



Asset Monetization Framework (AMF)

Why Media companies need to monetize their assets

Enterprises are reimagining their business models and technology is playing an important role in this reimagination. A right mix of business & technology is the success-factor for this shift. 'Push Frontiers of Innovation' is one of our key belief, which is driving us continuously towards domain-centric technology innovations.

With our deep expertise in Media and Entertainment industry, we understand the need of Broadcasters and Studios to get their assets (content) monetized, which claims a major share of revenue for these companies today. Some driving factors for Media companies to monetize their assets are:

Enable direct-to-consumer offerings Changing demands of consumers and the need to strengthen relationship with personalized offerings to retain consumers.	Converging and reimagining entertainment experiences Coevolution of entertainment and technology will help fuel new service offerings and entertainment bundles for consumers—necessitating new strategies and agile approaches for companies and creators.	5G bringing the next wave of disruption Use of 5G is still nascent, the shift to next generation networking is undeniably underway. The key for M&E companies is how they can leverage 5G to create new products, services, and innovative business models to drive revenue growth.	Business readiness for scale Set the stage for transformation with digitized operations, modernization and consolidation of apps and infra landscape, improved service maturity.
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What are companies doing to monetize their assets

Digitization has permanently reshaped Media and Entertainment ecosystem. Content has become more immersive and available on demand. Digital platforms have proliferated, creating more direct and personalized distribution. Today, profitable growth increasingly depends on having more and more revenue streams — a fluid portfolio of bets on businesses and products that extend beyond traditional sources of monetization. Some of the trends for M&E companies to monetize their assets are:

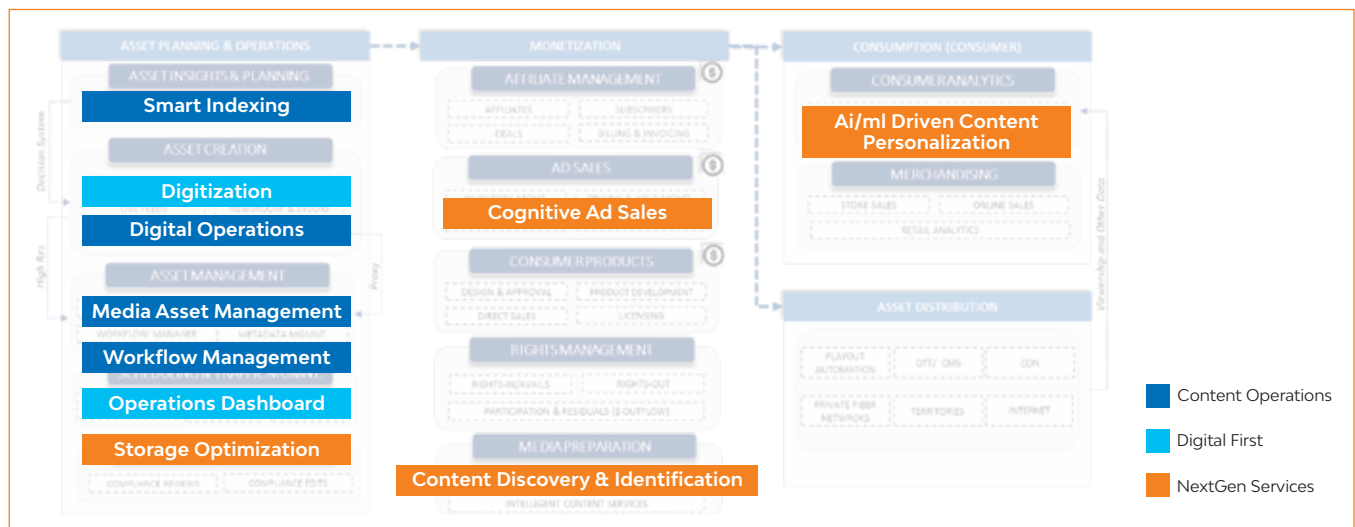
Penetrate non-linear avenues beyond Linear Enhance monetization capabilities through OTT & digital platforms.	Scale the digital Expand the syndication with other platforms and potential OTT arm via asset providers.	Maximize Ad buy and sell revenue Streamline the buy side and allow better consumer targeting.	Leverage metadata for asset discovery Optimize metadata creation strategy for data governance and asset discovery.	Categorization & localization for faster adoption With a focus on business areas, syndication for global audience with localization capabilities.
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What is Asset Monetization Framework (AMF)

LTI, being a premium partner for top Media companies around the world, understands the need to monetize their assets. We have designed a framework with different services for Media companies to accelerate their digital transformation journey.



We understand the value chain of M&E companies, and we have designed AMF across the supply chain. Its services will sit on top of the supply chain of these companies and deliver value.



We have designed a 3-phase approach to deliver these services to our clients.

Discover

To analyse existing systems and volumetrics to create a pilot plan.

Pilot

LTI's Mosaic Agnitio leveraged for automated/ smart indexing.

Scale

Rolling out digitization process and upload converted files to AWS. Master catalog for content and index metadata in our Media Management system.

Business Outcomes

Preservation of core assets (legacy physical media & files)

20% improvement in asset productivity and utilization

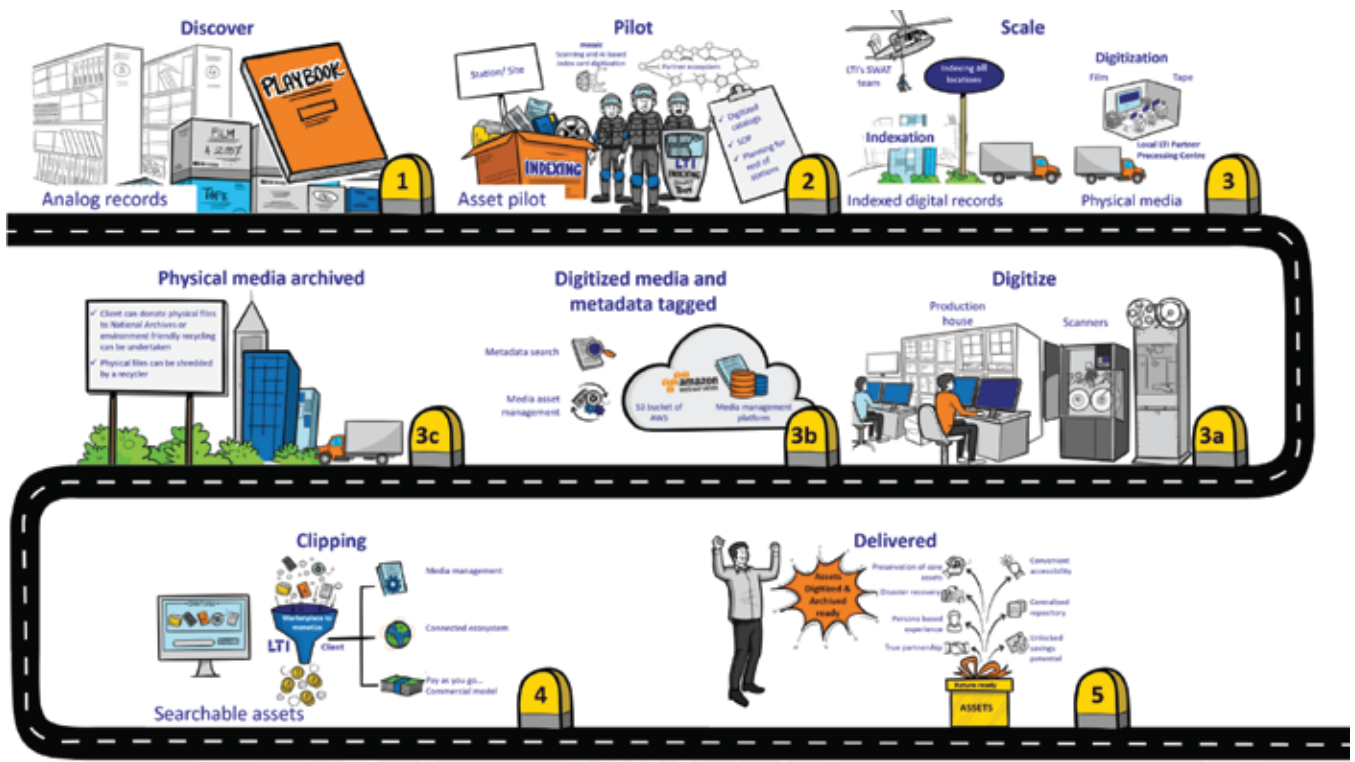
20% cost saving on storage

Optimize schedule for content and spots

Creating marketplace to monetize

Centralized repository with searchable content

Disaster recovery



Why LTI

<p>Focus on Unlocking Revenue</p> <p>Intelligent, Purpose-built and Pragmatic solution to allow content discovery</p> <p>Enable selling client content on various linear and non-linear platforms.</p>	<p>Speed & Scale</p> <p>Do Less and Automate to reduce manual intervention and improve accuracy.</p> <p>LTI's Mosaic Agnitio and Content-Aware Deduplication solution to ensure optimized cost for client</p>	<p>Cost Optimization</p> <p>Leveraging our right shoring model to lower the Digitizing operation cost, Quality Control cost, Metadata tagging cost, and end to end searchable storage content cost</p>
<p>LTI mediacube prasad EditShare® mosaic aws Azure Google Cloud</p>		

LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 460 clients succeed in a converging world. With operations in 33 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 40,000 LTItes enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <http://www.Ltinfotech.com> or follow us at @LTI_Global.

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