CCA CLOUD COMPUTING ASSOCIATION & DCIA Distributed Computing Industry Association proudly present:

Media Cloud Economics

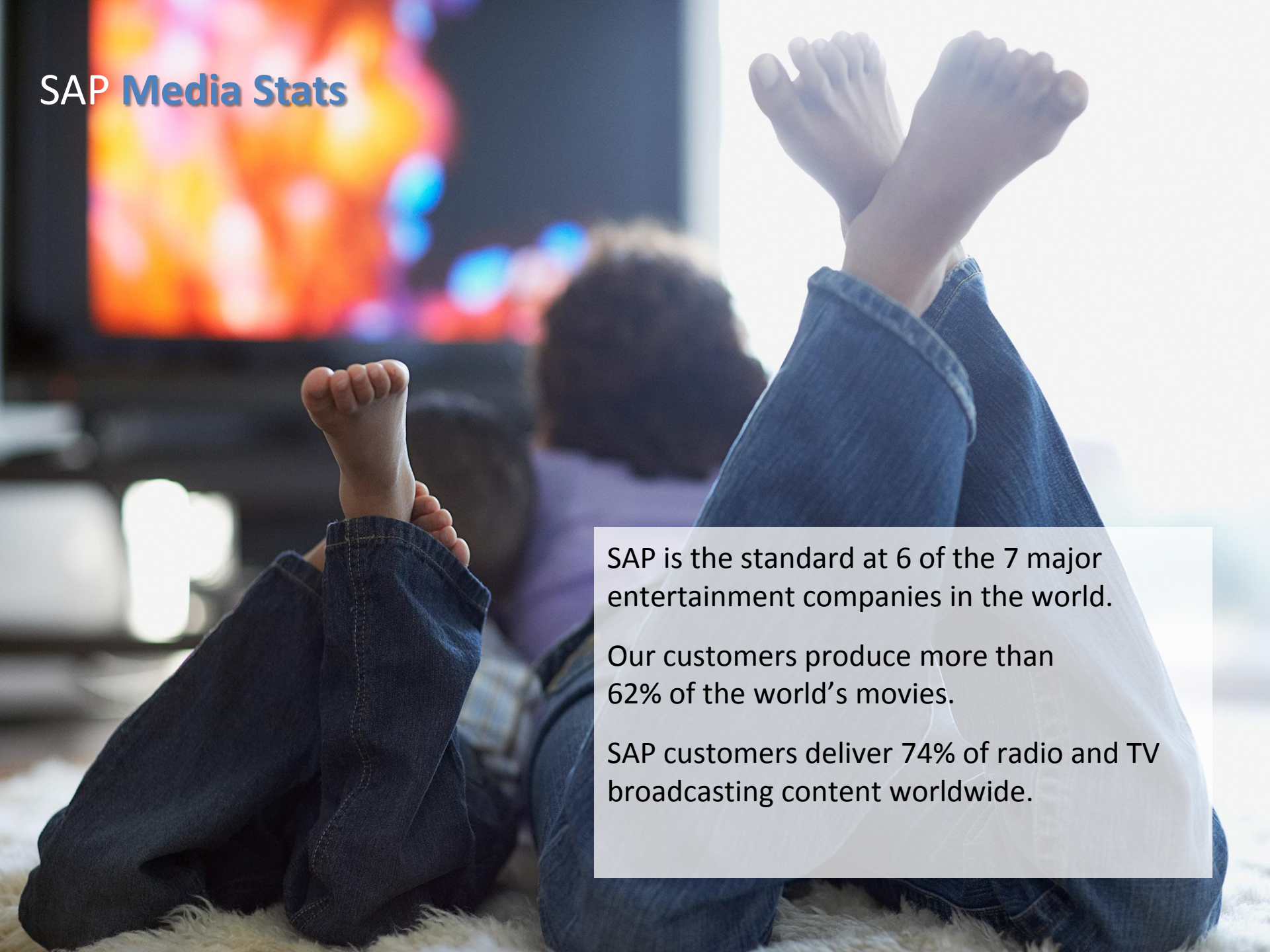
Kurt Kyle, Media Industry Principal,
SAP America, Inc.

CLOUD COMPUTING WEST 2013

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

OCTOBER 27-29, 2013
The Cosmopolitan
Las Vegas, NV

SAP **Media Stats**



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

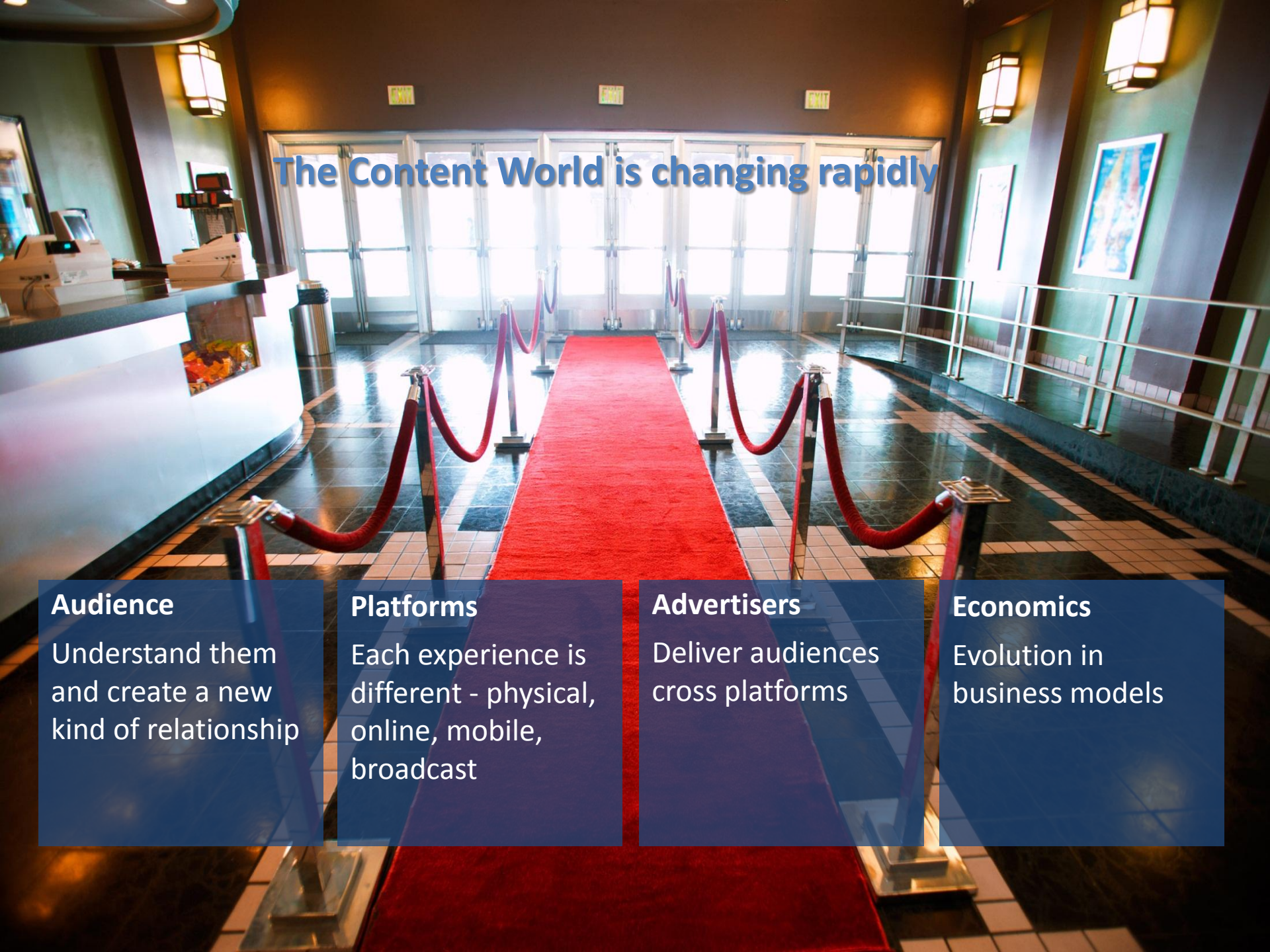
Our customers produce more than 62% of the world's movies.

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

SAP
Cloud Stats

- 33M Users
- 191 Countries
- 25 Industries
- 10M Users on the worlds 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



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

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!
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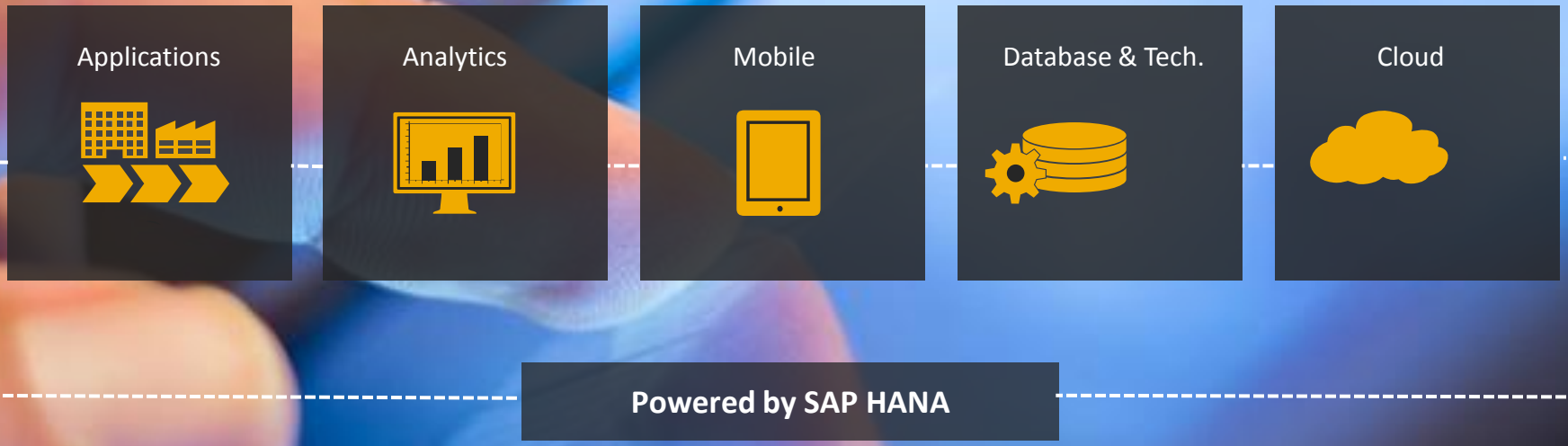
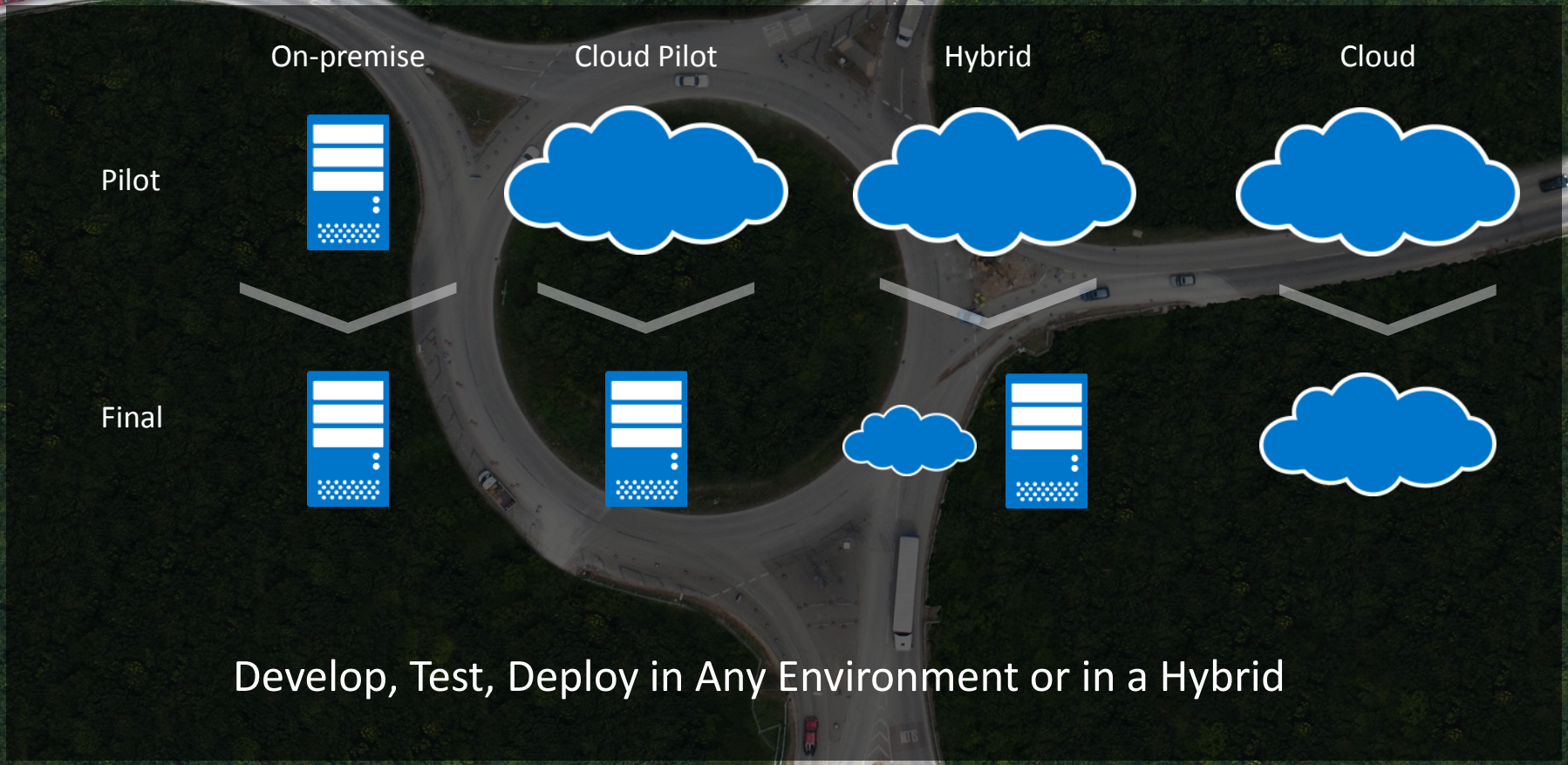
SAP Corporate Focus

The pillars of our strategy



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