Spring 2015

# Welcome to the new style of entertainment

## How industry leaders are driving digital transformation with HP

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# Welcome to the new style of entertainment

## Driving digital transformation with HP

It's an incredibly exciting and transformational time in the media and entertainment industry. Driven by consume-anywhere, mobile lifestyles, customers are flocking toward personalized content and connected, engaging experiences—when and how they want them. In turn, media and entertainment companies have exciting new ways to create, deliver, and monetize rich media content and personalized, connected experiences.

This expectation of instant connection to information and content is leading to a new style of business, powered by IT—where cloud, applications, Big Data, and mobility converge to create new opportunities for growth. Succeeding in this new style of entertainment requires a partner that can help you maximize your digital transformation.

In this ebook, you'll see how key trends are shaping the industry and how M&E companies are partnering with HP to drive innovation and engaging experiences. We look forward to collaborating with you as you make the journey to the new style of entertainment.

**Mike Carrier**
Vice President, Media & Entertainment Industry
HP Enterprise Services

# An analytics-driven M&E strategy to personalize, engage, and monetize

Behind every click, tap, like, share, view, comment, and purchase lies consumers' passion to follow their own path. For M&E companies to grow and engage consumers in this new reality, they must listen to what their audiences want. But to unlock the true value of these insights, they need to integrate them into content production to monetize new and existing assets and deliver experiences that "hit the mark" with their audiences.

[1] "Advancing from a digital strategy – to a business strategy fit for a digital age." PwC. Note: British-English spellings were replaced by their American-English equivalents.
[2] "Impact of Digital Transformation in the Media and Entertainment Sector," Econsultancy, November 2014.
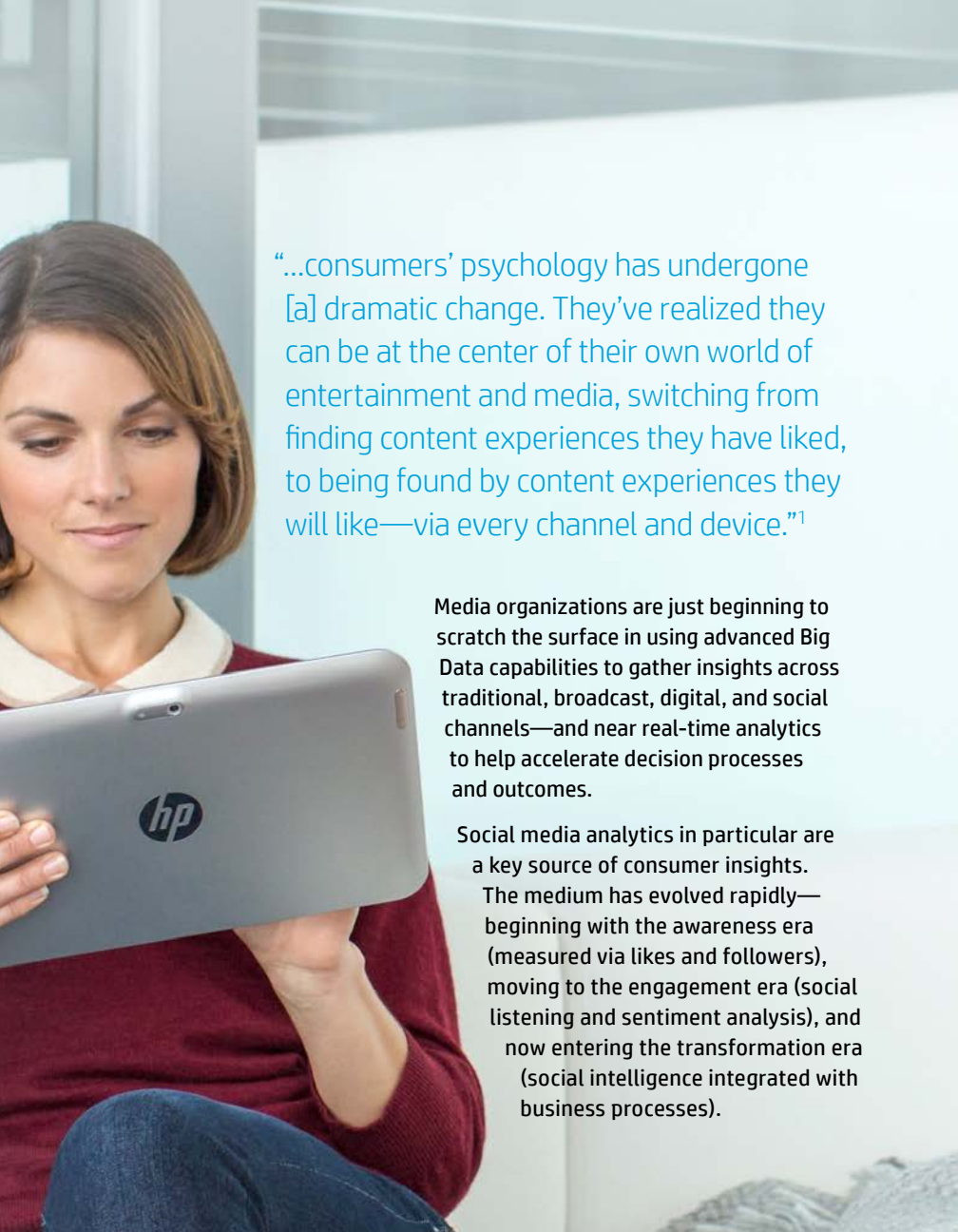
"...consumers' psychology has undergone [a] dramatic change. They've realized they can be at the center of their own world of entertainment and media, switching from finding content experiences they have liked, to being found by content experiences they will like—via every channel and device."[1]

Media organizations are just beginning to scratch the surface in using advanced Big Data capabilities to gather insights across traditional, broadcast, digital, and social channels—and near real-time analytics to help accelerate decision processes and outcomes.

Social media analytics in particular are a key source of consumer insights. The medium has evolved rapidly—beginning with the awareness era (measured via likes and followers), moving to the engagement era (social listening and sentiment analysis), and now entering the transformation era (social intelligence integrated with business processes).

**74%** of media companies expect the "use of data to personalize, segment and deliver unique content experiences" to be an important trend...[2]
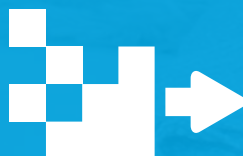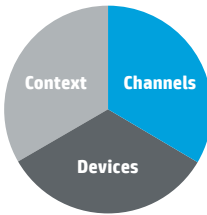
# Personalization is the key to long-term consumer engagement, brand loyalty, and asset monetization.

The right content, right place, and right time (or the 3Rs) are hidden in multiple data sets, including digital, social media, CRM, and traditional media. To cull out the 3Rs' information, M&E companies need a next-generation analytics solution—one that enables them to create comprehensive consumer profiles, insights, and actionable intelligence to guide their 3Rs decisions.

### Right Content



Targeted  Contextual

Meaningful

### Right Place



Context  Channels

Devices

### Right Time



Ready to buy  Want

Sentiment

Social media dramatically accelerates the sharing of consumer ideas, sentiments, and preferences. Consequently, **next-gen analytics solutions can keep up with your customers' real-time demands.**

"We know that mobile is becoming the place for media consumption. It is where people are doing their social networking, video viewing, reading, and of course, location-based searching."[3]

# Integrating insights with production

HP believes that media companies can transform using an approach based on implementing an underlying intelligent platform that integrates media analytics with content production.

Combining rich analytics with content production will allow media organizations to optimize production lifecycles, better direct franchise management activities, and offer greater value to partners and, ultimately, end users and consumers alike.

## From Big Data to big engagement

With advanced, real-time analytics, cohesive customer profiles can be created, and M&Es can proactively manage and affect market sentiments, perceptions, and trends. As a result, media organizations will be better aligned with changing market demands and can accurately "hit the mark" with content and entertainment experiences that drive repeat revenues and increase brand-loyal fans.

## In-house data underutilized by marketers[4]

**50%** say that data is most underutilized asset

**>10%** say that their company uses data in a systematic way

**65%** say that data silos prevent holistic view of campaigns across channels

[3] Danova, Tony, "The Mobile Revolution Is The Biggest Tech Shift In Years, And Companies Are In A Race To Keep Up," Business Insider, Posted January 23, 2014.
[4] Olavsrud, Thor, "Marketers See Value in Big Data Analytics, But Face Hurdles." Computerworld, August 9, 2013.

**An analytics platform personalized for M&E**

The HP Media Analytics Platform (MAP) helps M&E companies integrate analytics with content production to drive personalized consumer experiences and:

- Provide a better understanding of consumer sentiment in near real time.

- Facilitate the ability of marketers to understand brand affinity by region or demographic.

- Expose internal and public content that is more relevant to social media conversations.

- Provide the insights needed to understand how to prioritize existing content and new content against consumer demand and preferences.

# HP Media Analytics Platform

**Gather**
Capture data across multiple sources.

**Interact**
Contextually serve information to consumers.

**Analyze**
Receive actionable insights from real-time analytics and business context definition.

**Enable**
Automatically align with business and operational processes.

**Share**
Automate the discovery and alignment of information across the enterprise.

Built on HP Haven—a big data platform that enables organizations to understand and analyze 100% of their data from any source, format, or location with extreme speed, security, and scale—HP MAP creates a 360-degree view of consumers, and then uses analytics to deliver the 3R jewels necessary to make customer experiences sparkle.

**HP Haven**

**Hadoop / HDFS**
Catalog massive volumes of distributed data.

**Autonomy IDOL**
Process and index all information.

**Vertica**
Analyze at extreme scale in real time.

**Enterprise Security**
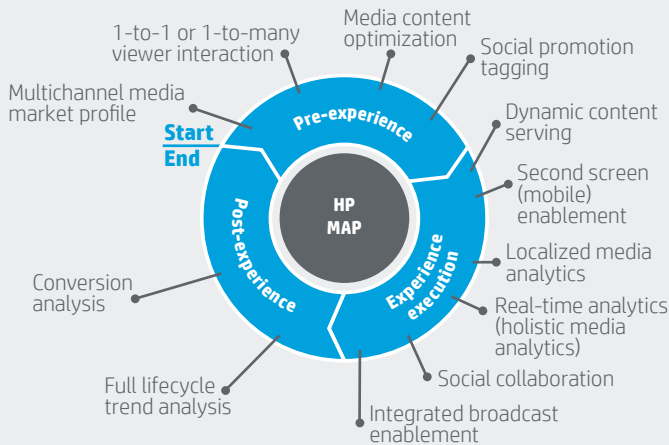Collect and unify machine data.

**nApps**
Power HP software and your apps.

66% of Fortune Global 500 M&E companies have bought HP Big Data solutions.[5]

[5] Enterprise Data Warehouse—End Customer Revenue for FY 2014 Fortune Global 500 list—2014

# An end-to-end M&E consumer experience solution



**Pre-experience**
- 1-to-1 or 1-to-many viewer interaction
- Media content optimization
- Social promotion tagging
- Multichannel media market profile
- Dynamic content serving

**Start End**

**HP MAP**

**Experience execution**
- Second screen (mobile) enablement
- Localized media analytics
- Real-time analytics (holistic media analytics)
- Social collaboration
- Integrated broadcast enablement

**Post-experience**
- Conversion analysis
- Full lifecycle trend analysis

The HP MAP solution boosts engagement by considering every stage in the consumers' journey. By leveraging data and tools across the pre-experience, experience, and post-experience phases, M&E companies can take insights to heart, augment content production, and repurpose assets in entirely new ways— creating superior personalized experiences that differentiate the brand and monetize more assets.

This integration between analytics and production enables seamless, interactive, multichannel engagement with audiences. This supports the broader concept of franchise management, which provides new opportunities for monetization across many channels.

## HP MAP helps M&Es become personalized experience creators

By coupling analytics with content production, content providers can deliver a more real-time, personalized interaction for consumers. Personalized delivery ensures that consumers will get the content they want when and how they want it.

## HP Media Analytics Platform benefits

**Brand loyalty**

**Acquire / retain customers**

**On-target offers**

**Monetize content**

**Franchise management**

**Boost stakeholder value**

# Let HP help you turn big data into big engagement

To learn more, visit us at hp.com/go/media or contact HP Digital Media Practice Leader Steve Poehlein at steve.poehlein@hp.com.

# For better security, think like a bad guy

Media companies lose an average of
## $5.4M[1]
per data breach.

The key to defeating data thieves is to go on the offensive. It starts by thinking like a cybercriminal so you can read their playbook. Now you can anticipate their moves and create a more effective playbook of your own. One brimming with strategies and tactics to win each phase of the data breach chess match.

**When you know your adversary, you prevent more breaches and significantly mitigate the few that get past your defenses.**

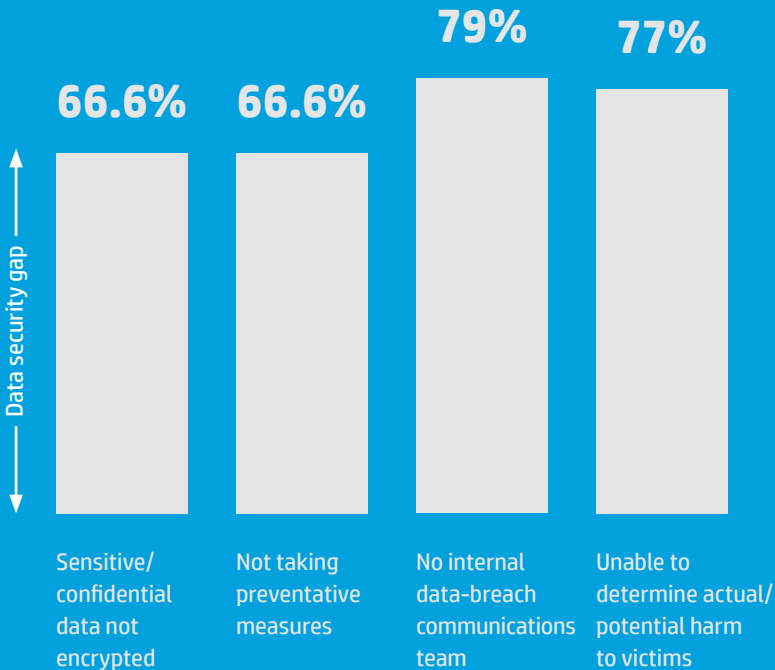Are **you** prepared to defeat your opponent quickly, intelligently, and decisively?

The probability of a media company data breach involving 10K+ records within the next 24 months is 20%.[2]

[1] "2014 Cost of Data Breach Study: United States." Ponemon Institute Research Report. May 2014. **Note:** The average cost for each lost or stolen record containing sensitive and confidential information in 2014 was $201, with a total average cost paid by each company of $5.9 million. The average cost for each record in the media industry was $183 (p.7), which equals 91% of average. Multiplying 91% times the average total cost paid of $5.9 million equals an average media company breach cost of $5.4 million.
[2] Ibid.

# The challenge

**Many enterprises have gaps in their data security and response capabilities.[3]**

**66.6%** | **66.6%** | **79%** | **77%**

Data security gap

Sensitive/ confidential data not encrypted | Not taking preventative measures | No internal data-breach communications team | Unable to determine actual/ potential harm to victims
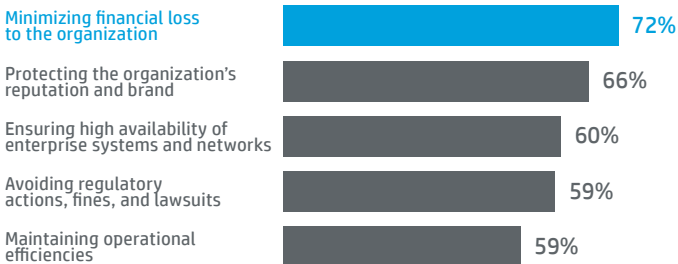
[3] "Is Your Company Ready for a Big Data Breach?" Ponemon Institute Research Report. March 2013.

## Executive involvement is essential to defeating data thieves.

Leadership experience, preparation, and skills combine to deliver potent, coordinated, and thoughtful data breach plans and responses.

How important is executive-level involvement? According to a survey by Ponemon Institute, should an incident occur, executive involvement is essential or very important to accomplishing these five critical imperatives:[4]

| | |
|---|---|
| Minimizing financial loss to the organization | 72% |
| Protecting the organization's reputation and brand | 66% |
| Ensuring high availability of enterprise systems and networks | 60% |
| Avoiding regulatory actions, fines, and lawsuits | 59% |
| Maintaining operational efficiencies | 59% |

Executives who adopt a strong security posture and have a pre-existing incident response plan cut costs per lost/stolen record by 18% combined.[5]

[4] "The Importance of Senior Executive Involvement in Breach Response." Ponemon Institute, LLC. October 2014.
[5] "2014 Cost of Data Breach Study: United States." Ponemon Institute Research Report. May 2014. Developed from Figure 7, p. 9.

HP security experts discover four times more critical vulnerabilities than the rest of the market combined.[6]

# The solution

**Together we can close the gap to protect what matters.**

HP Enterprise Services security experts wrote the playbook to thwart cybercriminals. Our cyber-security experts anticipate every gap to harden your defenses. The result? An end-to-end cyber security solution tailored to your goals, strategies, and infrastructure. One that **proactively addresses incidents before, during, and after they happen**.
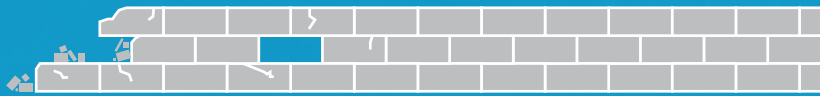
## Before
### Security consulting services

- Data protection and privacy
- Infrastructure and network security
- Threat and vulnerability management
- Security strategy and risk management consulting

## During
### Security intelligence and incident response

- Rapid detection
- Prompt, savvy incident response

## After
### Remediation and implementation

[6] "Analysis of the Global Public Vulnerability Research Market in CY 2011." Frost & Sullivan, April 2012.

# Why HP?

## HP is a global leader in cyber security

**Global footprint**

**9**
Worldwide security operations centers

**Best practices and research**

Industry-leading security best practices

HP Labs researches and addresses vulnerabilities

**Highly experienced**

**23 billion**
Security events handled per month

**90,000**
Devices secured for 47 million users

**Enterprise security expertise**

**5,000**
Experienced and credentialed security professionals

**10,000+**
Customers worldwide including 9/10 of the largest banks with $9T+ in transactions every day

# Team with HP to thwart cybercriminals

Find these executive breach response resources at hp.com/go/breachresponse

**1.** Read the independent report:
The Importance of Senior Executive Involvement in Breach Response

**2.** Take the breach response assessment

**3.** Download the HP executive breach response playbook

# Why HP for M&E?

Digital devices, platforms, and channels have led to vigorous demand for rich media content. Driven by consume-anywhere, mobile lifestyles, customers are flocking toward personalized content and engaging experiences. This expectation of instant connection to information and content is leading to a new style of entertainment, supported by what we call the New Style of IT—where cloud, applications, Big Data, and mobility converge to create new opportunities for growth.

## Accelerate innovation with HP Enterprise Services

Our M&E experts apply real-world experience and innovative technologies and solutions to help you:

- Better understand and engage fans and customers across every channel—with advanced, real-time analytics into audience insights and preferences

- Identify new ways to create and monetize new and existing content by integrating these insights with content production, distribution, and franchise management

- Optimize your operations to accelerate efficiencies with modernized applications and web services, and keep pace with business and consumer demands with the right infrastructure, applications, and services.

## HP brand

Delivering the best products and services
to solve your challenges

## Collaborative approach

Working with you to achieve your objectives

## Industry expertise
## and innovation

Offering focused R&D and talented
experts to deliver practical innovation and
operational excellence

## Ability to manage
## complexity

Keeping your mission-critical systems
operating seamlessly

**Learn how HP can help you transform
to the new style of entertainment**

# hp.com/go/media