



Media and Entertainment

► Daily Use

- Executive communication
- Film and television production
- Talent acquisition and retention
- Travel budget reductions

► Solution

Polycom telepresence solutions promote greater collaboration among geographically-dispersed executives, movie and television production teams, and casting agencies by converting conference rooms into natural, life-like, meeting environments.

► Results and Benefits

- Less executive travel translates into significant productivity gains
- Earlier release of films to market means millions in accelerated revenues
- Remote auditions vastly expands available talent pool
- Travel budget reductions of 20% commonly realized – fueling rapid return on investment

► Media and Entertainment Organizations Use Telepresence Solutions to Speed Decision Making and Reduce Costs

Whether you're a media and entertainment (M&E) company executive or film industry professional, you're no stranger to change. As convergence accelerates, you must overcome the fragmentation of audiences and siphoning of advertising dollars to the Internet. New competitors, such as telecom companies, are entering the market. With ready access to broadband technologies, consumers are driving M&E companies to deliver innovative products and services in new ways.

The Challenges

Timely **executive communication and increased productivity** is at a premium in the dynamic M&E business environment. M&E leaders must respond quickly to changing conditions and adopt growth strategies across a geographically-dispersed enterprise. To meet business objectives, M&E executives need to effectively collaborate with key stakeholders, both internally and externally.

Film and television production companies are looking for ways to cut spiraling costs and **bring content to market faster** to realize revenues sooner. M&E organizations with offices, teams and crews working from Los Angeles to New York to London and beyond are hampered by distance from effective team collaboration.

The M&E industry faces **fierce competition for top talent**. Highly skilled individuals are necessary for success, so executives must adopt measures that attract, retain, and fully utilize every individual.

In today's economy, M&E decision makers are looking for ways to **slash travel budgets**. The hard costs of travel—airfare, lodging, ground transportation—are easily tallied. Reduced employee productivity, while more difficult to measure, can be even more significant. Most executives agree that no matter how seasoned today's road warriors have become, airports and hotels are no substitute for the office.

Solutions and Applications

Fortunately, cost-effective solutions are available that allow M&E companies to enjoy "as good as face-to-face" communications while sidestepping the hard and soft costs associated with travel. In fact, many leading M&E companies have adopted Polycom solutions to enhance executive communications, speed product and content development, retain top talent, and lower travel and entertainment (T&E) expenses.

Effective Executive Communication

One large US-based M&E company has multiple subsidiaries that operate independently. Its businesses range from filmed entertainment to online news and advertising services. The executives wanted to improve communications between sister subsidiaries to capture operational efficiencies and avoid conflicting goals. However, dramatic cuts in T&E budgets stood in the way of frequent in-person meetings.

Rather than meet less frequently, or hold sensitive, high-value meetings via audio conference calls, executives decided to deploy the Polycom® RealPresence™ Experience High Definition telepresence solution (RPX™ HD) at multiple locations. Now, these executives communicate regularly from the comfort of their offices to discuss strategic issues.

Content Development and Collaboration

Polycom video solutions also find applications in film. For example, the production company that created the Lord of the Rings trilogy used Polycom video conferencing solutions to remotely manage production teams at multiple locations in real time. The director communicated with filming crews and site directors to view sets, lighting, and camera angles. Using Polycom solutions, he was able to make real-time changes prior to shooting. To meet a tight schedule, the director also remotely managed production details such as evaluating potential shoot sites and wardrobe review.

Hollywood's top directors work remotely from locations—and at times—of their choosing using the high definition (HD) video, audio, and content that Polycom HDX series solutions deliver. In fact, several well-known directors have Polycom video solutions in their home studios.

A television production company used Polycom HD solutions to bring New York and Los Angeles production members together to easily review digital dailies in real time and collaborate, to edit content, and make adjustments, rather than shipping physical media and hoping all stakeholders were available for reviews days later. The show's NY and LA teams also used the solution to pool creative talents to write, edit, and modify scripts.

Evaluating and Casting Talent

A New York casting agency installed Polycom telepresence solutions in their home and LA locations. This solution allows directors in each city to audition talent in the other city from the comfort of their local office.

High definition video allows directors to view actors' facial expressions and "life-like" body movements. High-quality audio delivers "in-person" voice quality and sound. As a result, directors can conduct remote auditions and call-backs, sidestepping costly travel and lost productivity.

Cutting Travel and Entertainment Costs

One large US M&E company dramatically reduced travel expenses among its subsidiaries by allowing executives and other key personnel to use a Polycom RPX solution in lieu of most travel. For one top casting agency, Polycom's telepresence solutions have already delivered thousands of dollars in travel savings. Telepresence call-backs have replaced the \$3,000 travel bill each talent trip used to cost.

Results & Benefits

Increase Executive Communication and Productivity

Rather than traveling across the country or around the globe, M&E executives can walk down the hall to discuss, analyze, and decide on key growth initiatives. With top executives valued at \$12K per day (based on a \$3M annual compensation), two fewer travel days a month yields productivity savings of nearly \$300K per executive annually. As executives travel less, their productivity gains translate into more time in the office addressing issues that impact shareholder value.

Polycom solutions also accelerate the speed of business, allowing M&E executives to adapt more quickly to the dynamic business environment. For example, they can conduct necessary "face-to-face" meetings with colleagues in Asia, Europe, and the Americas all in one day—an impossible feat with international travel.

Facilitate Content and Product Development Collaboration

Imagine the financial benefits of getting blockbuster films, such as the nearly \$3B Lord of the Rings trilogy, to market sooner. At nearly US\$1B in gross ticket sales per film, getting to market even one week sooner results in tens of millions in accelerated gross revenues.

Boost Recruitment and Retain Top Talent

Casting agencies can complete auditions with distant directors in a fraction of the time that travel would add to the schedule. For the agency, this capability translates into more billable business. For directors, remote casting has the potential to double the pool of talent at minimal expense.

Reduce Travel and Entertainment Expenses

Assuming a fairly conservative annual travel budget of \$10M for an M&E company, a 20 percent reduction in business travel means bottom line savings of \$2M annually. Polycom solutions offer a way to achieve those savings while delivering the visual communication benefits that formerly required business travel.

Find Out More

Now you can use Polycom solutions to enjoy more effective collaboration and effective executive decision making. You can cut hard and soft travel costs while delivering the benefits of face-to-face meetings and start bringing your products, services, and content to market faster. Visit us at www.polycom.com to learn more.

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