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The 4A strategy for media and entertainment:
6 ways to unlock content monetization

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In today's diverse ecosystem of content creators, distributors, and consumers, implementing the 4A strategy – 'any content, anytime, anywhere, on any device' – can be challenging. To counter this, Infosys has developed the '4A Intersection Framework' to leverage cloud delivery, social media analytics, and advanced metadata tagging. Here are six ways to go from digital distribution to monetization.

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1

DEVELOP A CONTENT STRATEGY



Fine-tune your
multichannel
content strategy
based on insights
gleaned from
social media

2

SELL LONG-TAIL CONTENT



Use trending
topics to push
your overlooked
content assets
into the
right conversation
streams across
channels

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3

USE SOCIAL MEDIA AND PEER INPUTS



Use inputs from social media and peer recommendation to fine-tune search and make it more relevant for every consumer

4

USE ENRICHED METADATA TAGGING



Using the 4A cloud delivery model, the sales process happens through the cloud. This can be enriched by using metadata tagging to make your content more discoverable and sharpen your right-sell, up-sell, and cross-sell approaches

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5

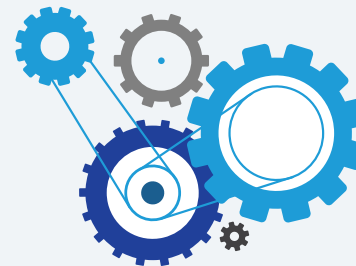
CUSTOMIZE RECOMMENDATIONS



Create a social media command center to listen to customer preferences and then leverage analytics to customize your recommendations

6

USE AN INTEGRATED STRATEGY



Combine the benefits of 4A cloud delivery, enriched metadata tagging, and social media to maximize the effectiveness of your monetization strategy

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