

# Media and Information Services



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IT Services  
Business Solutions  
Outsourcing

The new realities of today's media and information services industries are being shaped by shifting consumer behavior patterns and technology-enabled changes. In this market characterized by flux, Media and Information services organizations such as yours need to meet consumer's ultimate requirement for any-time, any-where, multi-format content, as well as seek opportunities provided by digital media to strengthen revenue. Tata Consultancy Services (TCS) enables you to profit from the growing digital media market and enhance organizational efficiencies, creating an agile enterprise proactive to change.

## Overview

It's an industry characterized by new paradigms. From changing consumer demographics and consumption patterns, to evolving regulatory norms, new business models and competitors, you need to counter a host of factors affecting market leadership. As revenue from traditional sources dry up and the demand for non-linear content increases, your organization needs to innovate by catering to new content experiences while equipping itself to serve a global audience.

TCS' Media and Information Services Industry Solutions experts help you achieve this. Through domain-based solutions, we enable new business models and revenue growth, while our other offerings aid in creating a flexible organization that gains from cost and process efficiencies.

## Our Solutions

We bring you:

- **Domain-based offerings** that comprise a host of solutions, platforms and consulting services. They include:

### Entertainment (film and music):

- Theatrical Distribution Systems, Digital Asset Management Systems, Enterprise Systems (ERP, BI), Digital Media roadmap and Consulting
- Investment/Solution focus on Digital Transformation, Digital Supply Chain and content monetization models

### Publishing and Information Services:

- Content Creation, Editorial Systems, Knowledge Management, Finance, Circulation and Distribution Management Systems
- Investment in industry solutions like the Digital Content Distribution Platform that enable new business models

### Broadcasting and Cable:

- Syndication Systems, Broadcast Management Systems, Enterprise Content Management Systems, Rights and Contract Management Systems
- Focus on Digital Transition and new content monetization models

### New Media:

- Multi-Channel Distribution [B2B]
- Consumer Experience – Web 2.0 and social networking
- Mobile Media Consumption
- Online advertising and long tail monetization

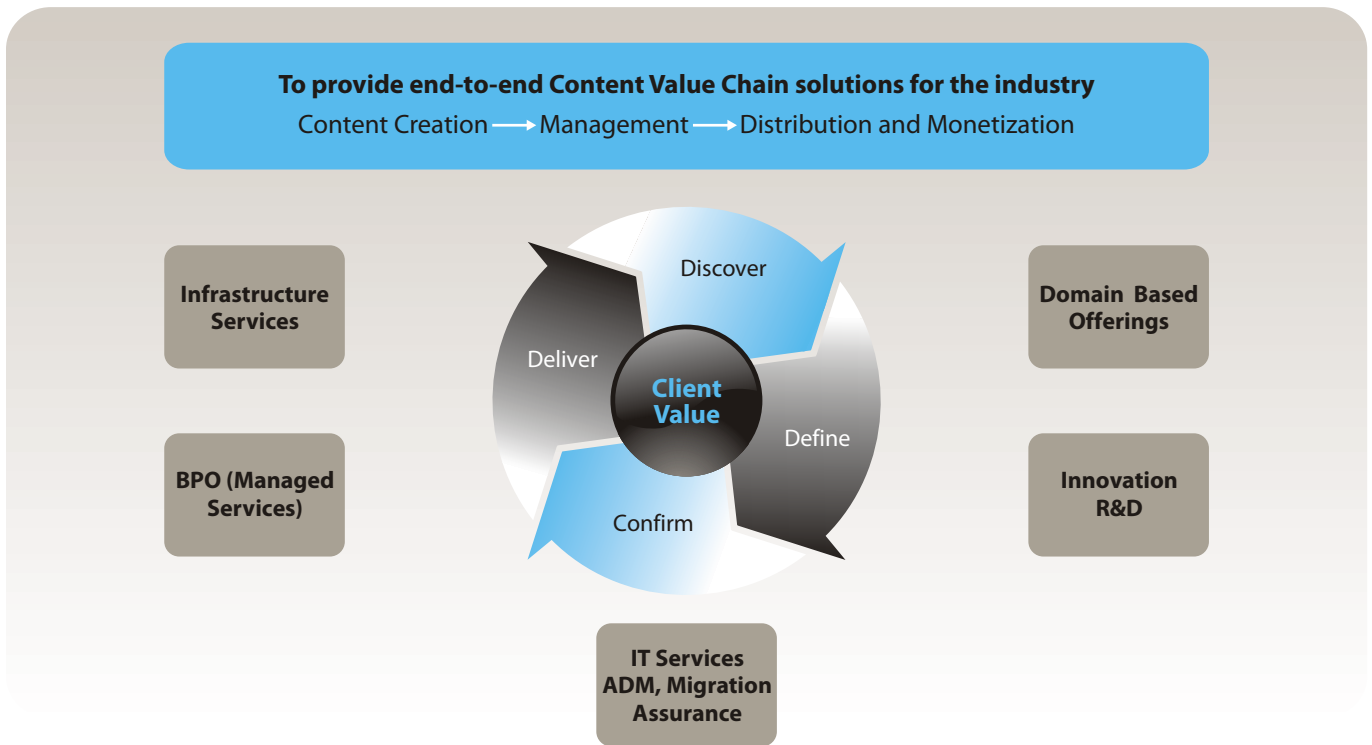
- **Infrastructure Services:** Data Center Management, Network Management and Desktop Services

- **Applications Development and Maintenance, Migration and Assurance Services:**

- Large T&M/ Fixed-price Systems Development and Enhancement engagements
- ERP, CRM, EAI and Business Intelligence/ Data Warehousing

- **Business Process Outsourcing:**

- Financial Services – A/P, A/R
- Rights and Royalties reconciliation
- Content digitization, archival, management and monetization
- Media Process Outsourcing – digitization, conversion, coding and segmentation, and editorial services



## How we helped our customers

### SOA framework brings benefits

A reputed Hollywood entertainment house had multiple global business units that functioned with their own IT applications and infrastructure. This created resource duplication, rigidity, and added to maintenance and development costs, while hindering the enterprise's ability to respond rapidly to challenges. TCS' Service Oriented Architecture (SOA) framework ensured that the business units reused functions without duplicating applications. Other benefits included improved process efficiency, increased overall productivity and decreased systems development time.

### Applying Collaborative Learning Platform

A global scientific journal publication house needed to build, manage and maintain a next-generation, online collaborative learning platform, but lacked a standardized mechanism. TCS implemented a Collaborative Learning Platform using Web 2.0 tools, which cost-efficiently provided a focused online learning environment. Replete with features such as conceptual search, multi-device delivery, self-guided learning paths, and virtual collaboration, it supported collaborative text development.

### Offshore processing spells advantages

A large global publishing and information services company had inefficiencies in its accounting processes, with high service costs. TCS took over the Accounts Receivable (A/R) process and processed the volumes offshore, delivering the results ahead of schedule. We also developed a Web Tool to enable the onshore enterprise to track the process and view reports at any point of time. As a result, they gained from increase in revenues while saving costs and reducing the turn-around time.

## Why TCS

TCS provides domain and function based offerings that will help you re-define your industry. Leveraging our global presence, comprehensive suite of services and investments in innovation, we bring to the table:

- A rich partner eco-system, which includes HP, Microsoft, MarkLogic, BookBank, SAP and Oracle
- Our Global Network Delivery Model™, which can meet your requirements across the globe with 13 delivery centers, across continents, that are serving clients in the industry
- Domain expertise, with skilled professionals who add value to an engagement. This coupled with comprehensive media and information solutions makes us your partner of choice
- Solution accelerators derived from our innovation labs, which minimize the time-to-market and lifecycle costs for you

To know more about our Media and Information Services,  
contact [global.me@tcs.com](mailto:global.me@tcs.com)

## About Tata Consultancy Services (TCS)

Tata Consultancy Services is an IT services, business solutions and outsourcing organization that delivers real results to global businesses, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled services 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 over 100,000 of the world's best trained IT consultants in 50 countries. The company generated consolidated revenues of US \$5.7 billion for fiscal year ended 31 March 2008 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)

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