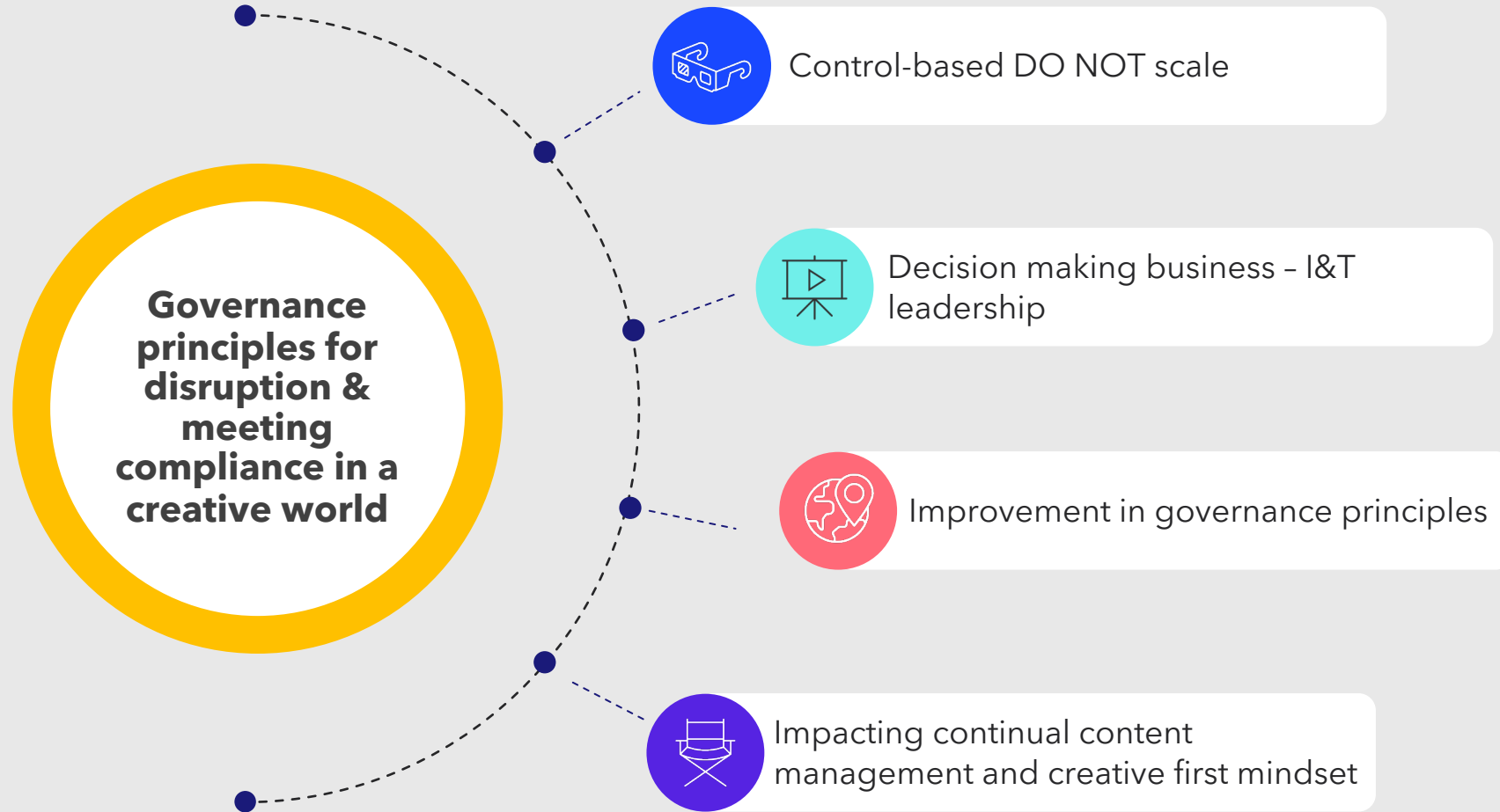


THE TIME TO ACT IS NOW: THE CCPA'S IMPACT ON STREAMING ENTERTAINMENT COMPANIES

On January 1, 2020, the California Consumer Privacy Act (CCPA) will go into effect. While all states have data privacy regulations in one form or another, California is the fifth largest economy in the world, so the impact of the CCPA will be felt far beyond its borders. In the U.S. alone, CCPA could affect [more than half a million businesses](#). For these reasons, the CCPA is the most consequential data privacy regulation since the E.U.'s General Data Protection Regulation (GDPR) came into force in 2018.

For midmarket streaming entertainment companies, there is a misconception among executives that because they are multiple layers removed from interacting with the end-consumer, the CCPA regulation does not apply to them. They're in the entertainment business after all, spending their days developing content for podcasts or reading scripts, leaving the selling and distribution of targeted advertisements based on consumer data to third parties. Even for streaming companies that derive revenue through a monthly subscription model as opposed to ad-supported content, complying with the CCPA is a necessity. Recent deals with media conglomerates demonstrate that data gathering infrastructure that operates in the background of streaming services has become

Adaptative Governance - **What**



Scope of Organizational Decision/Making Principles Connected to Adaptive Governance

Gartner





Adaptative Governance - How

Drive value & risk from traditional to practical (scalability)

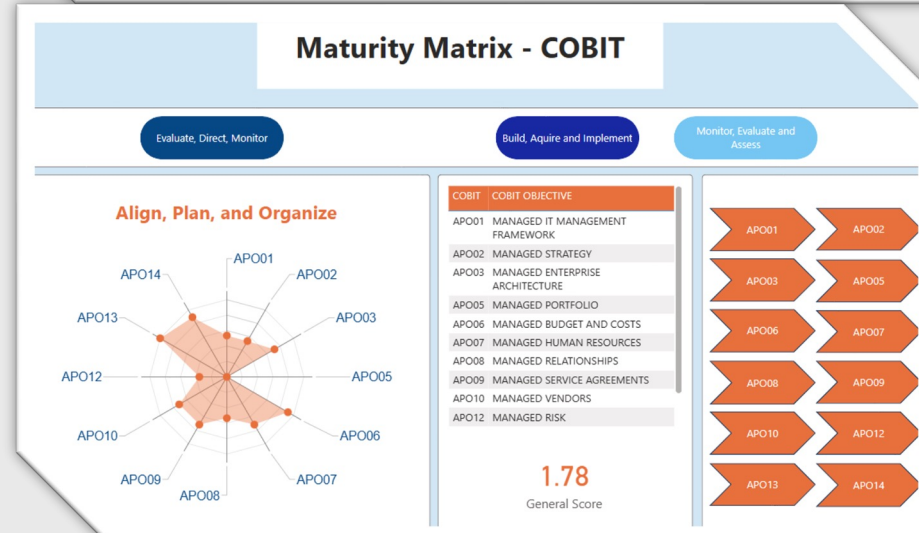
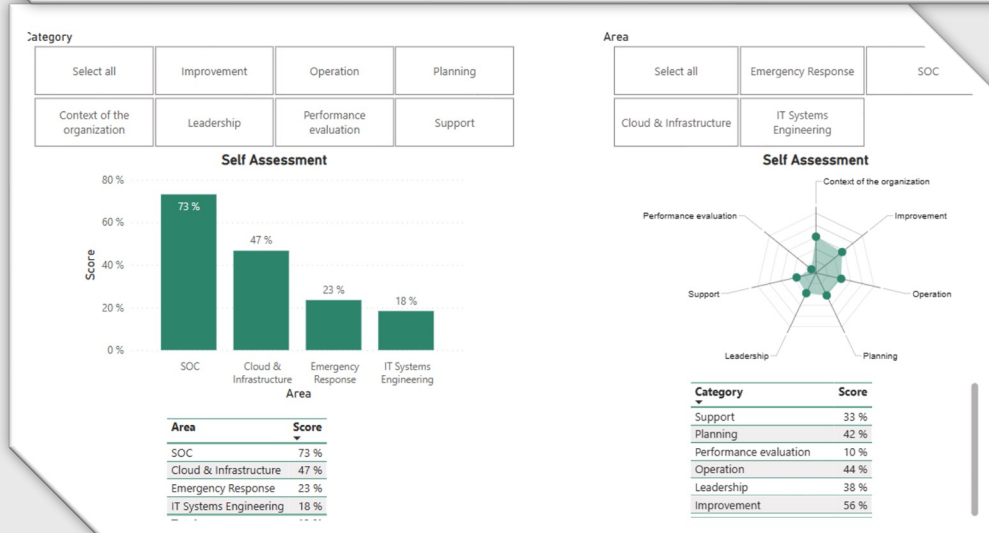
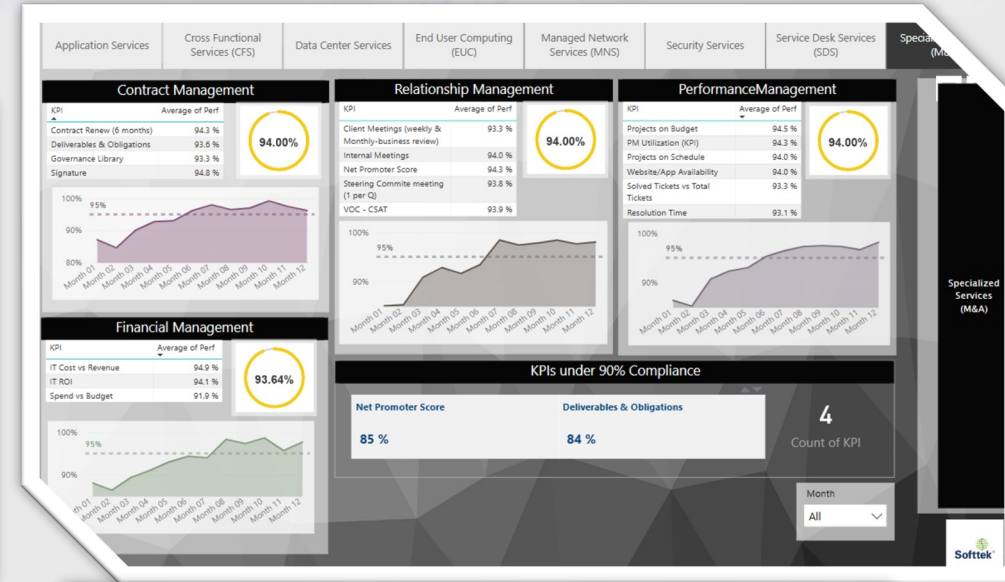
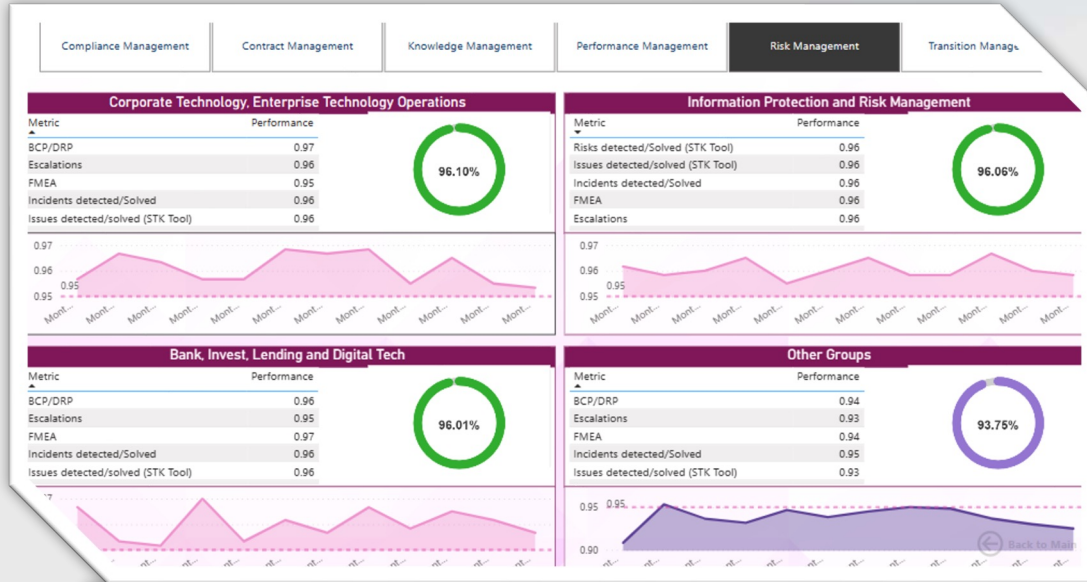
Balance risk, return and performance on investments



Enable distributed authority for value-based decision

Principles framework (rules, policies, standards, directives)

Digitized I&T Governance



“Women make up only [28%](#) of the workforce in science, technology, engineering, and math (STEM), and men vastly outnumber women majoring in most STEM fields in college. In Governance, Risk & Compliance which at present, only has a 15-20% representation of women.”

Infancy

Project: Mi Codiaventura (first edition)

Participants: 60+ girls between 8 and 12 years old

Focused on daughters, nieces, and granddaughters of Softtek collaborators

Scope: Mexico, Spain, USA, and South America

Objective: Promote interest in STEM at an early stage through a contest where participants get to create a video on technology using SCRATCH

The winners are Softtek CEOs for a day



Youth

Project: Connect.Ada (first edition)

Participants: 40+ women between 19 and 45 years old

Scope: Mexico, Spain, Colombia, and Argentina

Objective: Prepare students with the necessary knowledge for their labor inclusion in the field of IT

Conect.Ada graduates become part of a community that supports their professional development in IT



Adulthood

Project: Power Up (ninth edition)

Participants: 30+ women graduates from staff and operations areas per wave

Scope: USA, Mexico, Spain, South America (Colombia, Peru, Chile, and Argentina), Brazil, and India. Carried out in Spanish, English, and Portuguese

Reach: Global

Objective: Provide tools and soft skills to women who aspire to a leadership position at Softtek



Efforts to incentivize the participation of women in IT from a very early age to C-level positions.

"Women make up only [28%](#) of the workforce in science, technology, engineering, and math (STEM), and men vastly outnumber women majoring in most STEM fields in college. In Governance, Risk & Compliance which at present, only has a 15-20% representation of women."

Leadership - Upcoming

Project: Reverse mentoring

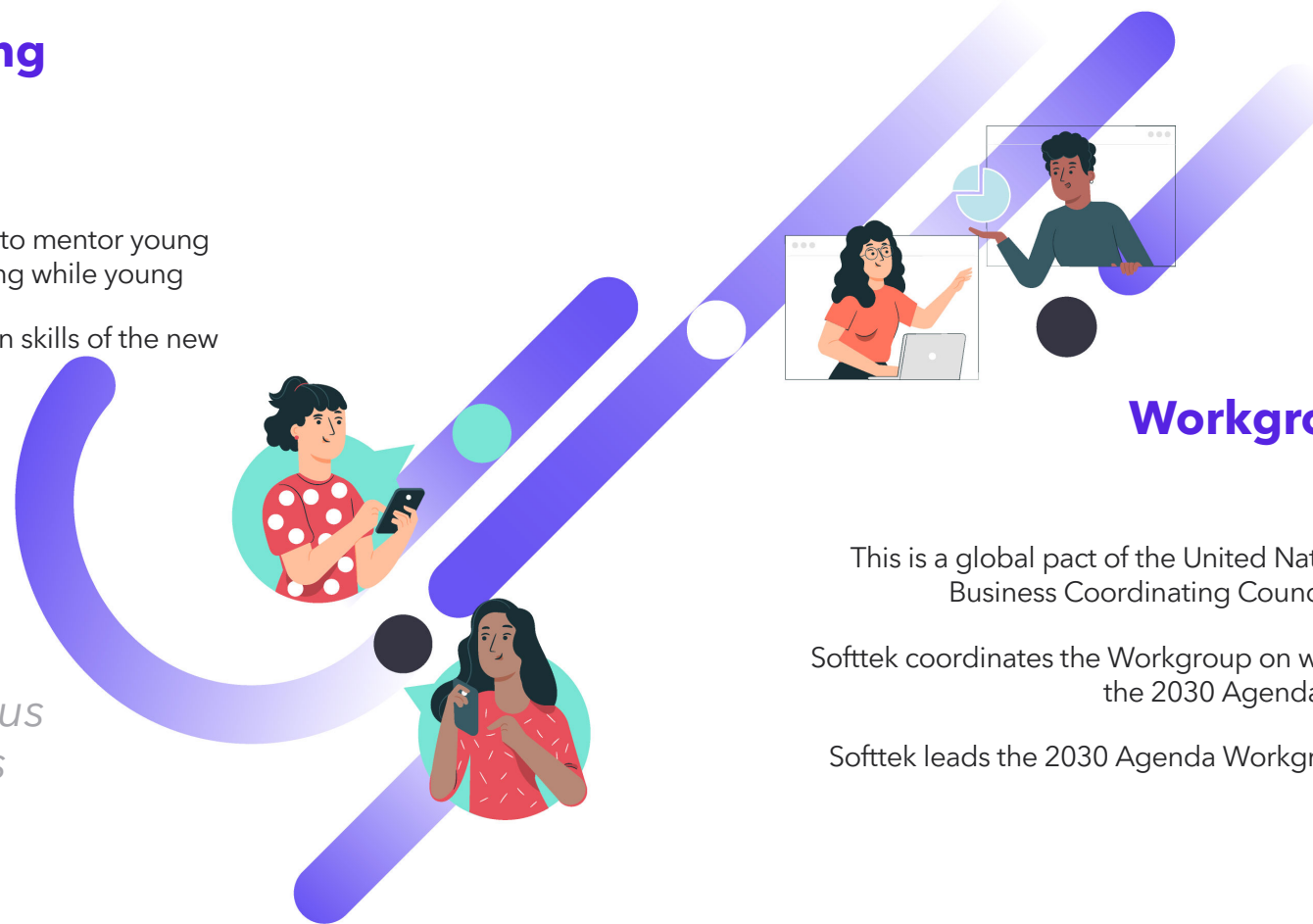
Participants: Women 50 and older

Objective: For Softtek's senior figures to mentor young Softtekians through experiential learning while young

Softtekians mentor the senior figures on skills of the new generations

"Don't focus on the obstacles you face; focus on the skills and talents you bring to the field."

Blanca Trevino, Softtek CEO



Workgroups 2030 Agenda

Project: Power Up (ninth edition)

This is a global pact of the United Nations followed by Mexico RED, the Business Coordinating Council, and the Government of Mexico

Softtek coordinates the Workgroup on women's economic participation in the 2030 Agenda through our CEO Blanca Treviño

Softtek leads the 2030 Agenda Workgroup on Diversity and Inclusion for people with disabilities

Q&A



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Thank you!