

SONY

An Introduction to Avails-Based Component Deliveries (ABCD): An Innovative Workflow to Accelerate Content Distribution and Generate Maximum Revenue

Sony New Media Solutions

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Agenda (Avail Based Component Delivery - ABCD)

- Terminology
- Opportunity
- Approach
- Architecture
- Future Path
- Q & A – Sony NMS Virtual Booth

Terminology

Avails

Language/Territory

License Type

Avail Window

Inventory & Metadata

Localization

Technical

Trailer/Artwork

Workflow

Orchestration

Packaging

Delivery

Challenge ---> Opportunity

Evolving Landscape

Bespoke Needs

Exponential Growth

Customized Experience

Operating Efficiency

Increase Throughput

Faster Turnaround

Cost Control

Different Standards

Non-Conformity

Custom Adaptation

Governance

Approach

Ingest

Technical Analysis

Categorization

Sanitized Data

Analysis

Rules Based Engine

Real Time

Event Driven

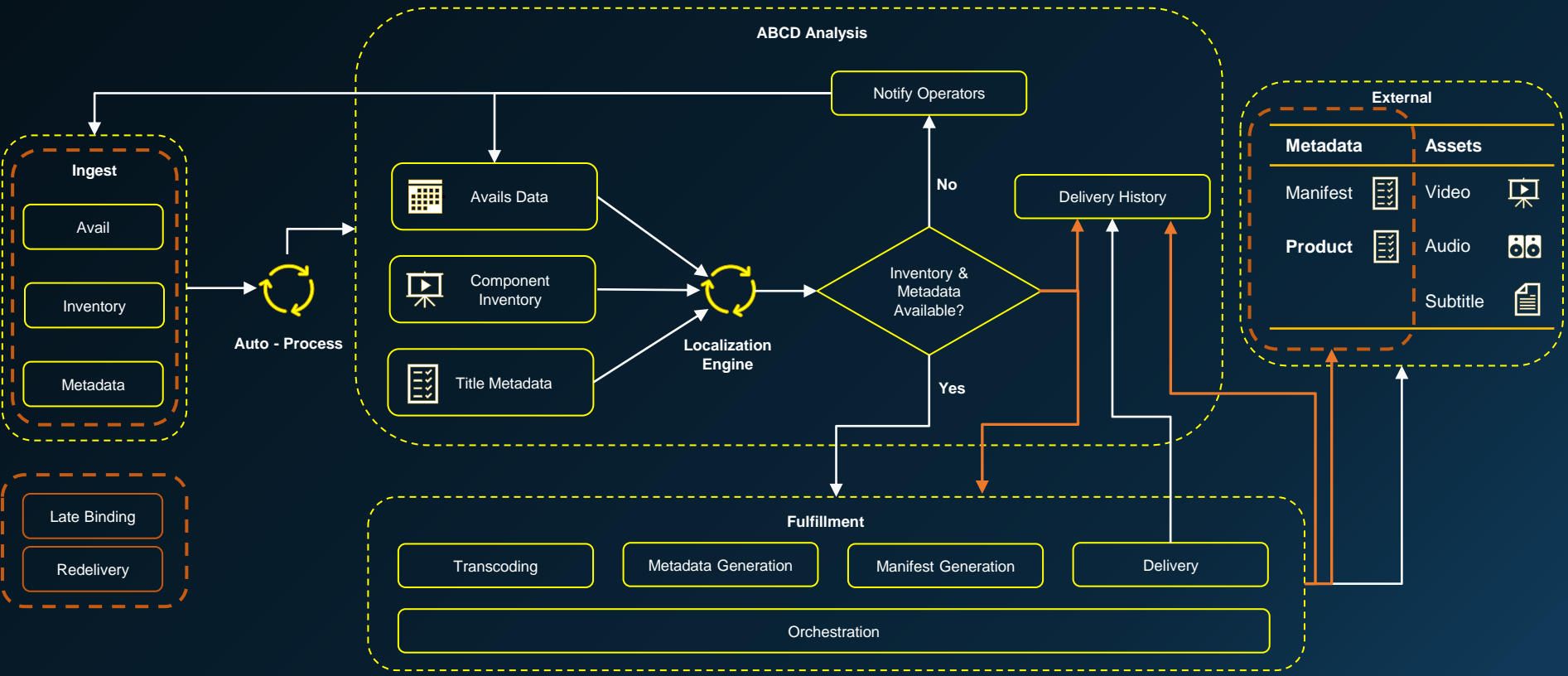
Fullfillment

Manifest

Packaging

Late Binding

Architecture



Future Path

Event Driven Architecture

Real-Time Processing

Personalization

SaaS

Data Analytics

Cost Modeling

Accurate Estimation

Growth Strategy

Machine Learning

Language Detection

Conformity

QC Automation

Avail Based Component Delivery - ABCD

Q & A

(Virtual Booth – Sony New Media Solutions)

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+26 Petabytes of managed content with 99.5% on-time deliveries

Deliver

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