



# IDC Market Glance

Media and Entertainment Cloud Platforms and Services Vendor Ecosystem, 2Q23

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# About this Presentation

The content for this presentation was taken directly from “IDC Market Glance - Media and Entertainment Cloud Platforms and Services Vendor Ecosystem, 2Q23”

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## Abstract

This IDC Market Glance provides an overview of the digital ecosystem categories and applications for media and entertainment (M&E). It identifies the cloud-based platform hierarchy and definitions by infrastructure as a service (IaaS), platform as a service (PaaS), and software as a service (SaaS), subcategorized by segment and application at the SaaS level. The SaaS level breaks down by production, distribution, and monetization segments and further by SaaS application subcategories and managed services.

The top vendors and start-up innovators that are represented are organized based on their primary application subcategory service offerings. The intent of this IDC Market Glance document is to create a cloud-based hierarchy and awareness of the major vendors within the structured levels as defined previously. In addition, this document serves to identify competitors within the application subcategories but also highlights market share expansion opportunities through mergers and acquisitions as growth strategies versus organic development.

# IDC Market Glance: Media and Entertainment Cloud Platforms and Services Vendor Ecosystem

Cloud-Based Platforms (IaaS & PaaS Levels)										
Infrastructure-as-a-Service (IaaS)					Platform-as-a-Service (PaaS)					
Cloud-Based Content Production (SaaS Level)										
Live Production - Contribution, Social/Interactive, Video Switching, Audio Mixing, Graphics, NRCS & Intercom			Media Asset Management, Storage, Editing & Publishing			Channel Payout		Media Operations	Managed Services (Strategy, Consulting, Integration & Operations Services)	
Cloud-Based Content Distribution (SaaS Level)										
Encode/Transcode Services			Content Management Systems (Website & App Tools)			Online Video Platforms (OVP)				
Content Delivery Networks (CDN)		Blockchain Controlled Storage & Distribution	OTT Monitoring	Video Player & Apps (Mobile & CTV)		Digital Rights Management (DRM)		Managed Services (Strategy, Consulting, Integration & Operations Services)		
Cloud-Based Content Monetization (SaaS Level)										
Advertising Management Systems (AMS)			Supply-Side Platform (SSP)		Server-Side Ad Insertion (SSAI)			Demand-Side Platform (DSP)		
Data Management Platform (DMP), Data Analytics & Artificial Intelligence & Machine Learning (AI/ML)			Subscription/Pay-Per-View Services			Blockchain Controlled Monetization	Managed Services (Strategy, Consulting, Integration & Operations Services)			

Source: IDC, 2Q23

For areas on which IDC publishes market share data, the top 3-5 market share leaders are represented. For areas on which IDC does not publish market share data, vendor selection is up to analyst discretion.

# IDC's Take

- The one certainty in the M&E industry is the confusion by technology buyers as to what products and services are offered and what technology vendors offer at the PaaS vs SaaS levels, in addition to production, distribution and monetization levels of SaaS and managed services. This IDC Market Glance highlights the structure and technology vendors to help address this confusion.
- Integration is critical to the optimized use of all technologies covered in this Market Glance. The IABM road map sessions for cloud collaboration pointed out the importance of open standards-based application programming interfaces (APIs) for the current and future adoption of cloud services from a combination of best-of-breed or application-specific preferred vendors and workflows.
- Key go-to-market vendor partnerships are forming to promote end-to-end solutions that include IaaS, PaaS and SaaS for production, distribution and monetization. As a result, you have two camps; one offering end-to-end SaaS based solutions and the other providing the same from a managed services perspective.
- Artificial Intelligence (AI)/Machine Learning (ML) and Data Analytics are technologies being used throughout the content chain by both traditional broadcast vendors and new startup digital first vendors. Both innovating to create differentiation in workflow productivity efficiencies, intelligent content creation, management, discovery and monetization decisioning, and increased security and right management throughout the business cycle.
- The M&E industry cloud adoption trend will most likely stay hybrid for another 5-10 years and therefore the challenge that exists for traditional vendors is how to invest and maintain current facility-based hardware and software products versus cloud-based SaaS offerings. This challenge will most likely drive further industry consolidation for like products and services while expanding into other services driving towards more end-to-end solutions.

# IDC Market Glance: Media and Entertainment Cloud Platforms and Services Vendor Ecosystem

## Segment Definitions



## Cloud-Based Platforms (IaaS & PaaS Levels)

### Infrastructure-as-a-Service (IaaS)

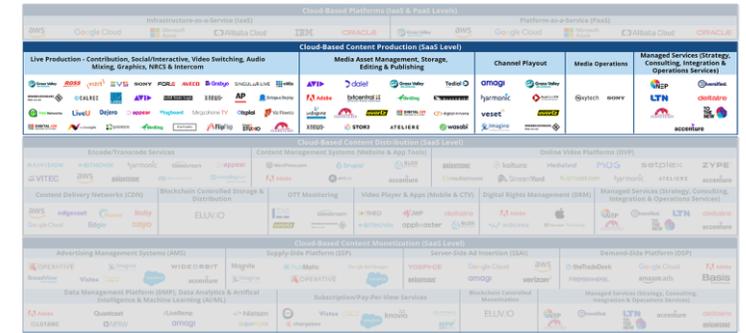
- Infrastructure-as-a-Service contains the basic building blocks for cloud IT and typically provide access to networking features, computers (virtual or on dedicated hardware), and data storage space. Infrastructure as a Service provides the highest level of flexibility and management control over IT resources.
- Media & Entertainment content creators, publishers, and broadcasters use these services for compute, networking, storage, and virtualization services as a first step towards cloud adoption.

### Platform-as-a-Service (PaaS)

- Platforms-as-a-service remove the need for organizations to manage the underlying infrastructure (usually hardware and operating systems) and allows them to focus on the deployment and management of applications. This helps organizations be more efficient as they don't need to worry about resource procurement, capacity planning, software maintenance, patching, or any of the other undifferentiated heavy lifting involved in running applications.
- All the major public cloud IaaS vendors also provide PaaS services providing M&E customers business model flexibility. Whereas IaaS provides compute, networking, storage, and virtualization, PaaS also includes runtime, middleware, and an operating system to support SaaS applications developed on the platform.

# IDC Market Glance: Media and Entertainment Cloud Platforms and Services Vendor Ecosystem

## Segment Definitions



## Cloud-Based Content Production (SaaS Level)

### Live Production - Contribution, Social/Interactive, Video Switching, Audio Mixing, Graphics, NRCS & Intercom

- Live production is an over-the-air, cable, satellite or internet protocol television (IPTV) broadcast or over-the-top (OTT) streaming production in real-time, as events happen, in the present. Components of a live production include source contribution such as video cameras and audio microphones that are selected by a video switcher/vision mixer. Incoming audio source levels are managed by an audio mixer. Other components include graphics to augment and enhance the live presentation. Interactive social and/or polling & gaming can also be a component used for viewer engagement during the live event. Intercom systems are used to communicate with production personnel during the live event.
- A Newsroom Computer System (NRCS) is used to architect a news program. Journalists are assigned stories to produce and edit and the Producer structures the line up of the show before and during the live production process. Pre-production show planners are similar for non-news type applications.

### Media Asset Management, Storage, Editing & Publishing

- Editing is the process of selecting and preparing written, photographic, visual, audible, or cinematic material used by a person or an entity to convey a message or information. Media Asset Management (MAM) is a system designed to manage content through the creative production, editing, publishing and storage process.

### Channel Playout

- Channel playout is the generation of the source signal of a radio or television channel produced by a broadcaster or streamer coupled with the transmission of this signal for primary distribution or direct-to-audience distribution via any network. A playlist is used to drive on-demand and live event sources based on a pre-defined schedule.

# IDC Market Glance: Media and Entertainment Cloud Platforms and Services Vendor Ecosystem

## Segment Definitions



## Cloud-Based Content Production (SaaS Level)

### Media Operations

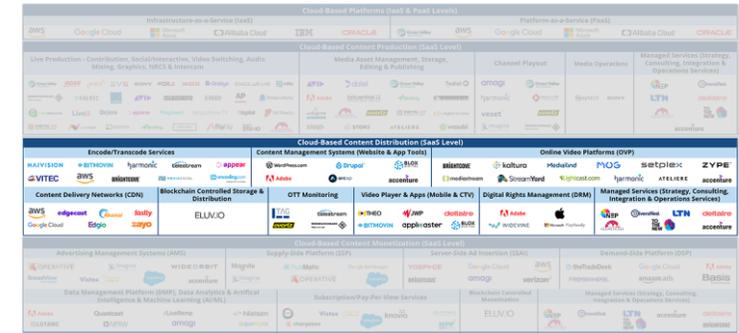
- Media Operations is the orchestration of people, places, and assets for the production and distribution of Media. It covers the entire content lifecycle from Personnel Management, Media Asset Management, Production Management, Media Workflow and Media Transmission.
- The Media Production landscape of today is more decentralized, customized, time-sensitive, language-sensitive, and dynamic than just a few years ago, Media Operations is critical to ensuring production happens on time and within budget parameters.

### Managed Services (Strategy, Consulting, Integration & Operations Services)

- Managed services is the practice of outsourcing the responsibility for maintaining, and anticipating need for, a range of processes and functions, ostensibly for the purpose of improved operations and reduced budgetary expenditures through the reduction of directly-employed staff.
- Under a SaaS based subscription model, the client or customer is the entity that has direct oversight of the system being managed, whereas the managed services provider (MSP) is the service provider delivering the managed services. Note that services include strategy, consulting, integration and operations.

# IDC Market Glance: Media and Entertainment Cloud Platforms and Services Vendor Ecosystem

## Segment Definitions



## Cloud-Based Content Distribution (SaaS Level)

### Encode/Transcode Services

- The term encoding in Media Services applies to the process of converting files containing digital video and/or audio from one standard format to another, with the purpose of (a) reducing the size of the files, and/or (b) producing a format that's compatible with a broad range of devices and apps. This process is also referred to as video compression, or transcoding.

### Content Management Systems (Website & App Tools)

- A content management system (CMS) is software used to manage the creation and modification of digital content. A CMS is typically used for website or mobile app management.

### Online Video Platforms (OVP)

- Online Video Platforms (OVP) are platforms for providing live and recorded content on a website, mobile app or connected TV (CTV). Think of applications like Netflix, Disney+, YouTube, or other OTT content service provider. They are Online Video Platforms that allow a publisher or programmer to stream video content as well as upload a consumers own produced content such as what YouTube offers as a service.

### Content Fabric Storage & Distribution Network

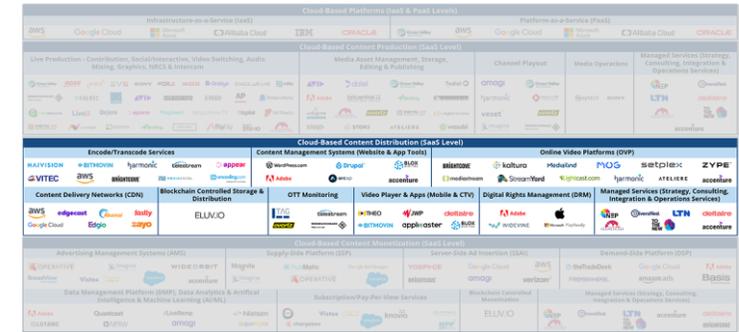
- Blockchain Controlled Content Fabric Storage & Distribution Network. A software platform for content owners to manage and distribute premium video (live and on-demand) to consumers and business partners without content delivery networks (CDNs). It enables content owners to deliver ultra-low latency, high quality video content and reduce their reliance on complex and costly transcoding services, cloud storage providers, and aggregators.

### Digital Rights Management (DRM)

- DRM content security, rights holder and fraud protection. DRM is the use of technology to control access to copyrighted material. It also enables copyright holders and content creators to manage what users can do with their content, such as how many devices they can access media on and whether they can share it.

# IDC Market Glance: Media and Entertainment Cloud Platforms and Services Vendor Ecosystem

## Segment Definitions



## Cloud-Based Content Distribution (SaaS Level)

### Content Delivery Networks (CDN)

- A content delivery network (CDN) is a group of geographically distributed servers that speed up the delivery of video, audio and/or web content by bringing it closer to where users are. Data centers across the globe use caching, a process that temporarily stores copies of files, so that the consumer can access internet content from a web-enabled device.

### OTT Monitoring

- OTT monitoring involves monitoring the status of all key elements in the media streaming pipeline starting with the media source, encoders, decoders, output of content distribution network (CDN) to the end consumer device.

### Video Player & Apps (Mobile & CTV)

- Video players have their features geared towards playing digital video, audio, & animations. Application software app, software designed to run on mobile devices or connected TV (CTV).

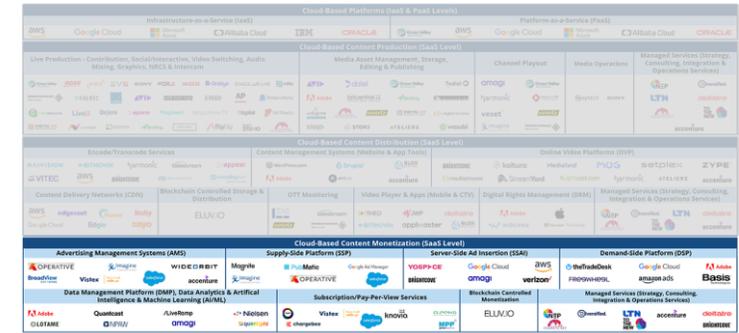
### OTT/CTV Operating Systems

- OTT/CTV operating system (OS) is system software that manages computer hardware, software resources, and provides common services for computer programs focused on Connected TV (CTV).

### Managed Services (Same definition as on slide 6)

# IDC Market Glance: Media and Entertainment Cloud Platforms and Services Vendor Ecosystem

## Segment Definitions



## Cloud-Based Content Monetization (SaaS Level)

### Advertising Management Systems (AMS)

- AMS is advertising management software that deals with crucial monetization processes for content companies, such as TV channels, streaming platforms, OTT or video on demand (VoD).

### Supply-Side Platform (SSP)

- A supply-side platform (SSP) is advertising technology software that helps publishers automate the management, selling, and optimization of ad inventory on their mobile, CTV and web properties. SSP is also known as a sell-side platform.

### Server-Side Ad Insertion (SSAI)

- Server-side ad insertion is a combination of manifest manipulation, ad server communication, and ad bitrate and resolution normalization, all of which happens on the server-side before presenting a manifest to clients. Server-side ad insertion may also be referred to as dynamic ad insertion, or ad stitching.

### Demand-Side Platform (DSP)

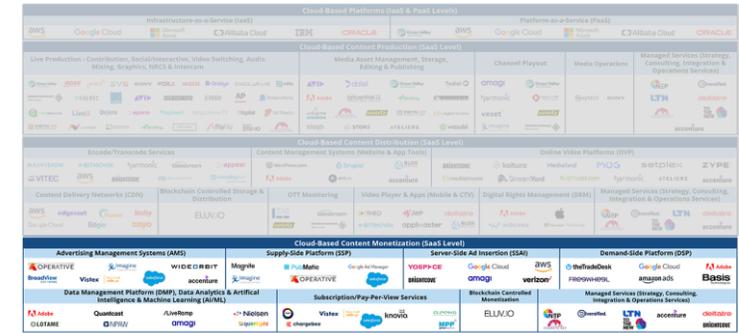
- A demand-side platform (DSP) is a type of advertising technology software that allows an advertiser to buy advertising with the help of automation. Allows advertisers and agencies to buy high quality traffic at scale with minimal friction.

### Blockchain Controlled Content Fabric Ownership, Tokenization, Monetization & Market Place

- Key stakeholders including node providers, tenants, and content space entity that sets rules and guidelines for participation, monetization and tokenization. An NFT (non-fungible token) is an example of a digital collectible, minted as a contract on the blockchain. Non fungible tokens take advantage of the unique properties of blockchain technology to allow creators to make their digital work of virtually any form available as collectible experiences, in the form of digital tokens that are actually software contracts on a blockchain ledger. As compared to fungible digital tokens, like crypto currencies (bitcoin, eth, etc.), non-fungible tokens can refer to literally anything such as an image, a video, a physical object, an event ticket, clothing, you name it — that has value to its creator, and may have value to others.

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## Segment Definitions



## Cloud-Based Content Monetization (SaaS Level)

### Data Management Platform (DMP), Data Analytics & Artificial Intelligence & Machine Learning (AI/ML)

- A data management platform (DMP) collects, organizes, and activates first, second, and third-party audience data from various sources. It then uses that data to build detailed customer profiles that drive targeted advertising and personalization initiatives. A DMP makes these anonymized customer profiles available to other tools—ad exchanges, demand-side platforms (DSPs), and supply-side platforms (SSPs)—to improve targeting, personalization, and content customization.
- A customer data platform (CDP) creates a persistent, unified customer database that is accessible to other systems. Data is pulled from multiple sources, cleaned and combined to create a single customer profile.
- Data, insights, and actions enabled by the application of artificial intelligence (AI) and machine learning (ML) can maximize workflow efficiencies, content creative decisioning and monetization improving the overall business cycle.

### Subscription/Pay-Per-View Services

- A subscription video eCommerce platform is a system that empowers merchants to sell video-based products or services online, having payment gateways integrated that let you bill and invoice customers on a pay-per-view or annuity basis.

### Managed Services (Same definition as on slide 6)