



The Journey into the Cloud

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media prima



To become Malaysia's leading digital-first content and commerce company

Media & Cloud Computing

Technology Trends - Media & Entertainment



Connected Homes and IOT

Connectivity of multiple devices and seamless experience of users navigating between the devices.

AR/VR

Immersive interaction with content and real life experience from the users. Able to explore content in new form.

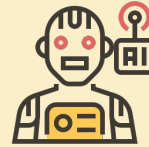


Cloud Computing

Next generation content delivery via technologies such as Edge Computing, DeCentralised CDN, Serverless

VOICE Assistant

News and Content Delivery via Voice Search with the user of Machine Learning and Artificial Intelligence.



Artificial Intelligence - AI

AI assist in creating an ecosystem of innovative components for both readers and the publisher. i.e Automated Journalism

Blockchain

Blockchain based OTT such as Theta and Live Peer that takes decentralise the components of OTT.

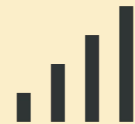


Identity Management

With the upcoming cookie apocalypse, the identity tracking is evolving to better capture audience first party data.

5G

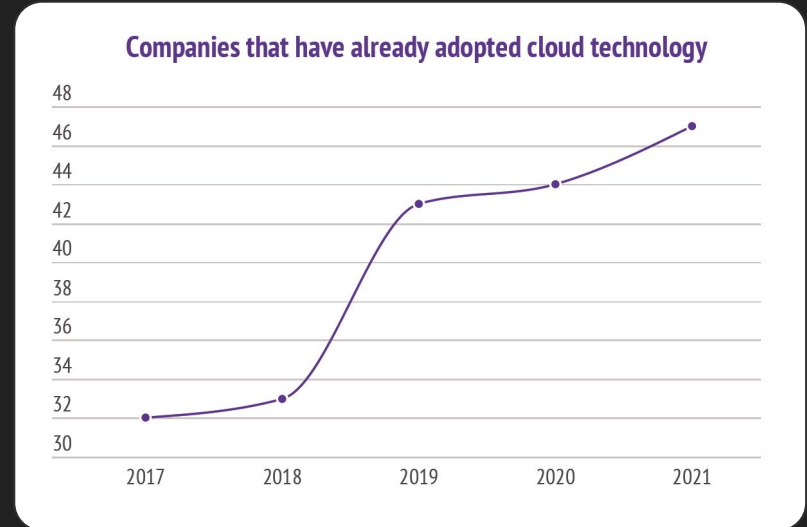
Fifth Generation wireless network providing 100 times data transfer speed resulting in /innovation opportunities.



Media and Cloud Computing

Technology Trends - Media and Entertainment

- Changing consumer behaviour is based on the fact that consumers demand more and more choices in the way they consume video content. This includes on-demand offerings or interactive possibilities.
- The intervals and time to market are getting shorter and shorter, this leads to more pressure on the broadcasters.
- Technology procurement and operation are becoming increasingly cost-critical and cost-intensive.



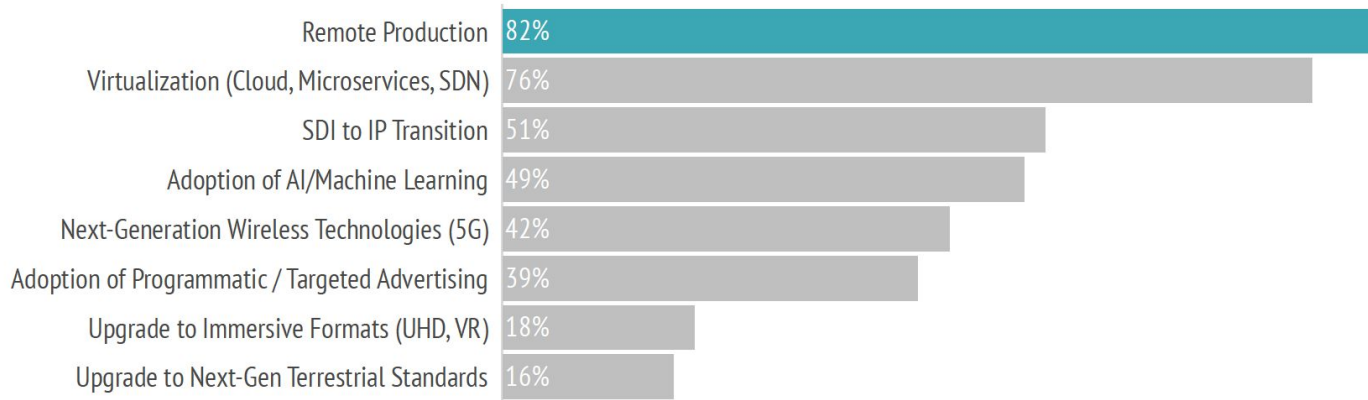
Cloud adoption in broadcast and media has accelerated even more over the last year; as of the first of 2021, 47% of respondents have already deployed some sort of cloud technology, while 45% are likely to do so

Media and Cloud Computing

The Covid-19 Impact

- Covid-19 accelerated remote production and virtualisation, which pushed media companies to adopt cloud-operating models.
- The pandemic has led to 76% of media and technology companies expecting investment in virtualisation — including cloud computing — to increase

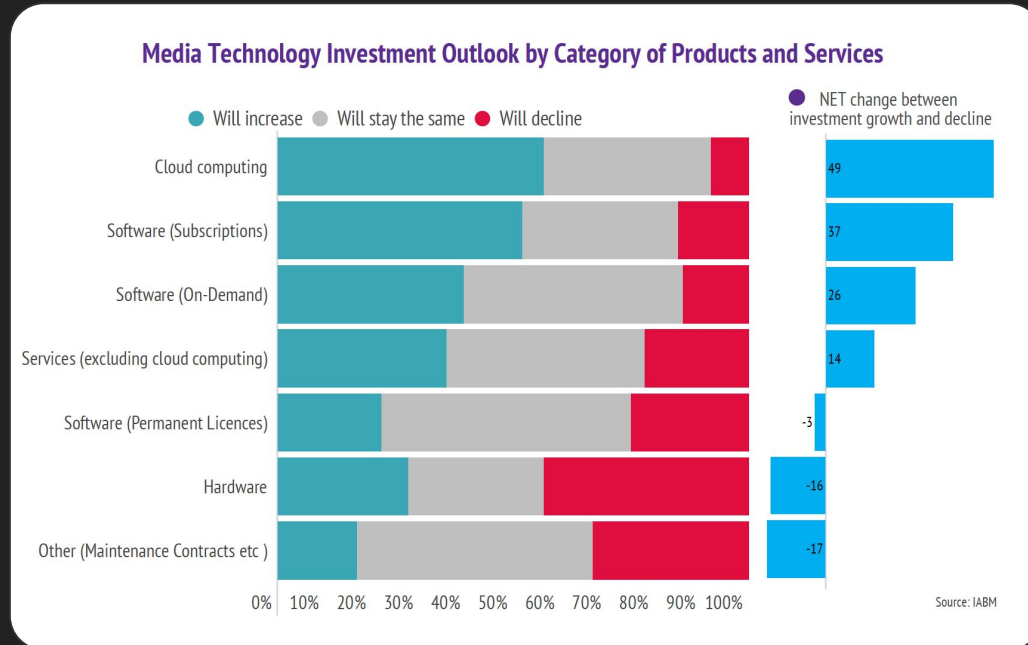
COVID-19 impact on Media Tech investment



*Source: IABM Media Tech Business Tracker

The Outlook

Media Technology Investment Outlook



According to International Association of Broadcasting Manufacturers' (IABM) latest data, cloud computing represents the fastest growing category of investment for media companies.

Media and Cloud Computing

Advantage of Adapting to Emerging Technologies

COST

*Reduced HR
Cost,
Technology Cost*

PERFORMANCE

*Optimised
compared with
predecessor
technology*

INNOVATION

*Innovative
solutions and
features
compared with
predecessor
technology.*

SCALABILITY

*Scalable and
agile for
exponential
growth*

MOBILITY

*Flexible and
configurable*

SECURITY

*Improved
Security and
Data Protection*

RELIABLE

*Fail Tolerance
and Efficient*

Media and Cloud Computing

Drivers of Cloud Computing Technology Adoption

On-Premise Pain Points

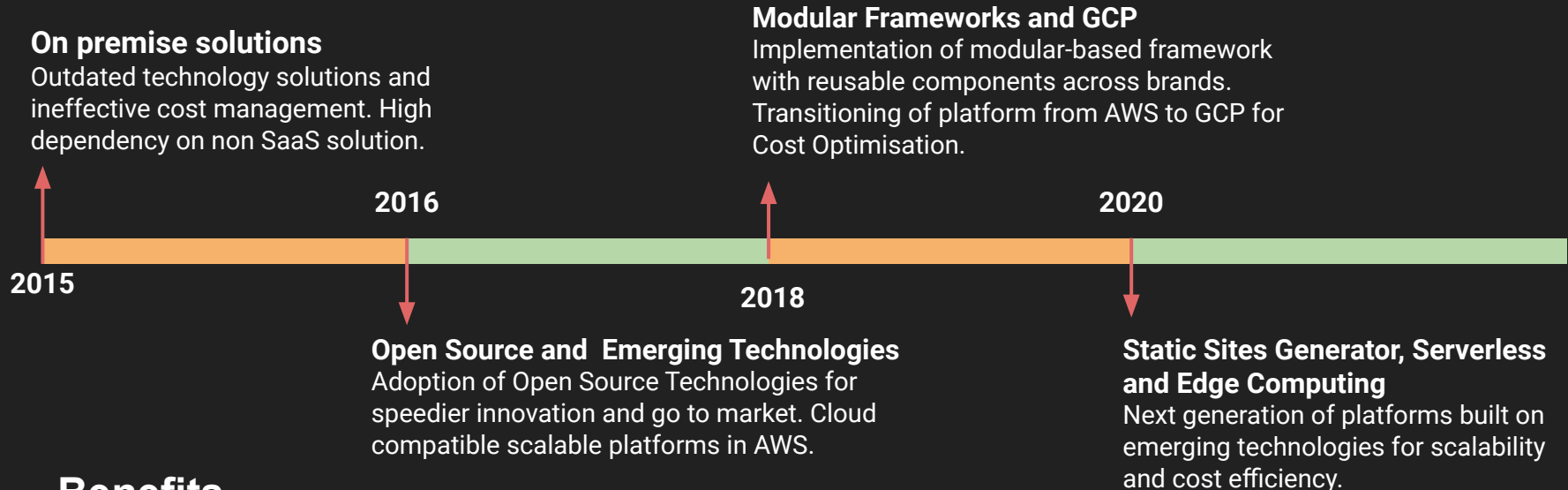
Security concerns
 Fragmented analytics
 Rise in revenue leakages
 Poor local and regional maintenance services
 Inefficient Resource Utilisation
Costly Infrastructure
 Unable to support newer business models
Slower Upgrade Cycle
 Siloed architecture
 Fragmented financial data
Outdated Platform

Cloud Adoption Advantages

User friendly UX
 Launching new business model
Greater collaboration
 Seamless integration
Lower TCO
 Lower upgrade cost
 Unified information repository
 Faster adoption
 Higher asset utilization rates
Robust security
Faster new market

Media and Cloud Computing

MPB Cloud Technologies Adoption and How it's Helping the Group



Benefits

- **COST** : Bulk purchasing and group level technology acquisition for better pricing tier and discounts.
- **INNOVATION** : Improved Technology Solutions that helps to scale and develop more platforms faster to go to market.
- **MOBILITY** : Seamless Integration across brands/platforms for interchange of data/information and services.
- **PERFORMANCE** : Better application performance and improved user experience across different brands/platforms.
- **RELIABLE** : Platforms are fault tolerant and auto healing in the event of any disaster.

Case Studies: Re-inventing Business Operations through Google Workspace



OUR AIM BACK IN 2018 ...



Significant
cost savings

“Do more with less”

Giving user more
features and functions
with lower TCO



Active
Engagement

“Working Together”

Finding more efficient
collaborations that are
simple and more
productive



Intelligence

“Making it Smarter”

Making Technology work
for the user ... Not the
other way around.



Scalable and
Secure
Platform

“Means Safer”

True Cloud
infrastructure that
brings with it World
Class Security

HOW WE ARE DOING SO FAR ...

Available for ALL

Less 60% per user cost
for Office Productivity
Software

High Mobility and
Collaboration

19% on daily average
62% on monthly average
(Online Video Meeting)

Technology ALWAYS works
(99.995% Uptime)

SSO with MFA
Encrypted Cloud Storage
Built-in Anti-Spam/Phishing
powered by Google AI/ML

Case Studies: Cloud Computing Infrastructure Journey

2005



Co-Location

Catch Up TV Services

Small footprint with 12 hosts of web servers

2010



Managed Services

tonton 1.0

Purpose-built 40 hosts managed services data centre in Cyberjaya

2013



Amazon Web Services

tonton and MPB digital sites

- 188 hosts consolidation of 77 digital properties of MPB
- High service availability and uptime
- Scalable and on-demand resources

2019



Google Cloud Platform [On-Demand]

tonton 2.0 Digital sites Bigdata

- Computing resource optimisation with Google micro services
- Cost optimisation through better discount structure (Sustained Usage Discount model)
- Ready SaaS services (i.e. BigQuery) and intensive training by Google

2021



Google Cloud Platform [Commit Usage]

Digital Products Enterprise and Operation System Data warehouse & Dashboards Content Distribution

- 10% cost reduction with CUD+SUD
- 123 instances for digital products/sites, enterprise & operation system minimizing the needs of DR hosts
- Accelerated Big Data initiatives using BigQuery and Data Studio
- Scalable, faster, reliable interfacing with OTT partners and suppliers for content distribution.

Business Use Case - Google Cloud Platform



Web Hosting

High level service availability for all our digital brand's web portal and web services due to scalable cloud hosting resources.

Utilised Product: Load Balancer, VM, Cloud SQL, Cloud Storage

Data Processing

Big data processing from various data source with direct integration with data visualisation tools.

Utilised Product: Big Query, Big Table, Data Studio



Less Maintenance

Flexible server-less application and framework especially for backend scripting.

Utilised Product: Kubernetes, App Engine



Protected

Cybersecurity protection such as DDoS, Malware and system vulnerability check with recommendation.

Utilised Product: WAF and Security Command Center



Case Studies: Cloud Production

Cloud production for live streaming and editing allows the production and news team to work from anywhere. **This provides mobility and flexibility to deliver content where in the past - the content needed to be ingested/transferred on-premise hardware.**

Cloud production also seamlessly delivers the feeds to multiplatform, i.e. FB, Youtube, Tiktok and Twitter.



Clipping

Live video clipping and content publication to multiple cloud video platform such as Youtube and Dailymotion.



Production

Live production and syndication to multiple social media platforms such as Facebook and Tiktok.

Questions?