



proudly present:



# Media Cloud Economics

Kurt Kyle, Media Industry Principal,  
SAP America, Inc.



# CLOUD COMPUTING

Revolutionizing Entertainment & Media  
The Impact of Mobile Cloud Computing & Big Data

# WEST 2013

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The Cosmopolitan  
Las Vegas, NV

A person is sitting on a white, shaggy rug in a living room, watching a television. Their feet are raised and crossed at the ankles. The television screen shows a colorful, abstract image with red, orange, and blue hues. The person is wearing blue denim jeans. The background is slightly blurred, showing a dark-colored sofa and a lamp.

## SAP Media Stats

SAP is the standard at 6 of the 7 major entertainment companies in the world.

Our customers produce more than 62% of the world's movies.

SAP customers deliver 74% of radio and TV broadcasting content worldwide.

# SAP

## Cloud Stats

33M Users

191 Countries

25 Industries

10M Users on the world's leading social business platform

1.2M+ Connected companies on the world's largest and most global business network

2M+ Users on one of the world's largest cloud deployments



# Profound changes are leading to an unprecedented **empowerment of people** everywhere

**A middle class growing to 5 billion**

will shape a new Media and Entertainment world

**1 billion people in social networks**

will build conversation about media and create better experiences

**15 billion Web-enabled devices by 2013**

will create a universe of consumption everywhere

**Data doubling every 18 months**

will create new knowledge of customers

**More mobile devices than people**

will require new thinking for an “always-on” world

A photograph of a red carpet leading to a set of glass doors in a modern building lobby. The carpet is flanked by stanchions with red ropes. The lobby has a tiled floor, a counter on the left, and a railing on the right. The text "The Content World is changing rapidly" is overlaid in blue at the top.

## The Content World is changing rapidly

### **Audience**

Understand them and create a new kind of relationship

### **Platforms**

Each experience is different - physical, online, mobile, broadcast

### **Advertisers**

Deliver audiences cross platforms

### **Economics**

Evolution in business models



# What are the new economics when **the consumer has a relationship to the content?**

## **Social Media**

a major production can attract 50 Million people to a page, audience can be narrow or general

## **Advertising**

is delivered along side compelling new content

## **Results**

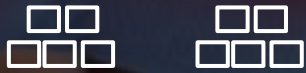
are based on delivered ads to targeted and segmented groups

# SAP Cloud Portfolio

Leading Cloud Apps Running on Common Architecture

## SOCIAL PEOPLE TO PEOPLE COLLABORATION

### MANAGED CLOUD



SAP BUSINESS  
SUITE ON HEC

BW ON  
HEC

FROM SAP OR PARTNERS

### PUBLIC CLOUD APPLICATIONS



PEOPLE



CUSTOMER



MONEY



SUPPLIER

### CLOUD SUITE



BUSINESS

### SAP HANA



- HANA CLOUD SERVICES
- DATABASE
  - INFRASTRUCTURE
  - PLATFORM

## BUSINESS NETWORK BUSINESS TO BUSINESS COLLABORATION

### SAP HANA Cloud Platform

Application Services | Development | Integration | Database and Analytics |  
Foundation



Thank you!

[kurt.kyle@sap.com](mailto:kurt.kyle@sap.com)



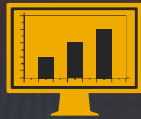
# SAP Corporate Focus

## The pillars of our strategy

Applications



Analytics



Mobile



Database & Tech.

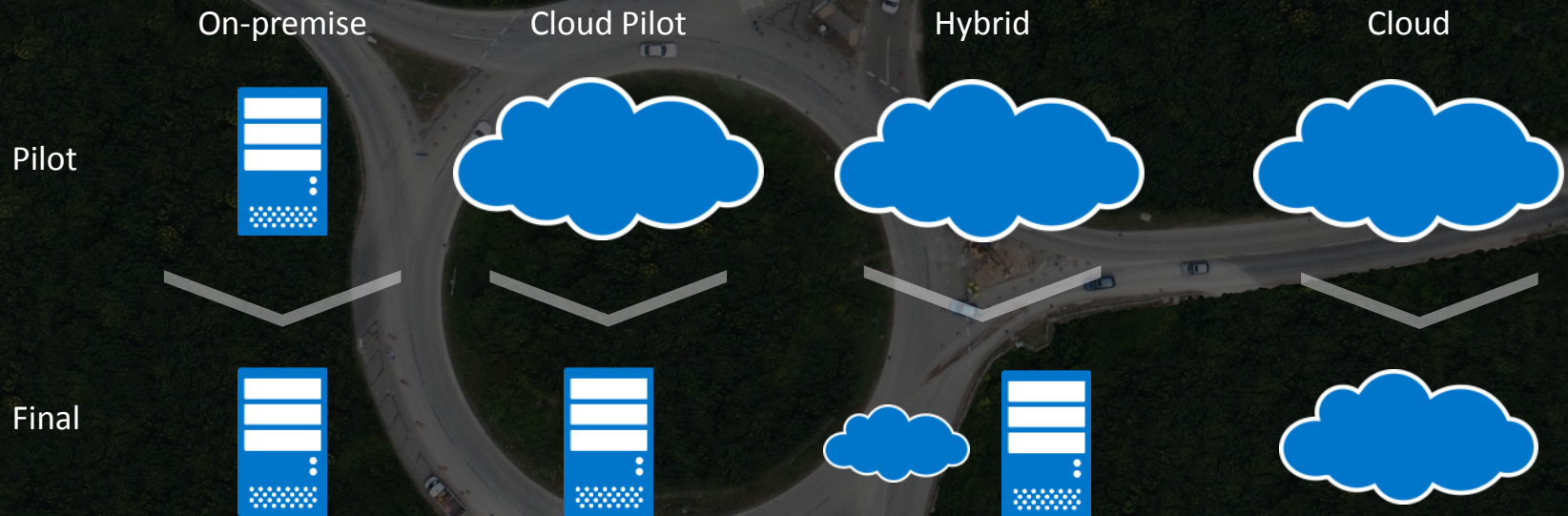


Cloud



Powered by SAP HANA

# Choice of Deployment Scenario



Develop, Test, Deploy in Any Environment or in a Hybrid

# The SAP and Media

## Cloud Economics for a Better-Run World

Oct 27, 2013

Public

