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Driving Scale with Accenture Video Solution

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My name is Gianfranco Sorace. I work in Accenture. I've spent most of my life in medium entertainment in the last 12 years working in digital video. And I'm here to talk to you and tell you about Accenture video solution. But before going into that, if it's working, I would love to give you at first, a quick view of what is happening in the industry. And the best way to do it, in my humble opinion, is to start segmenting it.

So, let's start with the first one, with the content creators and broadcasters. What is happening here? Which are the trends? Well, for sure here, the key word is consolidation. So, the moment these guys are definitely well recognized for having the most interesting company, and because of that, given that they are struggling, the big guys are trying to acquire them, and this is happening almost everywhere in the world. So, consolidation, because it's the only way to survive is the only way to resist these positions.

Which are the trends here. Well, the trends is for sure on the library side and competition, because here it's important to have the right content, to have the content that are fitting to the needs of the customer. So very tangible in a very fragmented landscape where it's important to have the best content that needs to be presented to the right customer at the right time.

But there is also another trend that is very relevant, and that is user experience. Why user experience? Well, because now the big guys, the digital disruptors set a new bar. Now the expectation is that the user experience must be consistent across all the devices, must be hyper-personalized. And this is now an expectation that needs to be satisfied by the customer.

On the advertising side, I don't want to tell you the usual things such as, okay, the advertising now is moving from traditional TV to digital. This is well recognized and understood. But what is important here? Now it's important to have data processing capabilities and good ad sales of measure platform, because this is key in order to be able to efficiently tailor the advertisement to the customer.

And last but not least on the digital disruptors, well, these guys are super-efficient now. They have strong literacy capabilities. They have a great brand consistency, and in particular, they're able to innovate. They are able to test all the new features and immediately launch it to make it available in their own platform.

So, which are the needs of these guys? Well, summarizing, they need to have tailored content. They need to keep investing in local content. They need to have content that are mentioned with mobile audiences, respectively. They need to make sure that they are able

to monetize their huge libraries, because most of the times our clients are coming to us and saying, "Okay, I've got a huge library of content that I collected in 40, 50 years of experience, but I know nothing about the title of the content, apart from the title of the content, what can I do with it?" And so, it's about processing these information and know and gather metadata that will allow you to monetize this content. Given that they have to invest a lot in tailored content, they also have to make sure that they are able to distribute this content. And so they need to sign some good distribution agreements, even with the big guys, even with the digital disruptors.

And last but not least, what's the ambition of these guys? The ambition of these guys is to go multi-country, is then to have the right B2C platform that will allow them to cover multiple countries across all the devices with a seamless user experience and controlling the total customer launch. This is for content creator number of customers, but we also want to have a quick look at telco and cable companies. Here the suggestion is a bit different. In the former example, we were talking about consolidation here, we are talking about the difficulties that they are having in, let me say, selling their own traditional products. Okay. They spent all the money in particular telcos in creating their own 5G infrastructure, and they now recognize that they cannot insist anymore in sending traditional products that are now a commodity, but they have to focus much more on digital products and services.

What are they doing on the TV side? Well, for sure, most of them, if not all of them, are working as aggregators. So, they are aiming at replicating the same experience that they were used to giving the past on the cable, and they are providing the same brochure of channels even here with some problems, because most of the time, this way of presenting all the content might result confusing to the end user, that they are receiving all this content ad they are not able to properly navigate over them.

They are then pushing on user experience, but unfortunately, there is a drawback on that because they push more and more and more on making sure that they customers are happy. But on the other side, what is happening is that this is preventing innovation because they are saying, "Okay, this is working. This is working and my clients are happy. Better not actually to try something else because maybe I can break it or they will not be happy." And so, they are remaining very static.

Last but not least, all the telcos are still keep leveraging on the set boxes. Even if fortunately, they are now moving from the manager the very expensive set boxes to employed set boxes. On the products that I was saying before now, the commoditization of traditional products, they realize that leveraging just on connectivity will never work. And they realize that we are struggling in selling traditional products, because these are too traditional products, so on connectivity devices. On the other side are very low engagement products. So, it's very easy for a customer to reach into another provider for this.

Because of that, they are looking to leverage different services that are lower too, but definitely high engagement. And I'm talking about digital video, I'm talking about music, I'm talking about gaming, and this does not have to, let me say, sound strange to you because this is what the big names are also doing. And they have to leverage these lower but high engagement products because these products allow you to gather a lot of information, a lot of data that will be nearly after monetizing.

On product sensitivity, so it is not just the lower and high engagement products, as I mentioned before, the video, the gaming, but it's also about thinking at something else,

thinking about the future of how can I gather much more data and leverage this data to propose much more tailored services to my customers. We will see it in a while. There are some others, this is the last trend here that unfortunately are not able to sustain the business and are just leaving the business or eventually they are banging with these third-party streaming services, but without doing an integration.

Okay, in this case, what do they need? Well, at the end, you will notice and you will it in the next slide, that it's not so different from the others because these guys, they need a modern platform that allows them to efficiently do the role of the aggregators. And they have to push a lot in the discoverability. They need to use the same platform, not a different one to make sure that they are able to monetize the services that I was talking about, the advanced services that we are talking about. They have to make sure that they have the agreements with the broadcasters, with the owners of the content, so that this content can be easily distributed on their own platform. They have to leverage the same platform to develop new products and services, that it's not just video. So, the game and the music, whatever is around media and then do the next step, leverage the same platform to go into the digital world. And guys like the telcos are very well-positioned because they already have the strongest control point in the house. That is the second box. That can be the starting point.

So, I was saying, I won't try to compare what I said before, because even if there are two different words, they are incomparable. And content creators and broadcasters, they are not too different. So, what's their ambition? On one side on the left, they want to become aggregators, super aggregators. That's how we usually refer to them. On the other side, they need to invest in the best possible content that can be sent to the right audience or the right time.

How do they diversify? On the left, superior content discovery. If you're aggregating a lot of content, there must be a way to avoid that the users are confused. You need to help them in finding the right content without being lost in different services that when you entering it, you are somehow lost, and you will not have the overall understanding. Why is it that on the content, creators and broadcasters you need to have a smooth experience? Everything needs to work across all the devices. Just to give you an example of this before I lose on the time from the event. I remember that in 2014, I was working for a big OTP company in India, and they wanted to launch the sport, the initial sport platform. When I met them, the first thing that they told me is, "Okay, we expect that the application will start in four seconds, no matter what, because if the people lend to this application and launch it, and it's not behaving like this, they will be disappointed that we did the same. So, it's important to have a seamless experience."

How do they want to make money? The guys on the left, the telco cable want to leverage, as I was saying, these low and high engagement products to sell the high to low engagement ones. Why content creators and a number of broadcasters want to push more and more on advertising? In making their sales more efficient, but also in making sure that they can have the different monetization models that they need. Okay.

On the device is Android on one side, let me repeat it again. This can, this is the most powerful control point for them in the household and with the Android they can do whatever they want. Whilst with the former managing devices, it was a mess and it was very expensive. Whilst content creators and the broadcasters do not really care on a specific device, but want to have a consistent experience across all the devices. The telco and cable need to diversify beyond video. So, they need to make sure that they are able

to extend the services that they provide, whilst content creators and broadcasters had the ambition to go multi-country, because otherwise it would be definitely too complex.

And so, it's not so different because what do they need? They all need, they both need to go into the cloud, but not just having the platform that is running in the cloud, but also moving their own infrastructure in the cloud, their own workloads in the cloud. They need to have a platform that is replacing their legacy once, a platform that is helping to innovate at speed. They need to be able to process data because that is the future, because that is what is allowing them to identify and sell new services and provide the right content to the right guys. It's about identifying new channels. And so, thinking also about the methods that will definitely become the next channel for media. We will see in the next few years. It's about content intelligence. So, analyzing the content and make sure that we are able to retrieve all the right data and reuse these used huge libraries that at that moment are just closed in a closet and they're not using it.

And last, advertising. Advertising is seen as efficiency so more automation and business models.

So why us? We are trying to combine, first of all, unique industry knowledge and experience because we are a company that is now 25 years in this space. And we have in the case of digital video, competent centers, five competent centers around the world, more than 300 video software specialists. And we combine this experience with software. Software that is proven because these are some of the resources that we have achieved with our own products. So, serving more than 600 live channels in countries like the Netherlands, one of the three TV households is served by our platform. We have a record of 10.3 million concurrent users. This is way important for our clients that are thinking about sport events. You cannot have a platform that fails during a live event. This is definitely disaster.

I don't want to just read the slides, but then the third component is that we can support as a transformation partner, because it's important for our clients to understand that it is not just the technology, but technology needs to be supported by the right operating model, by the right cloud skills that nowadays are way important than in the past. Right collaboration with the ecosystem and the right use of data. This is the combination of what we're able to offer for our client. And these are some results. So, we have just selected some client names that can resonate to you and that we are allowed to present.

On content creators and broadcasters, we are talking about clients like Formula One. We are talking about a multi-count implementation with a lot of fancy features. You can, leveraging our platform, it is possible then to see the different angles, to see a lot of metadata about what is happening in the race, bot live and VOB.

Then international, we are covering 47 countries with our own platform from preserving the total cost of ownership, because you cannot expect that these guys are having 47 applications for each type of device for each company. This will be definitely a mess. Or we are here in Indian Broadcaster, and why I'm mentioning it, because it's a different story. They didn't go for the full brochure of products. They just had a specific need that was to control their own devices. So, thanks to the modularity of the products that we provide, they've been able to inject our component into the existing platform.

On telco and cable companies, we have here some names. We are in north America, we have entire one telco in North America, a very recent client, where we help them to replace their own legacy platform, that they were not seeing any innovation in the last six, seven years, and we have replaced completely their own platform on IPTV and OTT.

Telecom Italia in Italy, we are talking about telco that replaced their own IPTV with a full OTT platform, leveraging their Androids that promote. Or KPM in the Netherlands. As I was saying, we are covering one over three households with our own set of boxes. Again, it is converging IPTV and OTT platform. On services. Well, no need to mention. We are working with all the big names in the industry providing our consulting services, even in the media space.

So, trying to summarize what we're able to offer before we deep dive into each specific product. What we think is that the best approach is to start from the beginning, from the business need, how can we help our client? And so, you will recognize that from top cloud continuum platform organization, we have all the needs that we've seen before that are somehow representing the needs of both telco and cable and content creators and content organizers.

And now we help them. We help them with a combination of our services on the consulting side, on the system integration, on the operations. But with a good suite of vertical platforms like Accenture Video Solution, that is our end-to-end digital data platform, with Accenture Video Analytics, our data platform that is coming ready to be used with a data model and specifically intended for a video service. Cross Platform UX Builder, the way to help our clients who seamlessly manage the user experience across all the tenants and across all the devices.

Method of intelligence, our tool that is allowing to retrieve all the metadata that I was saying before processing the videos and being able to identify all the metadata that are required to monetize these contents, you will see it in a while.

Virtual Show Floor, that is our step into the method. That's our way to help our clients reach their own clients in new engaging environments map. And so, Accenture Multimedia Advertising platform, that is our sales automation platform.

And last but not least, Future Home, the next step into the household. So how we can start from Accenture View Solution from the video, gather data, provide new digital services and use the information that are coming from these digital services to provide additional ones and make our, in this case, telco guys, more relevant.

And our approach is to work with the ecosystem. We do not want to reinvent the wheel. When we go to our clients, we listen to them, and if they have a specific requirement that they want to leverage a specific cloud, and this trust me, it happens all the time, we are definitely agnostic, so our products work on AWS or on Azure or on GCP. And we work with all the possible DRMS, and we work also with encoding.com, we work with AWS when it's about transporting packaging encryption. So, it's really up to the client, but our approach is to leverage as much as possible ecosystem and leverage the best of breed services that are already available on the market.

Let me go in the few minutes remaining in a deep dive of the products that I anticipated. Maybe not a real deep dive, but I'm more than happy to receive you because we have a board over there. So, in case you have any questions, feel free to come and we can have a detailed discussion on this. We have Accenture Video Solution, so it's our cloud-based platform that as I was saying before, is allowing us to manage the end-to-end. And by end-to-end, I mean, from content ingestion, transporting packaging encryption distribution to the CDN, make data management, it allows you to manage all the different business models that have in mind and also a hybrid combination of them. It really depends on what you need.

You can manage with this platform all your subscribers. It is inarguably integrated with ADA, with our analytics platform. And it also comes with a component named Common Center that gives the operations team that could be our own team, but also the client's team to completely monitor what is happening from operational perspective in the platform

Here in this slide, we will also see some, probably bad words, but this is what you definitely need to have because it's a microservice-based and containerized architecture. It is very open, so all open APIs that can be used to integrate with our components, the other components, fully toppled with a data model that is easily extensible and with plugins that allows it to be connected to all the ecosystem components that I was mentioning before. And the business outcomes that you see there are business outcomes that we have measured with all our clients.

Accenture Video Analytics, so it's our data platform that allows the business users to monitor not just the results in terms of catalog, but also the results in terms of business services that can really control, if they have the right catalog, if the people are interested in that catalog, if there are any problem with the users and deep dive on the users, if people are leaving, if people are coming back and so on and so forth.

And it has three specific models, one that is name and self-service reporting for analyzing the business insight, real-time reporting for business users, you won't understand how many concurrent users are connected at the moment, how many people are streaming now, how many people are experiencing quality of service issues. All of these information are immediately made available. And they can also do some segmentation. So this means that they can run time and create segments of users. And at run time, this information is made available to the applications that can propose the right content to the right user.

Cross Platform UX builder. That is the tool that we propose for our clients that have multiple countries that have multiple devices. Instead of having a bunch of developers that are reinventing the wheel on each device, they can definitely have their own editorial team that uses this tool, and they propagate all the experience that they design on this tool to all the devices seamlessly. Because the concept is to enable a server-driven experience, a server-driven enabled by a team client architecture. So the architecture, the application is receiving this UI and is presenting this UI according to the user segment, according to the language, according to all different parameters.

Method of intelligence. This is very interesting because this is our cloud native platform that is able to extract information from the video. Information such as which are the celebrities, which are the objects, which are the activities, which are the brands, what are they talking about, recognize text, recognize the meaning of the discussions, and use this information because these information can be retained on the tool or exported. And thanks to this information, you can have improve your content recommendation, know what you have, announce to your editorial team create automatic highlights. A lot of use cases and examples. I'm more than happy to explain to you, if you want to come and visit me.

Virtual Show Floor, that is our 3D platform. So yeah, again, it's our first step into the methods, but I want to be practical because it's not just a game, it's a real way for our clients to engage with their own customers. And this means that it helps them to increase the reach, and increase the engagement. Here you can find some examples, know what they can do. It can be used during trade show events. So if you have, you are going to launch a new product and your audience is distributed around the world, and it's difficult

to have them in a single place, and you can use this platform, and you can use it for recruitment, you can use it for onboarding. We as a company properly used this platform. We used this platform during COVID for doing recruitment.

And with this, it's possible to have social interactions. I can chat with my clients. I can have a video call with my clients. I can distribute brochures, materials, files, podcast. I can also do some gamification. I can do a treasure round just to maximize the engagement. There is, obviously this is needed, moderation tool. So, all the things that are required in order to engage with your clients.

Again, it's not again, think about our telco and immediate clients that need to reach their customer base and eventually support them. My home access gateway is not working. They can go there and ask for support. And the person that is explaining in this world how to plug in and play is taken. This is just one of the many examples.

Last and then I finish, Future Home. Future Home is the evolution. What we strongly believe is that telcos but also media clients must leverage the control points in their zone, must aim at controlling the experience. There is an opportunity. At the moment, there is a very fragmented device ecosystem in their zone. Why don't you start leveraging a high engagement service like video, but you start from that? You start orchestrating this fragmented device ecosystem, and you are going to provide a seamless access to these engaging services.

But why you are doing this? Because you have the trust of the customer. The customer is willing to share the information with you. And you start from the information that you gather here. You know their habits, you know their consumption habits, you know what they like and what they do not like, you know when they're at home when they're not at home. And you can position new products and services, digital products and service.

So, I think that I can close you here. Probably it was quite a rush, but I really invite you to reach me at the pod and ask all the questions that you might have. Thanks for coming.