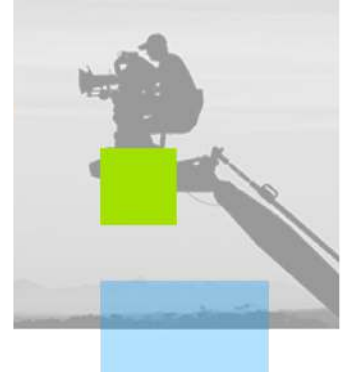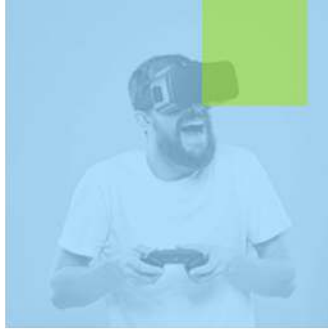MGM

Case Study

Driving Efficiency in MGM's Digital Distribution Business

W

The WHY Behind the Watch
The HOW That Informs Now
The Predictive Power for WHAT'S NEXT

MGM

The Challenge

• New distribution channels emerged (including EST, SVOD, OTT, etc.), resulting in need to manage high volumes of unstructured data that required manual processing to normalize.

• No way to efficiently track performance of content being distributed, and manual processing was time-consuming, error- prone, and resulted in reporting delays that affected the company as a whole.

The Solution

• Mediamorph implemented its Content Performance Tracking solution that included data management, curation, analytics, and dashboards.

• Mediamorph also implemented its Content Ecosystem & Supply Chain Management solution to more efficiently manage the scheduling of releases and availability of content across different retailers and territories.

Value Delivered

• Greater transparency, control and better decision making of digital distribution deals to maximize revenue.

• Optimized company's global content distribution strategy.

MGM is a leading global entertainment company, focused on the production and distribution of film and television content. As the industry began changing rapidly with new emerging platforms and various methods for consuming content, MGM was in need of a partner to support their expanding digital distribution business.

With a growing number of distribution partners, platforms and territories, MGM was challenged with a complex stream of new reporting and analytics needs. As new distribution channels emerged (including EST, SVOD, OTT, etc.), MGM's teams were facing the need to manage high volumes of unstructured data that required manual processing to normalize. There was no way to efficiently track the performance of content being distributed, and manual processing was time-consuming, error-prone, and resulted in reporting delays that affected the company as a whole.

Content Value Management (CVM) Platform

MGM partnered with Mediamorph to leverage its **Content Value Management** platform in order to streamline business processes and provide accurate, automated, integrated data management solutions to improve visibility and maximize revenues throughout the content distribution cycle.

In particular, Mediamorph implemented its industry-leading **Content Performance Tracking** solution that included data management, curation, analytics, and dashboards. Data was ingested and normalized across different content distributors, eliminating MGM's need for manual processing and data manipulation.

The result was a centralized view of MGM's content performance, providing a rich source of information that could be used to optimize existing and ongoing distribution deals with digital retailers and video distribution platforms.

In addition, Mediamorph also implemented its award-winning **Content Ecosystem & Supply Chain Management** solution to empower teams to more efficiently manage the scheduling of releases and availability of content across different retailers and territories; including automation of industry formats such as EMA, iTunes Connect API access, and more. Prior to Mediamorph's solution, this function was an entirely manual process, unable to support the scale, control and complexity of MGM's growing digital distribution business.

As a result, MGM now has an efficient centralized control of avails, rights, windows and pricing for all content across all transactional platforms with a single user interface.

Boosting Business Value

With the help of Mediamorph, MGM was able to streamline processes, automate manual practices for increased efficiency, and reduce costs as well as scale and direct resources appropriately.

By implementing Mediamorph's **Content Performance Tracking** solution, MGM was empowered to quickly and efficiently support growing deals, for accurate reporting and analytics. This led to greater transparency, control and better decision making of digital distribution deals to maximize revenue.

Using Mediamorph's **Content Ecosystem & Supply Chain Management** solution, MGM realized a high level of control and analysis to further increase efficiency and optimize the company's global content distribution strategy.

Combined, the two Medimorph solutions support the 360-degree control of content availability out to retailers and enhanced performance monitoring of content globally.

Whip Media Group's brands, including Mediamorph, TV Time and TheTVDB, offer a data-driven integrated cloud solution that empowers the world's leading entertainment organizations to efficiently acquire, distribute and monetize their content. Together, we track billions of consumer actions and financial transactions that accelerate innovation for buyers and sellers of content.

For more information, please visit **whipmedia.com.**

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