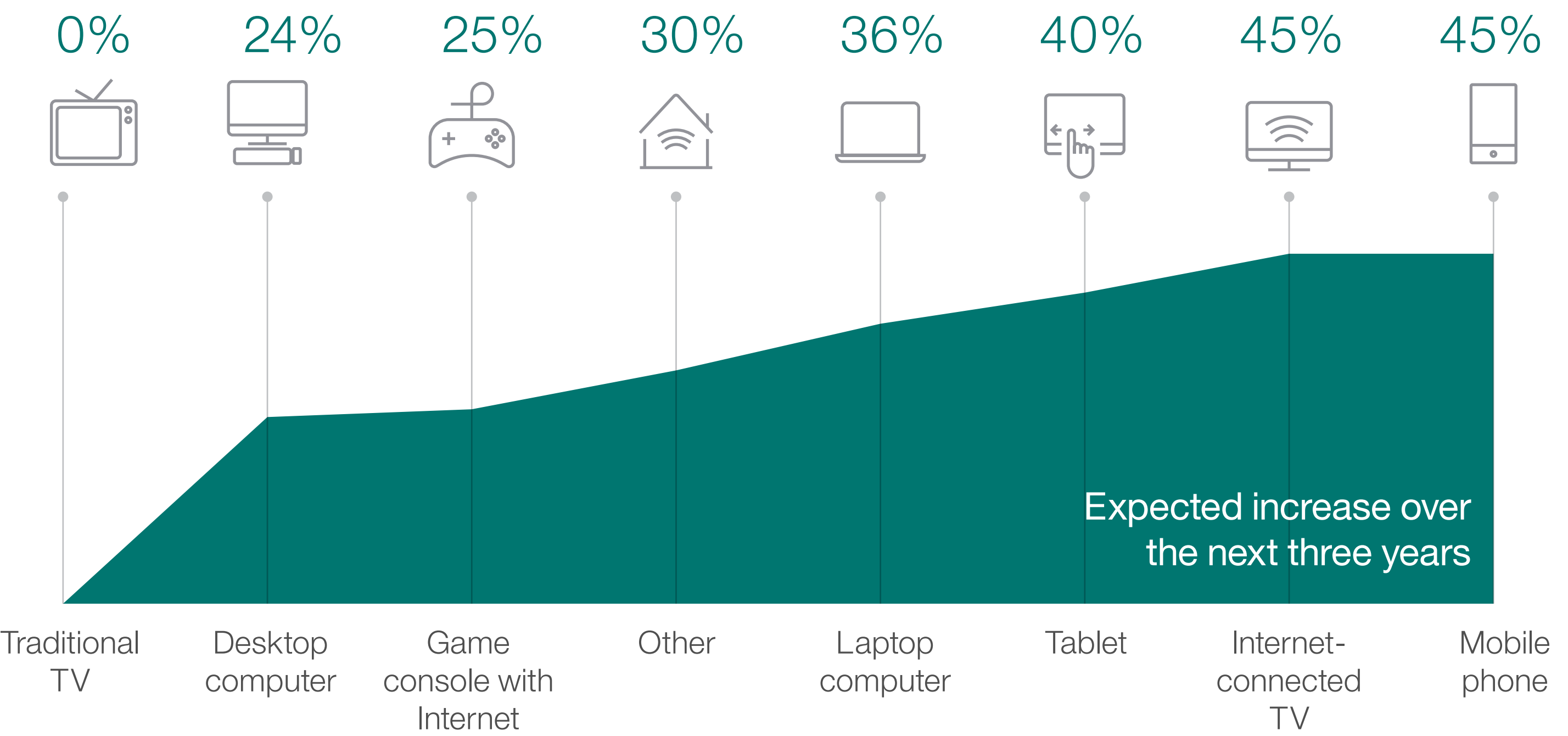


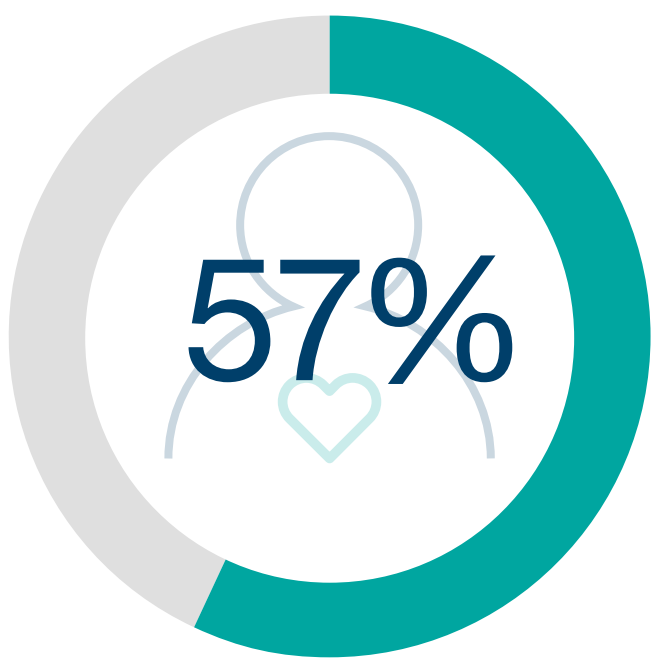
# Becoming a “living” media partner for your consumers

## A cognitive future for media and entertainment

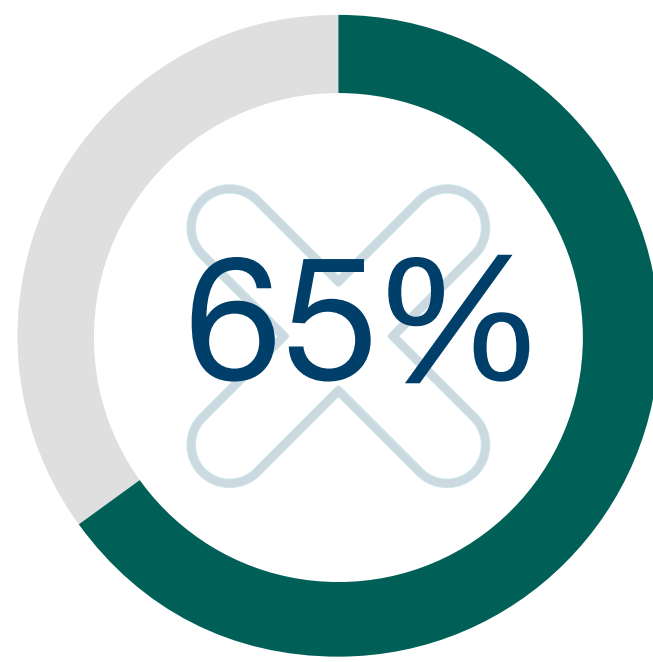
More and more consumers are turning to smartphones, tablets and other mobile and Internet-connected devices to watch video:



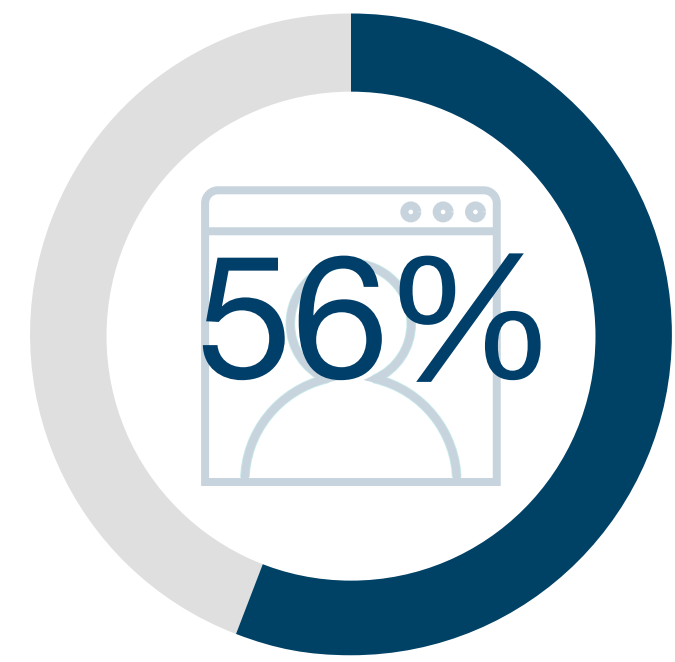
Receiving high-quality, exclusive content is an incentive for consumers to remain loyal to their providers:



Consumers who agree that receiving high-quality, exclusive video content is a key incentive to remaining loyal to their providers



Consumers who say they often or regularly experience buffering problems while watching video on their mobile devices



Consumers who say they would switch providers if video quality became particularly bad

Media companies need to undergo a Digital Reinvention™ to remain relevant in this highly competitive and fast-changing landscape:

### Digital Reinvention of broadcasters



#### Apply artificial intelligence (AI) technology to provide:

- Audience insights
- Content insights
- Content prediction and matching

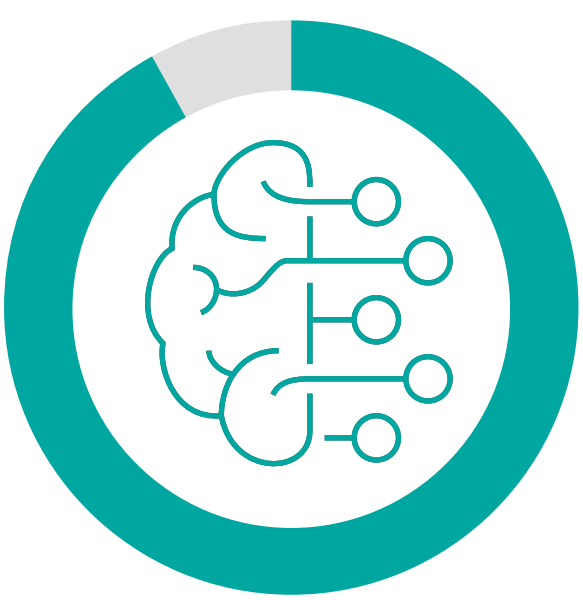
#### Leverage cloud and AI for performance and scalability to manage:

- Enormous content volumes and peak loads
- Multi-channel/device delivery
- Efficient workflow automation

#### Reengineer back-end systems to optimize:

- Advertising revenue
- Content revenue
- Cost reductions as part of a broader Digital Reinvention

Media and entertainment organizations should embrace cognitive systems and hybrid cloud as part of their Digital Reinvention strategy:



92% of media and entertainment executives familiar with cognitive computing believe it will play an important role in the future of their business



52% of media executives said that hybrid cloud enhances operational efficiency when scaling up their business workloads

How can your organization get maximum return on content investment while excelling at customer experience?

To learn more, visit:

[ibm.biz/cogmediaent](http://ibm.biz/cogmediaent)