YOUR MEDIA ASSETS,
Managed, Secured and Monetised
People’s appetite for broadcast and video content seems limitless, and the ways to watch have multiplied over recent years. These changes offer new opportunities to reach new audiences and generate revenues — but also pit you against many more competitors for audience share. How can you produce innovative content more efficiently and be confident it will satisfy your consumers? How can you protect your media assets more effectively and maximise their value?

**MANAGING AND MONETISING YOUR ASSETS**

The transition from tape-based to digital workflows already made by many content producers and broadcasters has helped accelerate creation of new content — a critical advantage in today’s competitive broadcast world. But how do you deal with the challenge of storing and managing your growing volumes of digital data?

One option is to move your workloads to the cloud, to take advantage of flexible, elastic storage resources that are also cost effective. With storage provided on an-as-a-service utility basis, you can scale capacity up and down according to your needs, paying only for what you use. And with your assets securely stored in the cloud, it becomes possible to access them at any time, from anywhere.

Building on recent advances on metadata standardisation across the industry, CSC can help you ensure fast retrieval and straightforward management of digital assets, making it easier to release the true value of your back catalogue. The growing need to charge others to use your assets, combined with new ways of watching broadcast content, is driving the requirement for more sophisticated billing capabilities.

We have decades of experience of providing cloud-based telco-grade billing engines that will eliminate capital expenditure on your part and ensure optimum revenue opportunity for your media.

**PROTECTING YOUR ASSETS**

New ways of working, along with the risk of malicious and non-malicious compromise of systems, makes it more important than ever to keep your digital content and intellectual property safe. Security best practices and technology that are tried and tested in sensitive sectors like government, finance and healthcare can keep your company, its network and its assets safe.

With so many independent professionals involved in content production and distribution, you’ll be familiar with the challenges of enabling and controlling access to corporate systems and assets from personal devices, and all the associated security risks. Different roles require access to different resources, and you need to be certain that access is managed appropriately throughout the project lifecycle.

Our security consultancy and solutions are trusted by customers in many sectors to protect their assets against cyber threats, and enable implementation of secure mobility and BYOD initiatives that enhance user productivity. We help our customers understand security policy and data protection requirements, and work with them to define user workstyles based on the devices people use, the jobs they do, and the assets they need to access.

**OPTIMISING THE AUDIENCE EXPERIENCE**

No longer chained to the TV, people are consuming content over the internet and on mobile devices, putting content producers and broadcasters under increasing pressure to capture and retain audiences. CSC can help you deliver a high-quality viewing experience on many different platforms and devices using our media quality assurance services. We’re already doing this for a leading premium television company — see opposite.
If you could get closer to your audiences, how much more easily could you provide better quality content that’s more relevant to them? Predictive analyses that involve external data sources, such as social networks, can help you model what will happen in the future. CSC can help you use this information to tap into trends as they develop. You’ll be able to create content and schedule programming that more closely meets your audiences’ preferences, add strength to advertisers’ business cases based on predictive returns, and generate revenues faster and smarter.

WHY CSC?
For over 50 years CSC has been helping organisations in a wide range of industry sectors around the world align IT to business needs in order to reduce costs, enhance productivity and bring products and services to market more quickly. As the media industry evolves through a period of rapid and exciting change, we can help you transform the way you use IT to drive efficiency and innovation right through the broadcast production chain, and bring you closer to your audiences.

CSC helps a leading US-based premium television company optimise the user experience, shorten its time to market, and focus on innovation. We do this by providing functional and automation testing throughout the digital workflow — from content creation to distribution — that has cut testing cycles from up to eight weeks to as little as two.

With around 75m subscribers throughout the world, the company’s content is viewed on a myriad of devices. We carry out tests on over 80 devices to ensure the content the company produces will provide the best quality viewing experience. We’re also helping to gather intelligence about the most popular devices and video players, so that the company can focus its development work accordingly.

We test some of the most mission-critical among the 100+ systems the company uses to produce, store, share and edit content. Our testing also helps ensure that the content created will be compatible with the company’s own streaming and on-demand services, and with the distribution systems used by carriers who buy and broadcast its content.

The company chose to work with us for our quality assurance expertise and the easy scalability of our services. While we take care of testing, the company can focus its in-house teams on developing new content for its global audiences.

Talk to us to find out how we can apply our expertise in cloud, cybersecurity and big data to help you manage, protect and monetise your digital assets.

For further information contact:

MIKE KING
Telecommunications and Media Industries
michael.l.king@csc.com
+44 (0) 7912 067 234

csc.com/broadcast_evolution
Worldwide CSC Headquarters

The Americas
3170 Fairview Park Drive
Falls Church, Virginia 22042
United States
+1.703.876.1000

Europe, Middle East, Africa
Royal Pavilion
Wellesley Road
Aldershot, Hampshire GU11 1PZ
United Kingdom
+44(0)1252.534000

Australia
26 Talavera Road
Macquarie Park, NSW 2113
Australia
+61(0)29034.3000

Asia
20 Anson Road #11-01
Twenty Anson
Singapore 079912
Republic of Singapore
+65.6221.9095

About CSC
The mission of CSC is to be a global leader in providing technology-enabled business solutions and services.

With the broadest range of capabilities, CSC offers clients the solutions they need to manage complexity, focus on core businesses, collaborate with partners and clients, and improve operations.

CSC makes a special point of understanding its clients and provides experts with real-world experience to work with them. CSC leads with an informed point of view while still offering client choice.

For more than 50 years, clients in industries and governments worldwide have trusted CSC with their business process and information systems outsourcing, systems integration and consulting needs.

The company trades on the New York Stock Exchange under the symbol “CSC.”

© CSC. Published in the UK. September 2013.