Broadcasters, OTT and New Media Companies: Time to Re-imagine the Content Supply Chain

A Mindtree Media Industry Group Point of View
**Time to Reimagine the Content Supply Chain**

Exponential increase in the consumption of video content online has begun to put extreme strains on content supply chains of media organizations. Reimagining and managing this new supply chain should be the need of the hour.

Increased internet bandwidth, cheaper data costs, 5G and fixed broadband deployments have prompted a surge in content production and consumption. As per Cisco*, global IP video traffic will be 82 percent of all IP traffic (both business and consumer) by 2022, up from 75 percent in 2017. Global IP video traffic will grow four-fold from 2017 to 2022, a CAGR of 29 percent. Internet video traffic will grow fourfold from 2017 to 2022, a CAGR of 33 percent. Media owners have scaled the production of high definition video content, which get consumed on a variety of devices like smart TVs, mobile phones, iPads, and gaming consoles.

Digital disruption and the uptake of high quality video content is straining the content supply chain and increasing content production costs. Various hardware and software innovations have impacted the media content lifecycle from pre/post production to distribution, with new age technologies such as Cloud, Analytics, Artificial Intelligence (AI) and Bots influencing content processes.

A few impediments faced by content owners and publishers are:

- While the demand for content creation has increased significantly, it’s not practical to incrementally add infrastructure and workforce to support the rising content demand
- With multiple projects running within the production studios, metrics or a predictable model of governance from the stage of content greenlit to market release on various platforms and devices is lacking
- Media organizations are spreading their geographical boundaries to increase monetization opportunities. They are increasing localization efforts while launching new TV shows/movies on linear TV and OTT platforms, which is increasing complexities
- Large scale mergers and acquisitions in media like Disney - Fox, AT&T – Time Warner, and Comcast – Sky, indicate the need for enterprise transformation and consolidation of assets, content management systems & infrastructure

**Managing the content supply chain**

Continuous technological advancements in the content supply chain requires the content to traverse multiple systems or processes as shown below

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Media owners typically invest in media asset management (MAM)/digital asset management (DAM) products for content processing activities, which on many occasions, are unable to deliver to growing consumer demands, thus leading to heavy customizations and force-fitting multiple modules within the existing system.

Media companies need to adopt the following best practices while designing their content supply chains:

- Cloud adoption for MAM/DAM, playout, right management system (RMS), transcoding farms, storage and other media applications to enable efficient and quicker content distribution
- Overhaul content localization workflow, link it tightly with the existing broadcast/OTT workflows and enable virtual collaboration between studios and post production vendors for better control and quality of assets
- Pull away from monolithic architecture by adopting micro services based architecture that will deliver the ability to scale content operations, while providing flexibility to drive continuous innovation
- Adopt automation for content activities such as metadata tagging and compliance checks by leveraging AI for faster time to market
- Reimagine content security techniques while setting up Cloud environments. Apply encryption for content distribution and user access management

**Mindtree’s content supply chain offering**

Mindtree’s solution for efficient content supply chains is tailored around the following tenets:

- **Cloud-first approach** – move content components to Cloud, supporting hybrid Cloud or multi Cloud architectures, thus maximizing utilization of Cloud-native service
- **Micro service framework implementation** – adopt micro services framework, thus enabling content volumes to be handled efficiently at scale
- **Automated workflows and unified communication** – adopt automated workflows using AI/ML techniques and unify communication between modularized components through an enterprise service bus
- **Continuous integration** – deploy CI/CD framework while supporting new enhancements or building new applications to reduce build times, thereby increasing overall efficiency
- **Content security** – secure content on Cloud or on premise by adopting best practices like just-in-time access, centralized access control, permission management and encryption at different stages of content lifecycle
Mindtree has delivered great outcomes for clients

- Modernized the content ingestion system (CIS) by unifying multi-vendor environment for better collaboration with content creators, independent artists, music labels and third parties for a leading US-based broadcaster

- Built a unified media services portal to manage post production activities - from content acquisition, processing to distribution of content assets for a global post production vendor operating in 38 markets worldwide

- Unified distribution workflows for multi-platform advertising campaigns on a centralized workflow management platform for a US-based large advertising platform that provides advanced TV advertising and monetizing solutions

- Built a packaging solution to migrate 3000 hours of video assets from an independent video platform to a video streaming platform for a leading online education provider, thus supporting 30,000 students from 80 countries

Mindtree’s industry recognitions

- Zinnov Zones (2019) – Leader Across Digital Services including Legacy Modernization

The Mindtree Media Industry Group

Established in 2006, Mindtree’s Media Industry Group has 1000+ employees more commonly known as Mindtree Minds. Within Media, Mindtree works with broadcasters, cable networks, publishers, advertisers, business information services, new media and gaming companies. Mindtree has executed 100+ projects for over 50 clients across North America, Europe, Middle-East and Asia Pacific regions. Mindtree is serving 6 of the top 10 media & publishing companies with more than 50% of its revenue coming from digital services. Mindtree is positioned in Leadership Zone for Publishing, Broadcasting and Education in Zinnov Zones 2017 report.

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 350+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in more than 15 countries across the world, we’re consistently regarded as one of the best places to work, embodied every day by our winning culture made up of 21,000 entrepreneurial, collaborative and dedicated “Mindtree Minds.”