

Media & Entertainment Accelerator (v2)

Martin Wahl
Principal Program Manager
Industry Solutions & Accelerators
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Media & Entertainment Sub-Industries

News & Publishing



Advertising



Sports & Gaming



Tourism, Theme Parks & Hospitality



Broadcast, Cable, Satellite, Streaming Service Providers



Content Production Services & Distribution



Microsoft Power Platform

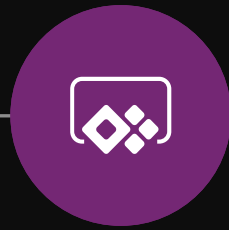
The low-code platform that spans Office 365, Azure, Dynamics 365, and standalone applications

Build innovation customized apps that supports your business needs



Power BI

Business analytics



Power Apps

Application development



Power Automate

Process automation

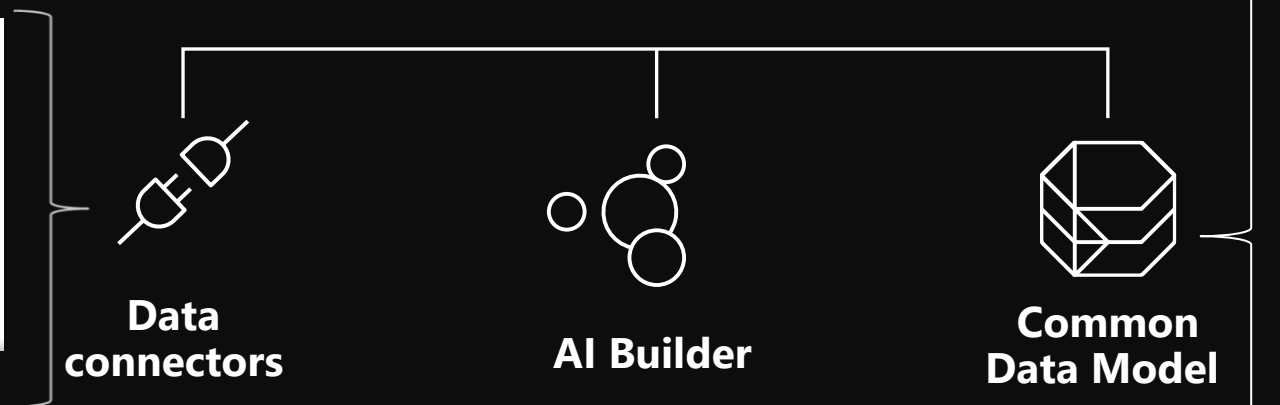


Power Virtual Agents

Intelligent virtual agents



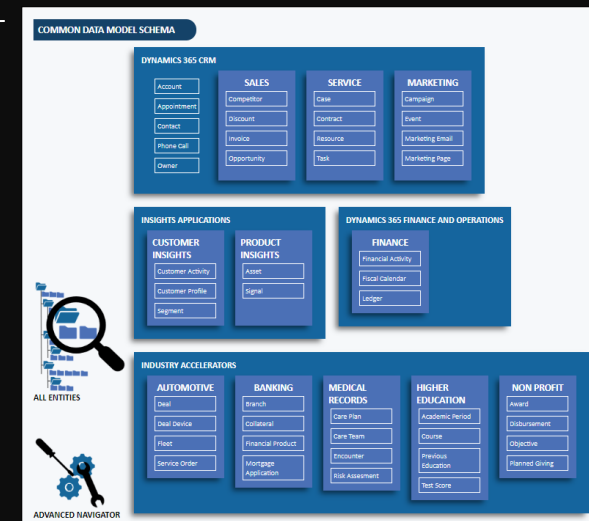
Dataverse



Data connectors

AI Builder

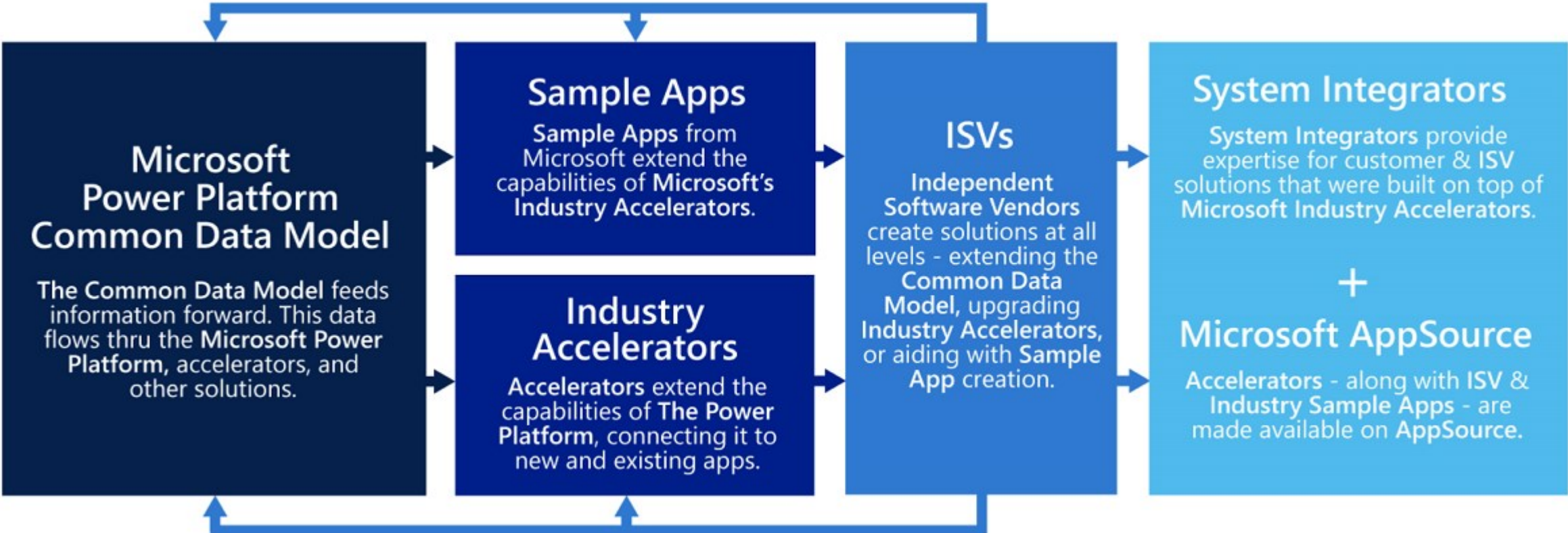
Common Data Model



ALL ENTITIES
ADVANCED NAVIGATOR

Industry Accelerators Program:

Industry-Specific Data Models, Custom App Design & Development



Media and Entertainment Accelerator V1 “Fan Engagement” released July 2020



Solutions:

- Venue, and Facility Management
- Event Management and Virtual Conferencing
- Media Products Sales – Individual Ticketing, Season, Subscriptions
- Fan Profiles, Favorites and Loyalty Programs
- Display Advertising Sales and Scheduling
- Concession Sales Tracking, Luxury Suites / Corporate Boxes
- Sports Events, Leagues, and Fan Interests

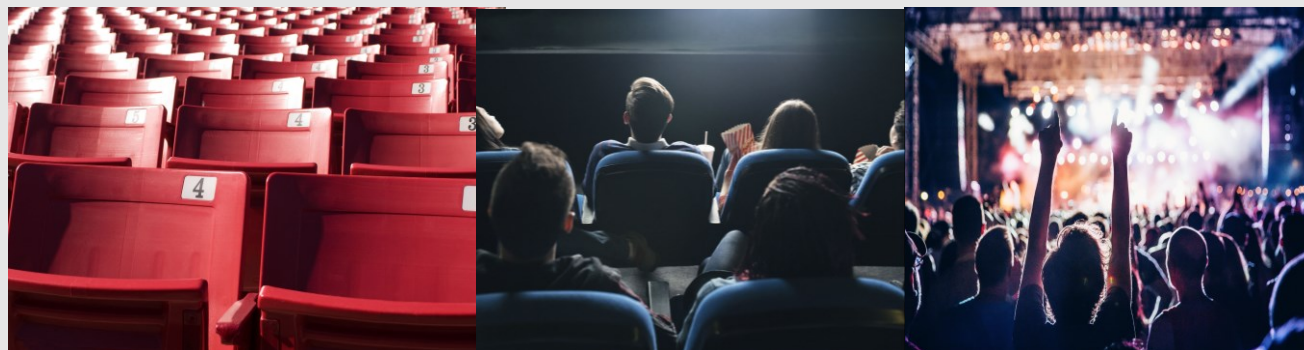
Leverages:

- Power Apps Platform including Power Portals
- Common Data Model w/new Media Extension
- Dynamics 365 Sales

Value Proposition:

- Drive Monetization by Understanding & Targeting Fans
- Connect Physical assets to Digital offerings and data

Target partners & customers



Sports / E-Sports



Events, Industry Conferences



Hospitality/Music/Arts



Broadcasts/Social



Tourism/Theme Parks

Fan Engagement Scenarios & Media CDM Entities (v1)



Guest Management

- **Contact**
- Guest
- Guest Category
- External Guest ID
- Interests
- Loyalty Program & Levels
- Event Registrations
- Promotion Codes



Sports Data Management

- **Account**
- League
- Team
- Player
- Round
- Playing Field
- Conference
- Division
- Season



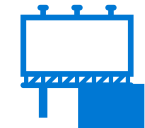
Events & Venues

- Venues
- Facilities
- Attractions
- Attraction Tracks
- Concession Stands & Partners
- Dispensers
- Gates
- Hours of Operations
- Weather Conditions
- Talent
- Sponsorships
- Business Role



Media Product - Ticketing Sales

- Admission
- Ticket Product
- Ticket & Ticket Type
- Season
- Seats & Tiers
- Sections & Rows
- Seat Map
- **Product**
- **Product Type** (Video Audio, Data, Membership, etc.)
- **Order Product**
- **Order Quote**
- **Order Inventory**



Media Product - Display Advertising

- Ad Zone
- Ad Segment
- Ad Spot
- Ad Product
- TMA
- Region
- **Product**
- **Product Type**
- **Order Product**
- **Order Quote**
- **Order Inventory**

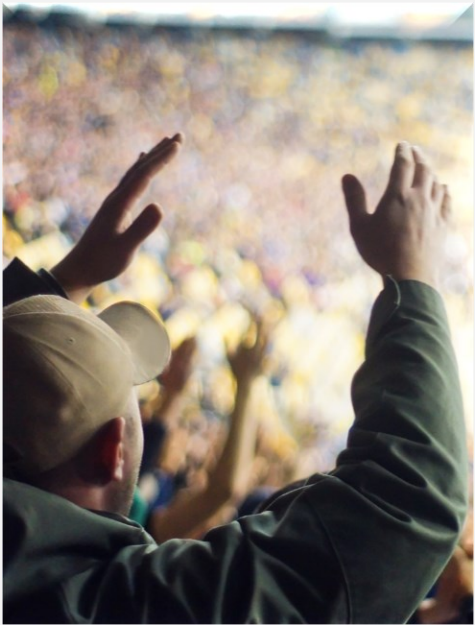
CDM Common Entities

Extended D365 Sales Entities

60+ total new entities

Power Platform Scenarios for Media and Entertainment

360-degree
Fan & Guest Insights



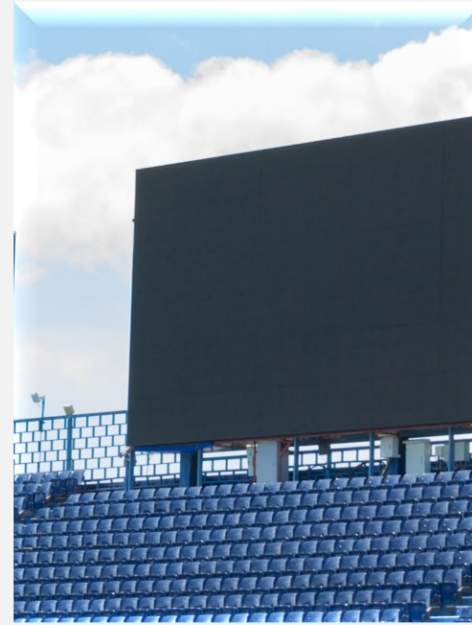
Digital Events &
Venue Management



Sports Data
Management



Sales & Marketing



Content Production

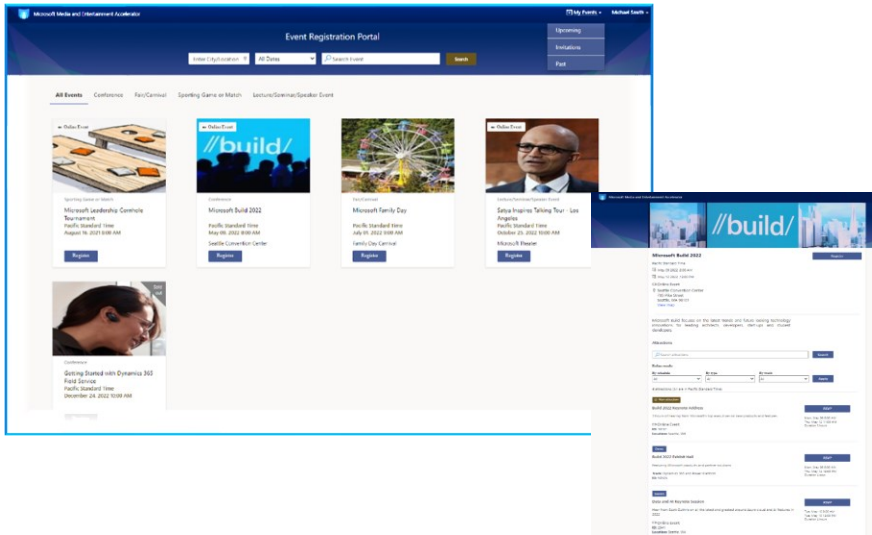


Media and Entertainment Accelerator V2 Key Features



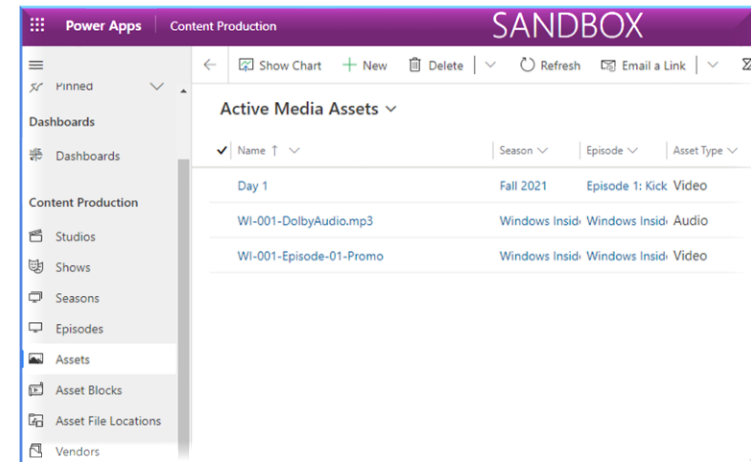
Enhanced Fan Engagement/Live Virtual Events

- Expanded model-driven application with built-in Teams API integration to schedule live events
- Redesign and expanded Portal application to support multiple attractions within events including ability to join a live Teams event directly from portal interface



Content Production Solution

- Data model extension with 15 new entities around studios, shows, episodes, assets, metadata, seasons, etc.
- New model-driven application to help content producers manage their production workflows and track creative assets
- Use Power Automate (Flow) to manage use of cloud resources (Upload/Download/Transcribe/Archive)



Content Production Scenario new CDM Entities (v2)

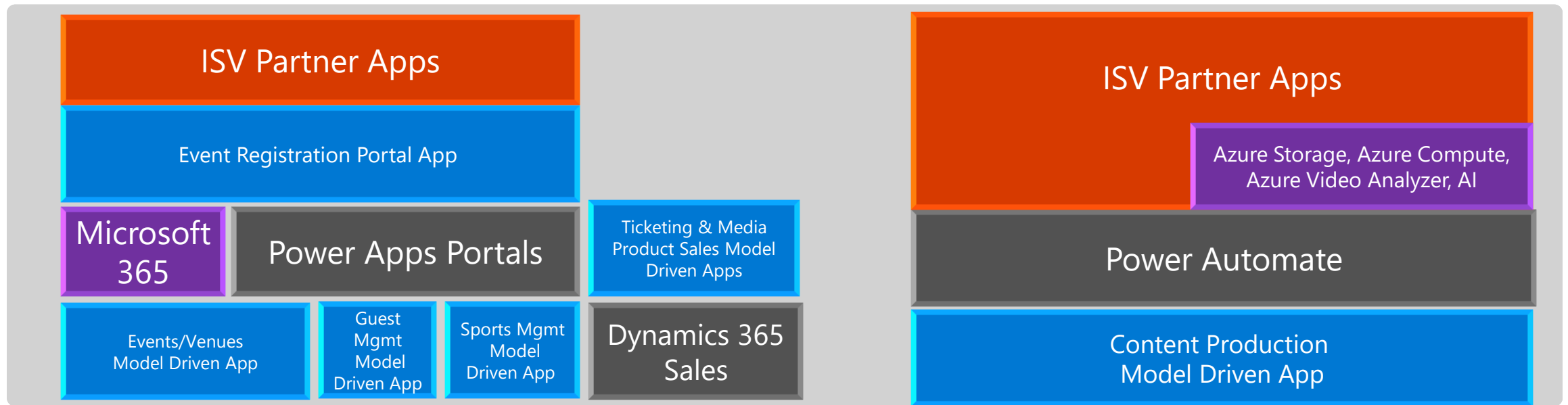


Content Production

- Account
- Studio
- Season
- Show
- Episode
- Asset
- Asset File
- Asset Activity
- Track
- Asset Metadata
- Asset Metadata Attribute
- Block
- Show Vendor

Media and Entertainment Accelerator - Solution Layering & Packaging

Apps Layer



Data Layer

