



# MGM

## MGM Roars to the Top with Streamlined Digital Distribution



### Customer Success

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 delivery models and consumption trends, MGM had more complex reporting and analytic needs across distribution partners, platforms and territories. Managing high volumes of unstructured data across a broad array of business models and distribution channels (EST, VOD, SVOD, OTT) required significant manual intervention to normalize. There was no way to efficiently track the performance of content from contract to publish to settlement, and lack of automation resulted in processing delays, errors and inadequate reporting and visibility that affected the company as a whole.

MGM needed a partner to support their expanding digital business and address the inherent supply chain complexities in managing and distributing avails globally.

### Content Value Management (CVM) Platform

MGM turned to Whip Media Group to leverage its cloud-based CVM Platform, powered by the company's Mediamorph brand, to streamline business processes and provide accurate, automated, integrated data management solutions to both improve visibility and maximize revenues throughout the content distribution cycle.

### The Challenge

With a need to support new digital distribution and business models, the manual resources required to normalize exploding volumes of unstructured data was daunting and inefficient. Manual processing was not only time consuming and error-prone, but resulted in reporting delays, inaccuracies and limited visibility on the performance of a title across platforms, retailers and territories.

### The Solution

MGM turned to the Whip Media Group cloud-based CVM Platform, powered by the company's Mediamorph brand, and the Performance Content Tracking and Content Ecosystem & Supply Chain Management solutions. Once deployed, MGM realized a new level of streamlined global operations through automation, better visibility and tracking throughout the content distribution cycle, and greater accuracy and timely reporting on a title. This rich source of information, accessible through dashboards, empowered teams to make better digital deals and maximize revenues.

The CVM platform was implemented in conjunction with Whip Media's industry-leading Content Performance Tracking solution to automate data management, curation, and analytics. Avails data is ingested and normalized across different content distributors without the need for manual processing and data manipulation by MGM and provides a centralized, real-time view of content performance. Accessible via easy to use dashboards, this rich information can now be leveraged to optimize existing and ongoing deals with digital retailers and video distribution platforms.

In addition, MGM also implemented the Whip Media award-winning Content Ecosystem & Supply Chain Management solution to further automate processes (multiple formats are supported including EMA and iTunes Connect API) and give the teams more control to efficiently manage the scheduling of releases, avails, rights, windows and pricing for all content across all platforms and territories with a single user interface.

## Boosting Business Value

With the solutions from Whip Media Group, MGM was able to streamline processes, automate manual practices for increased efficiency, and re-direct resources to more strategic initiatives, at scale. MGM was empowered to quickly and effectively support growing deals with accurate reporting and analytics. Having greater control and management of the supply chain has led to additional efficiencies and operational optimization of the company's global content distribution strategy.

Now, with 360-degree control of content availability, MGM can monitor performance across distribution partners, platforms, and territories and make smarter data-driven decisions to maximize the revenues of digital distribution deals.

WHIP MEDIA GROUP



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, visit [whipmedia.com](http://whipmedia.com) or email: [info@whipmedia.com](mailto:info@whipmedia.com)