

Media & Entertainment

Home

Information for

Advertising
Broadcast
Film
Music
Publishing

Digital Media Solutions

Solutions Overview
Connected Services Framework
Business Intelligence
Business Process Integration
Collaboration
Digital Asset Management
Rich Media Collaboration Services
Mobility
Secure Distribution

Resources

Case Studies
White Papers
Press and Analysts
Partners

Related Sites

MSN
MSTV
Windows Media
Windows XP Media Center Edition
Developers



CONNECTED MEDIA



Microsoft and its partners are committed to helping media and entertainment companies transform their businesses in the 21st century. By using technology to increase operational efficiency and reduce costs, businesses can take advantage of new opportunities as they emerge. Microsoft's focus is on solving real problems by providing an infrastructure that supports business goals while extending the value of existing technology and IT investments.

The recent revolution in digital technologies has changed the way media companies produce, manage, and distribute content. These technologies open opportunities for unlimited profit and growth while also presenting significant business challenges.

THE CHALLENGES

As the media and entertainment industry continues to shift to digital formats, organizations face significant operational issues:

- ▶ How can the different systems that support various business operations be integrated?
- ▶ How can processes be optimized for efficiency to manage rising costs?
- ▶ How can content be produced, managed, and distributed efficiently, securely, and cost-effectively?
- ▶ How can a rapidly expanding repository of digital assets be managed and archived cost-effectively?



[Launch Demo](#)

This Flash demo provides a high-level overview of how the Microsoft Connected Services Framework will enable broadcasters and film studios to embrace digital technology and boost operational efficiency by connecting people, information, and processes.

