



## A Symbiotic Ecosystem to Supercharge Media & Streaming

### What is the business context?

Covid has amplified the change that was already driving the media and streaming industry at a fast pace. The market has grown beyond even the most optimistic forecasts, and is now driving competitive forces that are creating new challenges between consumers and creators, creators and producers and producers and distributors.

The battle is just beginning for your screen time. There is a limit to the number of services that any given household can subscribe to. It's also easy to 'churn' from one provider to another. It's happening now and gathering momentum, with localised offerings and focused content providers stepping up and going after market share. Media and streaming companies need to be future ready now. Focusing on cost efficiencies, while improving performance, personalisation and premium content.

To do this requires many technology capabilities and is simplified by being able to work in a symbiotic cloud ecosystem – that's the essence of Oracle OCI.

### Phenix, the real-time streaming platform

reduced costs for processor-based workloads by **40%**, while lowering the expense of delivering streaming data to end users by **70 %**

### What makes our proposition special?

Oracle's major technology differentiators in the OTT video & audio streaming.

1. Get up to 2x performance running on OCI at the same cost as AWS.
2. Achieve 50% cost savings on OCI to get the same performance as AWS
3. Applications that require high data egress can see savings of >80% on OCI vs. AWS
4. Lowest cost storage for block and archive in the hyperscaler cloud market
5. Largest channel to market via 200K+ Oracle SaaS customers

It's ready to go now, and we can help you manage the migration risk through our [FREE Cloud Lift service.](#)



# 5 reasons to share your Media & Streaming ambitions with us...

A massive transformation at Oracle has taken place, opening new potential for media and streaming companies; we only win when you win, and we want to win together

Glitch free and near perfect linear scaling to deal with peaks in demand for popular video & audio content; we have built Oracle's cloud for the single purpose of handling mission critical workloads that are secure, reliable and scalable

Don't let 'money' hold you back; we have the most cost-effective enterprise cloud infrastructure on the market e.g. lowest data egress cost in the market

Stream without interruption; (protected service: availability, manageability & performance); we have built our Gen 2.0 cloud to have confidence in giving you better SLAs that any other hyperscaler – always on for your subscribers

Speed is money; we have the most performant infrastructure on the market that will help you build, test and run your most innovative ideas to secure your future.

## Let's Talk.

Give us 30 mins to hear about your ambitions and we will explain how we can help you realise it.

Answer 6 simple questions and we will do the rest. Click [here](#) or scan the QR code.



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