

BeNeLux Innovation & Technology

## Smarter Solutions for a Creative World



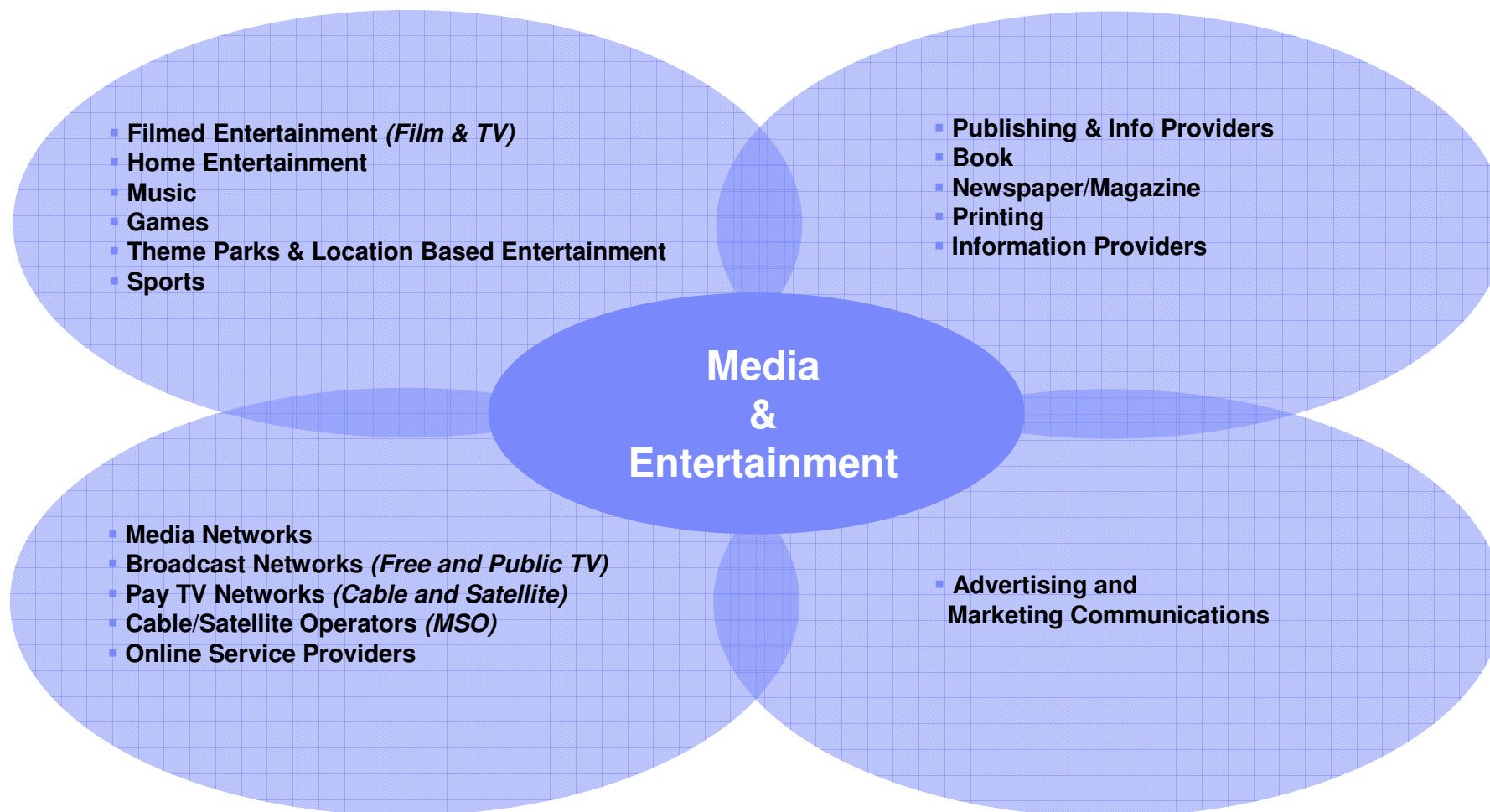
let's build a smarter planet

## IBM has unique Media & Entertainment capabilities to assist clients with a range of services



- Media is more than a **\$2 billion business** for IBM including everything from consulting and systems development to outsourcing and microelectronics
- We have the **world's largest** Media & Entertainment consulting and services practice with over 2,500 consultants working on projects
- Our consultants, partners and staff have long-term Media & Entertainment **industry experience and relationships**
- We have a full range of industry-specific **solutions** integrated with our business partner applications
- We have a wealth of M&E **intellectual capital and knowledge**
- We leverage IBM Media & Entertainment **technology research** and participate in industry standard setting bodies

## Our expertise and services extend across all industry segments in the Media and Entertainment industry



# Our Media and Entertainment clients include the largest and most successful companies in the industry

## IBM Media & Entertainment Clients

ADVO  
**Arte**  
 Australian Broadcasting Company  
**BBC**  
 Bell Globe Media  
**Bertelsmann**  
 Cablevision  
 China Central Television  
 Comcast  
 Dow Jones  
 Dunn & Bradstreet  
 EchoStar  
 EMI  
 Gakken  
 Hokkaido  
 Knight Ridder

Lyse  
 Major League Baseball  
 MGM  
 National Football League  
 National Geographic  
 NBC Universal  
 News Corp  
 NHK  
 NHN  
 Nikkei  
 Omnicom  
 Pearson  
 Pro Golfers Association  
**Pub Italia**  
 Omnicom

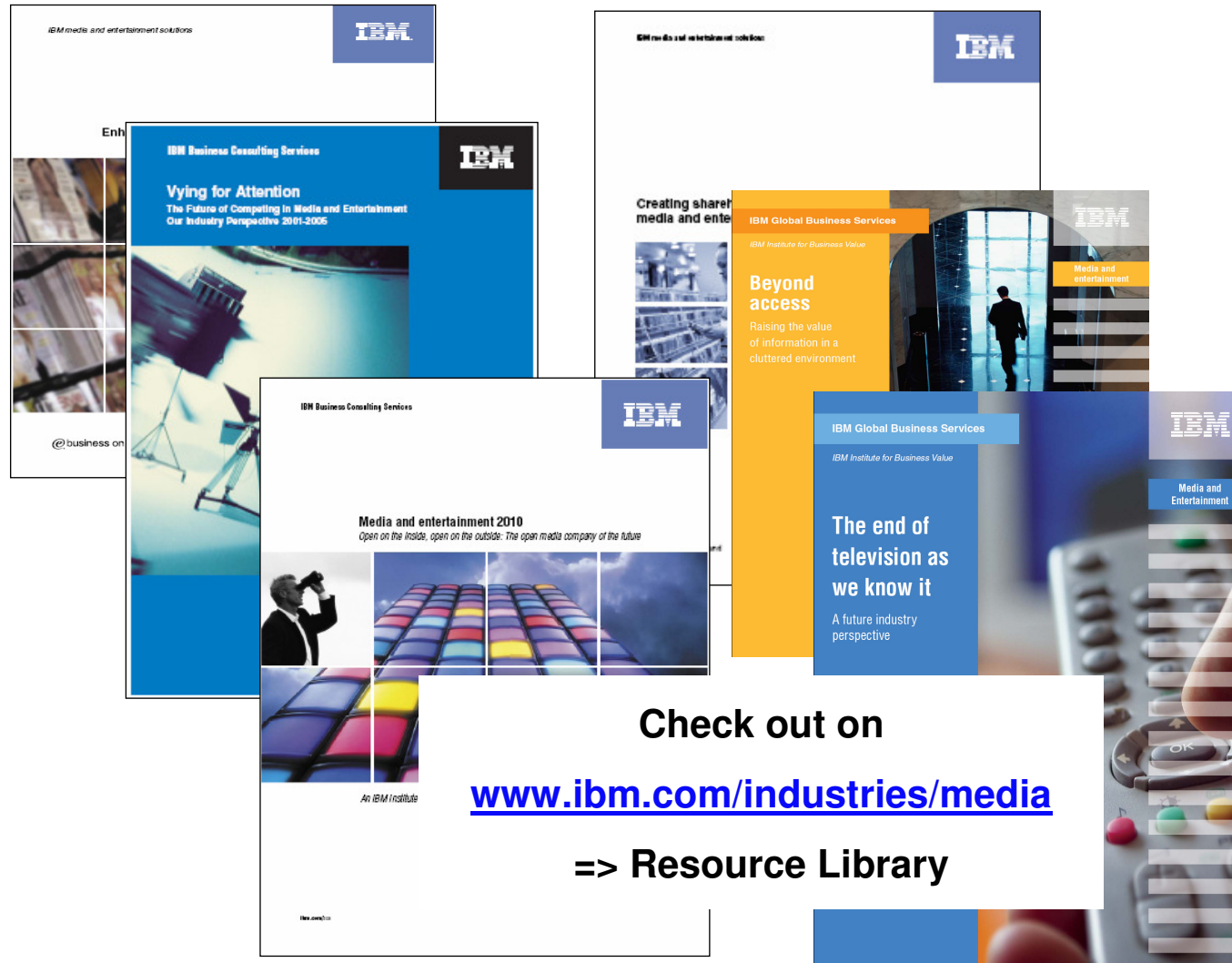
QVC  
**Reed Elsevier**  
 Reuters  
 Rodgers Cable  
**RTL**  
 Sesame Workshop  
 Seoul Broadcasting System  
 South African Broadcasting Co  
 Sony Pictures Entertainment  
**Sveriges Television**  
**Technicolor**  
 Televisa  
 Time Warner  
 The New York Times  
 The Thomson Corp  
**TV5**

Universal Music  
 US Open  
 Viacom  
 Videotron  
**VRT**  
 Washington Post  
 WETA  
 Wimbledon  
**Wolters Kluwer**  
 WPP  
 Yahoo!  
 Yomiuri  
 Zee TV

Note: This list does not represent IBM client references



## IBM's Media and Entertainment Point of Views provide insight into today's leading M&E topics and demonstrate our deep knowledge of the industry

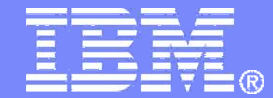


- **The End of Television as We Know It**
- **Beyond Access**
- **Vying for Attention**
- **Media and entertainment 2010**
- **Creating shareholder value for the media and entertainment industry**
- **Uncharted territory ahead for the Media and Entertainment industry**
- **Media & Entertainment; Digital Media & Entertainment**

Check out on

[www.ibm.com/industries/media](http://www.ibm.com/industries/media)

=> Resource Library



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# Thanks

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