VIEW POINT

# HOW TO BUILD A MEDIA SUPPLY CHAIN THAT NEVER GOES OBSOLETE


**Abstract**

Media and entertainment enterprises are under growing pressure to deliver content faster, more securely, and across an increasingly complex network of broadcasters, OTT platforms, distributors, and global partners. Future-ready media supply chains must move beyond fragmented, manual, and on-premises workflows toward cloud-native ecosystems powered by automation, AI/ML, APIs, analytics, and low-code tools. By modernizing content ingestion, transcoding, quality control, metadata management, rights handling, and secure distribution, enterprises can improve scalability, accelerate partner handoffs, reduce operational delays, and unlock new revenue opportunities through smarter content syndication.


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For media and entertainment companies, the cloud-native workflows used to produce, process, manage, and distribute digital content to business partners like broadcasters, Over-The-Top (OTT) platforms, and distributors are of prime importance. This is the modern-day media supply chain.

## Supply chain in the media industry

The supply chain typically starts with content ingestion and creation, moves through transcoding, quality control (QC), metadata management, and digital rights handling. It typically ends with the secure delivery of media content via Application Programming Interfaces (APIs) or Content Delivery Networks (CDNs). Over and above these, B2B distribution may involve subchannels like OTT feeds or partner syndication.

The unifying thread among all these activities is automation for scalability. Cloud platforms such as Amazon Web Services (AWS), Artificial Intelligence and Machine Learning (AI/ML)-driven automation solutions, including low-code tools and microservices, can help media and entertainment enterprises scale rapidly without sacrificing flexibility.

As in other sectors, cloud-driven scaling enables businesses to shift to agile, event-driven systems that can seamlessly handle fluctuating workloads–something traditional on-premises set ups enmeshed in silos cannot provide.

In particular, among B2B media and entertainment players, the focus is more towards harmonizing channels such as linear TV and other digital channels, as well as delivery to international partners. In such an environment, efficiency and data-driven insights become paramount, even more than direct customer reach. Compliance with local regulations is also another factor that may affect scalability as giant media companies seek footprints in newer geographies.

Other challenges to growth include long cycles to realize return on investment (ROI) and fragmented user bases. Many of these may be addressed by building consolidated media ecosystems that enable faster time-to-market.

How are business leaders to plan and build modern media supply chains that are integrated and cloud-based, as well as future-proofed against market and geopolitical volatility? Such buildouts may also involve shifting from the traditional siloed, manual workflows and moving entire teams to newer, more automated ways of doing business.

Such a transformation emphasizes automation, scalability, and data-driven efficiency to serve clientele ranging from traditional broadcasters to new-age OTT platforms.

Here’s how to get it done.

## Building Steps to Future-Proof the Supply Chain

Enterprise teams with the mandate to future-proof their media supply chain can employ this five-step framework to design, plan, and execute their implementation.

**Step 1:** Assess Current State

Start by assessing your legacy systems to quantify inefficiencies. Document inefficiencies in existing workflows, such as manual QC, siloed storage, or partner handoff delays. Prioritize using data to quantify costs like processing time and errors. This baseline reveals ROI potential for modernization.

**Step 2:** Define Vision and Roadmap

Align your strategic business goals (e.g., faster syndication, monetization of content library) with a phased roadmap, prioritizing high-impact areas like ingest-to-delivery automation. Secure executive buy-in through data-backed projections.

**Step 3:** Adopt Cloud and Automation

Migrate to cloud platforms (e.g., AWS Media Services) with AI-driven orchestration for transcoding, metadata, and secure B2B APIs, enabling low-code customization. Pilot one workflow to validate scalability. Sponsor pilots of cloud orchestration tools (e.g., AWS Media Services) for ingest, transcoding, and metadata workflows.

**Step 4:** Integrate Partners and Data

Build API ecosystems for seamless partner collaboration, embedding analytics for real-time insights on content performance and compliance. Adroit usage of this for tracking, reporting, and tweaking workflows shifts the organizational mindset from reactive to predictive operations. Prioritize integrating AI within the workflows for automation, and integrate with partner APIs for secure delivery. Evaluate low-code and no-code platforms that can be used to optimize the work of non-technical teams.

**Step 5:** Scale and Optimize

Focus on expanding the transformation iteratively, incorporating governance for sustainability and continuous improvement, as well as measuring outcomes like faster delivery. Leaders must foster a culture of agility to adapt to market shifts. You can scale iteratively by starting from one workflow (e.g., QC) and then extending to full end-to-end operations. Finally, it is vital to establish governance frameworks simultaneously, for compliance and analytics, that will help leaders track partner performance and monetization.

## The Benefits of Transformation

Media enterprises can future-proof their B2B media supply chain by following these five key transformation steps derived from a methodology of assessing legacy systems and adopting cloud-native technologies for scalability and agility.

Enterprises that can successfully ride the emerging technology wave to build robust media supply chains will evolve from rigid, on-premises setups to agile models that cut processing times and enable new revenue streams via content syndication. This shift will foster a "migrate-to-monetize" mindset within the org, turning content archives into B2B assets, while simultaneously improving cash flow through faster partner handoffs. The business leadership will be able to link technology deployments to tangible outcomes such as reduced costs and expanded market reach.

## How Infosys BPM can help

An intelligent media supply chain that leverages AI and analytics for better monetization, production at scale, and facilitation of creative collaboration is a strategic transformation that impacts technology, people, and process. With a proven [partner like Infosys BPM on your side,](#) the transformation journey can be more seamless. Rely on Infosys' frameworks, platforms, and solutions to future-proof your media supply chain.

For more information, contact infosysbpm@infosys.com

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