How do content producers and distributors capitalize on the technological innovations that are transforming how content is created and consumed? Those who can answer this question will have a competitive advantage in the fast-paced Media and Entertainment industry.

Implementing a strategy for a rapidly transforming industry requires a holistic approach that aligns the right platforms and technologies with the business processes that these technologies need to support. Thought must be given to the unique characteristics of the media and entertainment industry: from the globally distributed workforce, to complex data security requirements, different content channels, and the need to monitor information about audience sentiment. The key is to quickly provide solutions that will positively impact your profits by opening up new markets while increasing user productivity.

**Content Production**
From concept to production, experience the solutions that can be used to collaborate, review and edit digital assets in a secure, global environment.

**Content Distribution**
Learn how to Manage, Control, and Distribute video on any screen. Discuss how to keep assets secure in a global environment. Create differentiated experiences for all devices: PC, Tablet, Phone and TV.

**Insights and Actions**
Empower your business to analyze any data leading to better informed decisions with rich and familiar business intelligence tools.

**Microsoft Technology Centers (MTCs)**
The MTC offers a unique combination of immersive experiences and side-by-side collaboration with world-class architects to provide the optimal environment to learn about and apply new technologies. Your briefing will include mutual discovery, tailored solution drill-downs, and expert presentations culminating with the delivery of a clear and actionable vision of how the Microsoft platform can help you reach your business goals.

Visit www.microsoft.com/mtc to learn more!
Strategy Briefing
Each briefing is tailored to your specific business drivers and requirements and facilitated by an MTC architect.

9:00 am  Introductions and Discovery
Through introductions and discussion of your business challenges, we will explore initiatives and issues that impact the way you conduct business and that will help us provide a contextual presentation throughout the day.

10:00 am  Content Production
Pre-Production
We will discuss the tasks required for pre-production, from concept, to script, to production scheduling. We will discuss O365 as a platform for collaboration and securely sharing information.

Production
We will examine the workflow and collaboration solutions necessary to deliver a video production. We will discuss solutions that support the review and editing of videos. We will discuss Azure as a platform for video production.

Post-Production
We will look at technologies that run on Windows for video editing, soundtrack editing, and CGI.

1:00 pm  Lunch

1:30 pm  Content Distribution
We will discuss the requirements for content distribution, including DRM, watermarking, caching, storage, and CDN.

2:30 pm  Client Experiences
Learn about how Microsoft client technologies can allow companies to distribute content to consumers on the PC, Tablet, Phone, and TV, giving the end-users an exceptional experience.

3:30 pm  Insights and Actions
Learn how to create an empowered workforce with access to the right data through the rich and familiar Microsoft Business Intelligence solution.

4:30 pm  Wrap-Up and Next Steps
You’ll have a clear and actionable plan to help guide your organization through the evaluation and application of Microsoft solutions.

To take advantage of the Microsoft Technology Center near you, please contact your Microsoft account team for details.

Visit www.microsoft.com/mtc to learn more!