



MASTER DATA MANAGEMENT FOR THE MEDIA INDUSTRY

Single Version of the Truth Across Media Content, Business Rules, and Customer Profiles

Business models across the media industry are changing at breakneck speed. Keeping track of the vast inventory of content with increasing intellectual property-rights attributes, various license-revenue streams, and associated royalties is a major challenge. With these changes, media companies find themselves relying on data that is dispersed and trapped in information silos throughout the enterprise. The SAP NetWeaver® Master Data Management component changes this scenario – it enables you to consolidate, harmonize, distribute, and centrally manage every aspect of your key business data.

One phrase seldom heard to describe the world of the media industry today is “business as usual” – advances in technology over the last decade have resulted in anything but maintaining the status quo. Traditional markets have splintered into hundreds of highly specialized and competitive niches. The rise of Web technology, digitization, online publishing, and other new distribution and delivery channels has toppled old hierarchies, unleashing new opportunities, competitors, alliances, and business models. In this rapidly evolving business environment, even a single missed opportunity or ill-conceived investment can be costly. Improved business intelligence is key to survival – and it begins with a foundation of accurate, reliable, and available master data.

Data Management Challenges

Given the constant reshuffling in the media industry, media company executives find themselves with an IT landscape comprised of widely dispersed, heterogeneous systems and applications. Gaining an accurate, consistent view of the business across multiple divisions is difficult when data is stored in disparate locations with decentralized and often inconsistent data governance – even simple spelling errors (for example, “K-Mart” instead of “Kmart”) or poor naming conventions cause reporting errors and challenges for customer service. Because the assets and profiles are dispersed, it is difficult to track:

- Existing content assets
- Profitability of content assets
- Content-specific intellectual property rights
- Relationships with particular customers and advertisers

Profiles of content and business relationships are difficult to consolidate – especially when there are different methods for naming or classifying every piece of content in each different system. In addition, each piece of content can have different business rules attached to it. Without a clear view of all your assets or business relationships, it is labor-intensive to comprehensively track content so that the value can be fully exploited.

Creating a Solid Foundation

Master data management – developing a central repository of standardized information – is vital to your improved business performance. Think of master data management as a single source of the truth: the home of accurate data concerning everything that is vital to the company. Many organizations operate under the belief that they are already using consistent, reliable data, but the truth is that they are relying on data that is dispersed and trapped in information silos throughout the enterprise. As long as your data resides in isolated silos, it evolves independently and inconsistently. This data, often inaccurate and inconsistent – is propagated throughout the organization and beyond. Organizations that attempt to achieve master data consistency across their distributed environment face an unenviable task. True integration at the business process level – where the real value lies – is not easy to attain.

A Single Version of the Truth

Media companies can simplify their environments by deploying an integrated technology solution for managing and accounting for master data – a federated source of data used across the entire media enterprise. Tailored to meet the unique demands of publishers, broadcasters, studios, advertising agencies, news services, and entertainment businesses, the SAP NetWeaver® Master Data Management (SAP NetWeaver MDM) component for the media industry creates a single, unified repository of data where all content assets and business relationship profiles are consolidated,

harmonized, and delivered to the relevant applications that require the information. By consolidating information in the areas of intellectual property management, advertising management, content development, and media sales and distribution, you can quickly create unique product offerings, track content rights, and develop targeted sales offers – allowing content owners to establish the value of their assets fully through all channels to market.

Central Master Data Management

Central master data management speaks to the maintenance and storage of master data and the development of distribution mechanisms for delivering master data to the applications that need it. With SAP NetWeaver MDM, data is not only managed and maintained centrally, but can also be easily syndicated and distributed to other systems using common XML formats. Having one point of entry for accurate information accelerates business processes, enables the foundation for business analytics, and reduces the cost of data management. Further, a powerful portal-based interface supports administrative tasks such as handling data exceptions, managing duplicated records, and assigning role-based access to business processes and content. By utilizing user roles, security, and audits, SAP NetWeaver MDM allows you to enforce data governance across your enterprise – a key factor in ensuring the long-term integrity of your data.

Maximizing Content Profitability

By providing a single, accurate view of your content data – including back-catalog media – SAP NetWeaver MDM provides you with a better understanding of the usage rights associated with each piece of your content. As a result, you are able to gain insight into the lifetime profitability of your content. This single view enables a media company to leverage its multiple marketing channels more effectively and make smarter decisions regarding content distribution – thus maximizing the profitability of all content.

Rich Media-Content Management

With SAP NetWeaver MDM, your enterprise can exploit multiple types of media content by including any kind of structured information, in multiple formats, in your master data. Single-pass data normalization, high-performance parametric searching, and the ability to provide information based on predefined roles enable users to work interactively with rich product information. SAP NetWeaver MDM has a powerful built-in cataloging tool – fully integrated publishing functions enable Web and print publishing from a single master repository. As a result, your employees can access content to create printed catalogs seamlessly using industry-standard publishing tools, such as Adobe InDesign and QuarkXPress.

Leveraging Relationships with Advertisers

Media companies rely heavily on relationships with, and the revenue derived from, advertisers. Media enterprises frequently store data related to advertisers in disparate repositories. For example, it's not unusual for a media enterprise that is handling a client's advertising both on-air and online within the same broadcasting company to manage the media separately. Similarly, when an enterprise has multiple holdings that handle different types of media, the solutions it uses to manage advertising data across different lines of business are frequently not integrated. SAP NetWeaver MDM creates a centrally managed data repository and enables you to manage the relationships associated with master data records. The repository provides a single view of each advertiser and all its properties. This enables you to deliver targeted product offerings, ad placement bundles, clean reporting, and other customized services. SAP NetWeaver MDM can combine the advertising billing information often stored in disparate systems and generate a consolidated view of this vital data.

SAP NetWeaver MDM in Action

Here are three examples that illustrate how SAP NetWeaver MDM supports different content management scenarios in the diverse media environment.

Streamlined Content Sharing and Collaboration

A major content company owns production studios, broadcasting operations, and book publishing entities, as well as online divisions for each. The publishing division plans to release a book in conjunction with a movie. For marketing and promotion purposes, all work on the book must be completed at least 18 months in advance of the movie release. To complete the project, the publishing division needs access to artwork, descriptions, and other content related to the movie. By consolidating the various asset management systems into one unified, readily accessible location, SAP NetWeaver MDM enables streamlined content sharing and collaboration across unique areas of the media enterprise.

Clear Picture of Advertiser Profiles and Relationships

A leading media company owns broadcast, print, and online properties, and each line of business has its own department for handling advertising sales. By using SAP NetWeaver MDM, the company can consolidate and harmonize all advertising-related data across the disparate departments and data repositories. With a single version of the truth, the media enterprise has a clear picture of all advertiser profiles and relationships – key to maintaining the competitive edge in the complex advertising arena.

Comprehensive Content Search

An editor at a broadcasting company needs to compile stock photos and video footage that are relevant to a story in development. A comprehensive content search is required that encompasses all views of the relevant data, such as type, rights, and

Summary of SAP NetWeaver® MDM Functions

- Master data consolidation – including cleansing, removal of duplicates, normalization, and categorization across millions of records
- Master data harmonization, ensuring that relevant applications are updated when data is changed in one application (optional “read-write” utility)
- Management of data in a central repository and interactive distribution to required applications
- Rich content management with powerful functionality to load, aggregate, and search using parametric data, as well as intelligent image management and Web- and print-publishing abilities
- Accurate reporting based on master data managed against transactional information

Benefits of SAP NetWeaver MDM for the Media Industry

- Simple data integration
- Metadata unification
- Improved content visibility
- Interoperability with existing digital asset management (DAM) and Web content management (WCM) systems
- Targeted offerings for consumers and advertisers
- Increased revenue from content assets
- Improved decision making
- Lower operational costs
- Accelerated Web and catalog publishing
- Reduced administrative overhead
- Centralized data governance

prior use. In addition, the search needs to reveal content stored in outside repositories. By providing rich content management with advanced search functionality, SAP NetWeaver MDM puts the information at the editor’s fingertips, significantly minimizing the level of effort required to obtain every piece of data.

Find Out More

To discover more about SAP for Media and the SAP NetWeaver MDM component, visit www.sap.com/media today.

Powered by SAP NetWeaver

SAP for Media is powered by the SAP NetWeaver technology platform. SAP NetWeaver unifies technology components into a single platform, providing the best way to integrate all systems running SAP or non-SAP software. SAP NetWeaver also helps organizations align IT with business. As the foundation for enterprise service-oriented architecture (enterprise SOA), SAP NetWeaver allows organizations to compose and enhance business applications rapidly to drive business change.