Content anywhere … from creation to consumption

DXC helps media and entertainment companies stay agile and relevant in a fast-changing world.

DXC Labs deliver innovation

DXC's innovation is driven by the experience of our technologists and bolstered by experimentation at our Digital Transformation Centers across the globe. Our innovation labs focus on developing next-generation digital solutions in areas such as data analytics, intelligent automation and cybersecurity. We create innovative micro services and develop proofs of concept to deliver minimum viable services to the media and entertainment industry.

DXC's Media & Entertainment client base

- Film, television, radio and music
- Distribution — broadcast, cable, satellite and over-the-internet (OTT) content
- Production — Theatrical, serial, games and music
- Publishing (print) and advertising
- Sports, E-sports and gaming

The media and entertainment industry is undergoing major disruptions, and companies must know how to deal with convergence and deploy technology in innovative ways to stay competitive. Consumption habits are changing rapidly, and consumers today expect content to be delivered anytime, anywhere and on any device — phones, tablets and even cars.

Media and entertainment companies are not only challenged with delivering personalized content, but that content also needs to be distributed to multiple markets faster and more efficiently. Companies must increase content quality while also finding ways to extract maximum value from it.

Market challenges

The use of technology such as streaming services and augmented reality is growing. Artificial intelligence (AI) and edge computing are also revolutionizing the media and entertainment industry in areas such as how content is distributed and consumed by an increasingly fragmented market. As mobile consumption feeds the need to deliver ubiquitous content, consumers demand the same quality on their smart devices that they've had on their TV sets.

Delivering a satisfying user experience is essential, and companies must know how to deliver quality content while personalizing the user experience.

The "story of self" has overtaken the passive storytelling of the past, and companies need to be proactive instead of reactive.

Change is constant in the industry, and persistent mergers, acquisitions and divestitures (MA&D) activity makes it crucial to have an agile infrastructure in place with the ability to deploy applications quickly. The convergence of telecommunications, technology, and media and entertainment companies points to a trend of connectivity in which mobile devices are becoming a primary access point for consumers.

The use of analytics has moved to the forefront as a way to gauge audiences in real time and increase personalization and customization. With reams of customer data being generated every second about location, preferences and purchasing habits, companies must be able to use this data to hyper-target their content and advertising. Advertisers now want immediate justification for their ad spend instead of waiting for what a rating service will tell them the next day or in the next rating book.

Whatever direction the industry takes, companies must have access to innovative technology and an experienced partner that knows how to increase business value in today's always-on, multichannel world.

What DXC offers

Media and entertainment companies benefit from DXC's vast domain knowledge and expert application of technology. From using advanced analytics to improve the fan experience and finding innovative ways to manage video content, to using blockchain to leverage and monetize valuable intellectual property, DXC applies emerging technologies to solve complex business challenges.

Technology innovation. DXC develops innovative solutions to help companies thrive. For example, DXC created a heat-map tool to help a leading sports organization capture, analyze and track social media to better engage with fans. In the music industry, DXC developed a digital workflow platform that integrates key business functions such as advertising, royalties and streaming content.

Cloud and platform services. Cloud platforms provide greater flexibility and lower costs in areas such as application development and digital asset storage. With 95 data centers serving 70 countries, DXC helps enterprises use cloud services to handle essential workloads and modernize applications. Our strategic partnerships with leading cloud providers such as Amazon Web Services, Microsoft Azure and Google Cloud give you a rich choice of flexible and consistent cloud platforms.

Language translation, software localization and rich media services. As one of the world's leading language services organizations, DXC Applications and Content Globalization (ACG)

localizes digital content into more than 100 languages. Capabilities include translation, software and web localization plus video, graphics and e-learning development and production. We provide "follow the sun" delivery from centers around the world, including hubs in Europe, the Americas and Asia.

Customer experience services. DXC helps you deliver seamless, satisfying customer experiences. We provide business-to-consumer (B2C), consumer-to-business (C2B) and business-to-business (B2B) IT support, including a full range of call center support services. Our capabilities include a white glove customer support IT service consisting of experienced music and TV professionals with deep knowledge of production software.

Applications services. Using agile software development techniques, testing services and a DevOps approach, DXC turns proof-of-concept projects into successful enterprisewide initiatives. Our expertise in Microsoft Dynamics helps you build stronger relationships with your customers and take actions based on insights.

Analytics services. Data analytics help you make better decisions in areas such as content, marketing, distribution and user experience. Analytics can be used for personalized marketing and customer engagement management, helping drive new revenues in programmatic advertising. For example, DXC analytics and internet of things (IoT) solutions can determine how effective an ad is through viewer interaction.

Business process services. DXC can take the complexity out of business processes and run them for you via next-generation delivery models such as DXC Bionix™, tapping into the power of AI and analytics. Our expertise runs the gamut from agile process automation with data discovery robots to transforming the way you engage with your customers.

Mergers, acquisitions and divestitures services. DXC can help you achieve MA&D success with smart IT, tightly linked to integration and separation management. DXC's technology and advisory services, combined with partnerships with leading players such as SAP and PwC, reduce complexity while lowering risk and cutting IT costs. We help you gain post-merger synergies that create value and improve customer satisfaction.

How DXC can help

DXC is the world's leading independent end-to-end IT services company, providing innovative solutions to transform business, redefine the customer experience and capitalize on digital convergence.

From application modernization to mergers and acquisitions execution, DXC can help restructure your business to integrate with digital platforms. In short, we help you create a digital core that adapts to a changing world.

To learn more about DXC's Media & Entertainment capabilities, visit **https://www.dxc.technology/ technology_media_telecom**

About DXC Technology

DXC Technology (DXC: NYSE) is the world's leading independent, end-to-end IT services company, serving nearly 6,000 private and public-sector clients from a diverse array of industries across 70 countries. The company's technology independence, global talent and extensive partner network deliver transformative digital offerings and solutions that help clients harness the power of innovation to thrive on change. DXC Technology is recognized among the best corporate citizens globally. For more information, visit **www.dxc.technology**.