

# TOP 10

## CLOUD CHALLENGES

facing media & entertainment



### DEFINING THE CLOUD

Cloud's definition of archive doesn't fit the Media market's needs.



### CLOUD SECURITY FEARS

Causing an increased adoption of content security solutions.

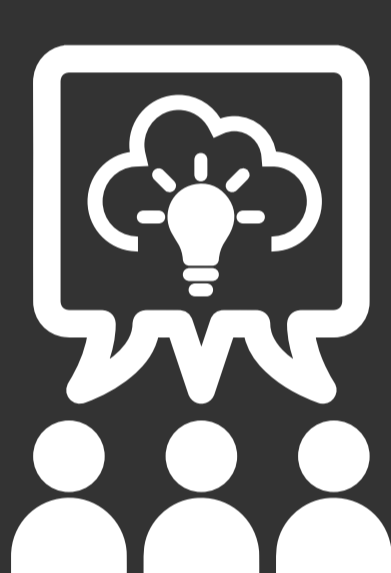


### BUSINESS AND TECHNOLOGY WILL GET PULLED INTO PARTNERSHIP

Today's media content professionals are closely aligning their technology professionals and business strategy experts to get more relevant voices into the conversation.



### INCREASING COMPLEXITY OF POST-PRODUCTION EXCEEDS ON-PREM CAPACITY

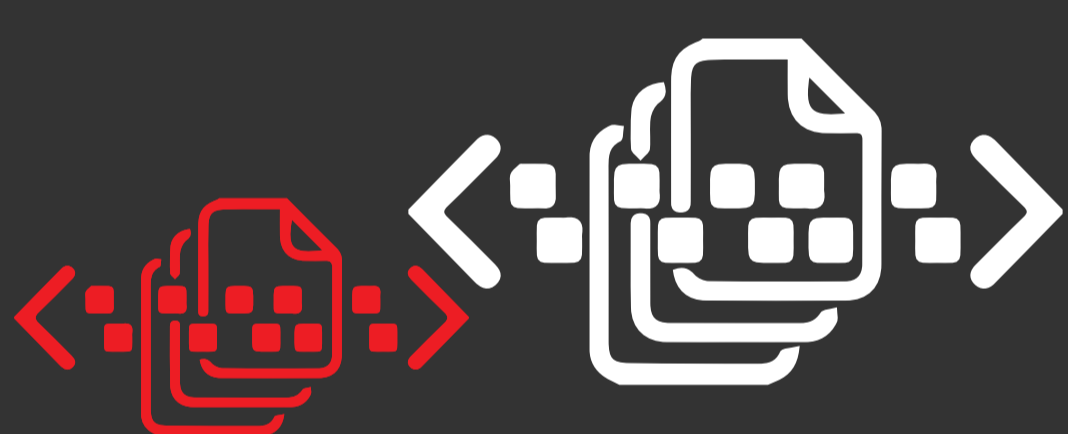


### COLLABORATION IN THE CLOUD

Most major workflow tools now offer SaaS-based workflow systems that are either used purely in the cloud or in a hybrid mode with some workflows on-premise and others delivered from the cloud.

90%

of world's digital data generated over last two years



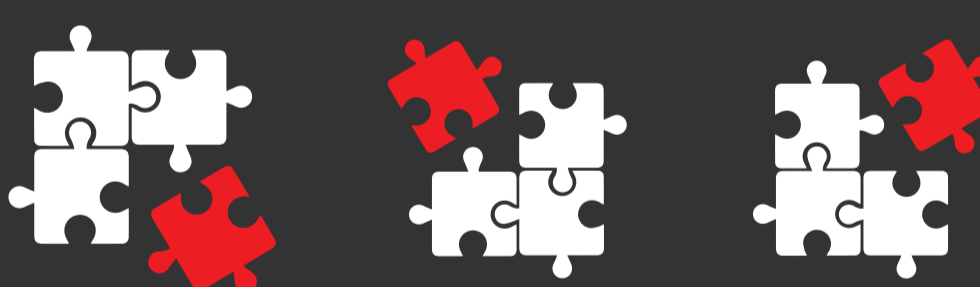
### METADATA REQUIRED

Value of metadata is increasing exponentially to unlock the full potential of content.



### VIDEO FILES GROW EXPONENTIALLY

Users are shooting up to 100TBs of content per day.



### FRAGMENTED VIEWERS REQUIRE MORE EFFORT

DVRs, mobile devices and streaming services give consumers greater control over what, when, where and how they watch content and what they will pay for.



### DIGITAL DISRUPTION IS NECESSARY & DOABLE

### ARCHIVED CONTENT A POTENTIAL GOLD MINE

Archived content is a potential gold mine when managed via the cloud. Cloud-based archives will significantly increase revenue opportunities due to OTT binge watching and content repurposing.

