

# Broadcast and Cable Segment Solutions

## Media and Information Services

Media and broadcast organizations today face unparalleled pressure to reduce costs, find new revenue streams, and position themselves for future growth amidst rapidly evolving business dynamics. Towards this end, organizations are increasingly opting for IT based workflows, multi-platform content delivery, and cloud based infrastructure. With less strain on the Capex, broadcasters can save costs as well as improve the time-to-market. Moreover, organizations can drive operational efficiency by opting for file-based and IT-oriented workflows which ensures that the management is focused on topline growth.

Meeting this need are the solutions for the Broadcast and Cable industry segment from Tata Consultancy Services (TCS). Our strong understanding of the broadcast industry combined with solution accelerators – pre-defined frameworks for domain centric topics – helps you realize business objectives rapidly and efficiently. With our broad experience in the broadcast field, you can improve topline activities and at the same time create an agile enterprise that is efficient in operations and proactive to change.

Our services can be broadly categorized into the following areas:

- Business applications
- Content management
- Content distribution
- Horizontal services (standard IT services)

## Overview

Today, mediums and formats for content absorption are multiplying by the day and have resulted in fragmentation of the target audience across the different modes of consumption. To adapt to this, media and corporate organizations need to transition from traditional systems and business processes to IT-based solutions. As internal application systems play a vital role in propelling the business to meet changing business dynamics, media and broadcast organizations need to take advantage of the IT standardization phase. This not only helps you retain domain knowhow and establish a revenue model for nonlinear channels, but also empowers you to manage content rights and royalties efficiently.

Our solutions for the Broadcast and Cable industry segment help you monetize content on multiple platforms. With transformation from legacy systems to smarter technology, you can adapt to changing business needs with agility. What's more, with optimized operations, you become more flexible, improving your time-to-market.

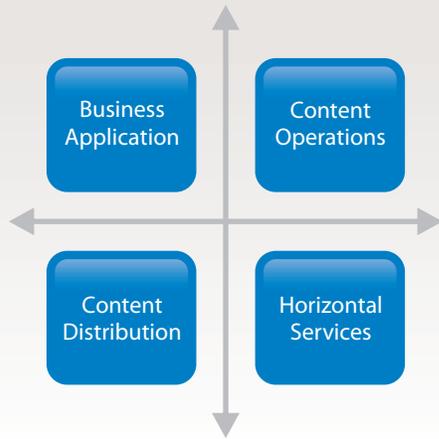
## Our solutions

Our domain specific offerings include:

- **TCS Enterprise Rights Management Solution (TERMS):** This platform caters to the changing business scenarios in the media houses and is

aimed at consolidating the rights management processes at the enterprise level. Our experience and best practices have been utilized in various engagements for rights management. A 'solutions accelerator', our platform dramatically reduces the time and cost in implementing tailored rights management infrastructures at broadcasters, studios, and other media organizations

- **Editorial collaboration platform:** This unique web-based tool provides a single User Interface (UI), role-based access, and the necessary environment required for timeframe-based planning and research. The tool enables you to edit, personalize, and archive information for future use. Our approach also automates and integrates disparate data sources, applications, and workflows, saving you substantial time, cost, and effort
- **Assurance services:** Our assurance services enable you to focus on your strategic goals. Our extensive knowledge of these applications facilitates assurance services on both Digital Asset Management (DAM) and Building Management Systems (BMS) with re-usable test cases in place. Aware of the niche systems available in the same field, we continuously invest in enhancing the offering to reduce your testing efforts
- **Advisory services:** Our large consultancy practice consists of domain experts as well as change management, business transformation, and strategy advisors. Advisory services focus on helping you prepare people, processes, and technology to survive the 'industry metamorphosis' and evolve into a stronger player in an emerging media



**Business Application**

Broadcast Management System  
OSS / BSS  
Rights and Royalties  
Analytics  
Billing  
CRM

**Content Distribution**

Linear, VoD, IPTV  
Mobile, Web  
STB  
Content repurposing and management

**Content Operations**

MAM, Archive, Production & Middleware  
Workflow Automation  
Integration  
Enterprise Architecture  
Change Management

**Horizontal Services**

IT Services  
Infrastructure Management  
F&A, HR, Customer Care  
Outsourcing  
Application Development & Maintenance

**A snapshot of our Broadcast and Cable Segment Capabilities**

ecosystem. The key themes that this business unit focuses on are:

- Extracting non-core activities and consolidating them in 'content factory' operations
- Transforming organizations from 'channel-centric' operational models to 'content-centric' operations
- **TV analytics:** Viewership analysis is critical to drive viewer specific content delivery and Video on Demand (VOD) penetration. Our TV analytics solution covers the following aspects:
  - Viewership analysis
  - Viewership affinity and clustering
  - Propensity and viewership forecasting
  - Optimal pricing and cost modeling
  - Negotiation and margin maximization
- **Social Web Monetizing Platform (SWMP):** This solution enables you to comprehensively deploy an online collaborative platform and simplifies the adoption and deployment of new business models. This helps you launch sites quickly, leverage external communities, engage users through socially-rich interactive features, and monetize and syndicate across multiple channels. SWMP also provides responsive web design features and intelligently leverages common assets across multiple channels such as smartphones, widgets, kiosks, and social networks, enabling multi-channel delivery on-the-go

- distributors, and telecom organizations that are part of the content value chain
- Partnership with niche product vendors in the end-to-end application ecosystem
- A rich repository of re-usable solution accelerators, which saves effort and cost, and drives value to your engagements
- Continued investment in acquiring top domain expertise from the media industry

**Contact**

To know more about TCS' Broadcast and Cable Segment Capability solutions, contact us at [global.me@tcs.com](mailto:global.me@tcs.com)

**About Tata Consultancy Services Ltd (TCS)**

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

For more information, visit us at [www.tcs.com](http://www.tcs.com)

**IT Services  
Business Solutions  
Consulting**

**The TCS Advantage**

Our strong association with broadcasters in delivering applications across various domains gives us an edge over competitors. Apart from the typical IT services, we also partner with niche product vendors across various domains to give customers an undisputed view. We further add value to the engagement through:

- In-depth experience of working in the broadcast domain
- Cross domain expertise, as we also work with broadcasters, studios,