



**Cognizant Digital Operations: Media & Entertainment**

**Transform operating models to  
improve consumer experiences**

**Cognizant<sup>®</sup>**

## Immersive customer experiences, innovative content delivery and consumption, and new revenue models have created unprecedented complexity for media and entertainment companies.

To advance in this fast-paced, evolving landscape, companies need efficient and agile operations that move at the speed of innovation. Aligning process and industry expertise, intelligent automation and artificial intelligence (AI) is a constant challenge. Success requires personalizing engagement, advancing content delivery and applying intelligence to improve operational performance.

Cognizant brings together industry expertise, digital platforms and business process transformation. We help media and entertainment companies

navigate changing market conditions, optimize the content value chain and manage operations. The results are improved competitiveness, profitability and consumer experiences.

Learn why all of the top 10 global media companies work with us and why Everest named Cognizant a Leader in Business Process Services Delivery Automation.

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### How we work

#### Consulting

We help you reimagine operations to solve complex performance, customer experience and cost issues. Using a digital first approach to transformation, we bring together digital platforms, intelligent process automation, AI and other digital capabilities to improve operational speed, efficiency and agility.

#### Implementation

We bring your digital plans to life by transforming your processes, technology and workforce to minimize friction and reduce risk throughout your enterprise. Combining industry expertise with domain knowledge, we ease the pain of implementing digital operations.

#### Managed services

We simplify how you work and reduce your total cost of ownership through the combination of people, processes and technology delivered as a service. Implementing outcome-based commercial models, we share the risk and reward of achieving your goals.



Media & entertainment companies are increasing productivity by 80% with intelligent business processes.

## The media & entertainment segments we serve

### Advertising

Apply business operations transformation to streamline advertising processes, simplify asset management and optimize advertising effectiveness to improve growth.

### Broadcasting

Combine digital platforms, cloud, data and AI to improve intelligence and agility, align content offerings to demand and simplify asset and rights management.

### Filmed entertainment

Implement digital operations to innovate customer service and finance processes and to apply automation and managed services to improve efficiency and reduce cost.

### Gaming

Transform business processes and harness cloud-based platforms, data, automation and AI to improve customer engagement and streamline sales and service operations.

### Music

Combine process and industry expertise with digital capabilities to improve asset management, distribution, customer service and finance operations.

### Print and publishing

Combine print and publishing consulting with intelligent digital platforms and processes to improve content creation, distribution and effectiveness across channels.

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## Our offerings and platforms

### Cognizant® Digital Marketing Operations

Improve campaign effectiveness to maximize value and return on investment. Utilize data-driven insights to advance and develop your products and services, resulting in increased customer satisfaction, usage and business growth.

### Cognizant® Digital Finance and Accounting

Transform finance and accounting operations into a value generator for your organization. Apply next-generation digital capabilities to enhance existing investments and turn procure-to-pay, order-to-cash, record-to-report and financial planning into valuable business insights.

### Cognizant® Digital Customer Service

Achieve new revenue-generating opportunities for your organization with next-generation customer service. We enable you to deliver proactive, predictive interactions across all your customers' preferred channels to deliver more efficient, effective and enriched experiences.

### Cognizant® Intelligent Process Automation

Elevate workforce productivity by automating specific functions as well as end-to-end business operations. Leveraging leading automation platforms, we partner with you to improve workforce productivity and streamline customer experiences to drive business performance and growth.



All of the top 10 global media companies and four of six major movie studios rely on Cognizant solutions.

## In the real world



A digital advertising agency wanted to improve the click-through rate of ad extensions created for its customers. We worked to **improve the manual process of navigating each customer's website** by adding high-value ad extensions that precisely identified the appropriate value propositions. This resulted in a 50% gain in efficiency, 10% increase in click-through rates and 85% accuracy of our deep-learning algorithm.



A UK-based events and publishing company sought to overhaul content coverage operations. It struggled with content duplication, high operational costs and significant client confusion. We **implemented an intelligent automation solution to streamline its approach**. Costs were reduced by 35%, error rates declined by 20% and turnaround time trimmed from 24 hours to four hours.



A leading information and media company was seeking to better manage its advertising monitoring and address seasonal fluctuations. We collaborated with the client to **develop an ad intelligence process and flex staffing with a cross-training program**. These efforts resulted in a nearly 7% improvement in productivity in less than six months and the ability to meet seasonal volume fluctuation of 50%.

## What sets us apart

### Industry experience

All of the top 10 global media companies and four of six major movie studios trust and rely on us to solve complex business, operations and technology issues.

### Digital talent

Our media & entertainment operations specialists help clients develop, implement and manage improved operating models and optimize customer experiences across North America, Europe and APAC.

### Global delivery centers

Clients benefit from over 100 delivery centers located across the world, strategically positioned to provide cost-effective and integrated near-shore, offshore and onshore managed services, innovation labs and centers of excellence.

### Digital ecosystem

Our business is uniquely organized across digital business, digital operations, and digital systems and technology to provide clients everything they need to tackle enterprise-wide digital transformation and gain an edge over their competitors' niche capabilities.

### Alliances

We maintain over 248 partnerships with industry-leading technology companies and routinely grow capabilities and upskill associates to keep clients' solutions at the forefront of industry innovation and breakthrough digital technology advancements.

### Subscription services

Managed services are backed by outcome-oriented commercial models that help clients instantly lower total cost of ownership and provide simple and predictable pricing, similar to today's leading consumer subscription services.



## Cognizant—a recognized leader

**FORRESTER**<sup>®</sup> Leader in Robotic Process Automation Services  
Q4 2019 Vendor Assessment

Everest Group<sup>®</sup>  
**PEAK**  
MATRIX™ Leader in Business Process Services Delivery  
Automation 2018 Vendor Assessment

**FORRESTER**<sup>®</sup> Leader in Digital Process Automation Service  
Q3 2018 Vendor Assessment

## By the numbers

**4 of 6**

major studios rely on  
Cognizant solutions

Ranked **193**  
on the Fortune 500

The **top 10**

global media companies rely  
on Cognizant solutions

**100+**

global delivery centers

**13 of the top 15**

publishers rely on Cognizant solutions

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## Connect with us



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## About Cognizant

Cognizant (Nasdaq-100: CTSH) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 193 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at [www.cognizant.com](http://www.cognizant.com) or follow us [@Cognizant](#).

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