

Content and Digital Media Blueprint

Version 3

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Summary

This document outlines how Content and Digital Media (CDM) companies must optimize and scale content delivery in a rapidly changing, omni-channel environment. Additionally, social media traffic is transforming content consumption to increasingly immersive and interactive experiences. To address, CDMs must move to the digital edge adjacent to consumers, contributors and revenue sources.

Your situation

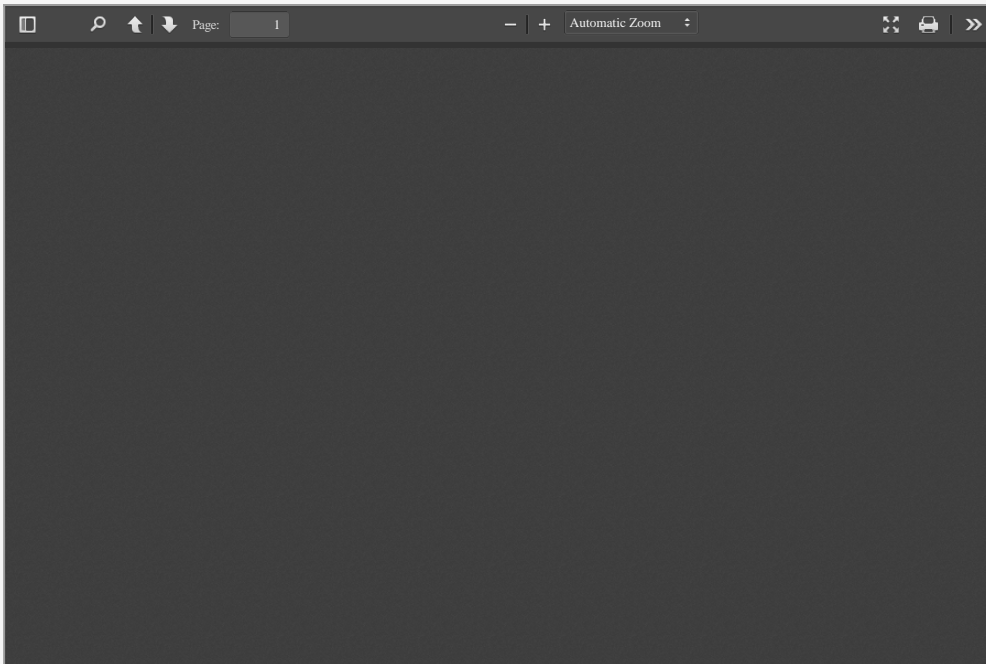
- Mobile devices are the main target for content consumption
- Highly personalized content is the value differentiator
- Content delivery is bidirectional
- Edge analytics is required
- Content creation is global
- The content creation value chain is fluid
- Content production and post production is mobile
- Event-driven content requires edge distribution

Your Capabilities Include

- Personalization engines: enhance omni-channel user experience and monetization of content
- Global, near-real-time replication: support consistency, content availability and security
- Multicloud access to data: enable distributors timely extraction from multiple

sources

- Event-driven content support: enable dynamic, bidirectional content distribution allowing for extremes
- Data and logic colocation: enable revenue-generating applications to interact with data at the edge
- Secure data traffic: improve traceability and DDoS attack prevention
- Regulatory requirements: meet local compliance needs



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