Today’s media industry faces numerous market challenges—from the need to streamline content development and delivery to revenue-sapping piracy and cost-cutting concerns.

Xerox understands these challenges and can help your company meet its goals by reducing costs, maximizing operations and enabling you to focus more resources toward profitable revenue generation.

We combine years of industry expertise with a dynamic suite of services to cut expenses throughout your organization, from optimizing print production to outsourcing collateral development. Our services improve operational efficiencies by making document processes leaner and more secure. Plus, we can help you connect to increasingly fragmented audiences through 1:1 personalized communications—and provide secure content management solutions. We deliver measurable results that let you see where efficiencies have been gained, providing you with a quantifiable advantage, making your organization more competitive than ever.

Faced with the escalating cost of programming, rising competition for fractured audiences and increasing pressures over asset security and regulation, media companies continue to be confronted with challenging market conditions.

Xerox Global Services can help your company meet these challenges by reducing enterprise costs and streamlining operations across your organization. Through our fully integrated portfolio of services, we can help you lower document production expenses and strengthen your connection with customers through one-on-one communications. We can also provide secure content management solutions that help you protect your IP assets and reduce non-compliance risks.

Backed by a global network of experts and years of in-depth industry experience, we look forward to partnering with you to make your company more efficient and cost-effective than ever before.

Roy Miller
Vice President, High Tech and Communications
Xerox Global Services

There’s a new way to look at it.®
A full range of services

Cost Reduction

**Xerox Office Services**
Controlling document costs is a complex challenge, but one that can yield substantial savings. Xerox Office Services enable media companies to reduce overall operational costs by optimizing device utilization—from copiers and scanners to printers and fax machines—while tracking assets and managing supply services throughout the enterprise.

**Production Optimization**
Efficient production workflows are key to helping get content to market faster. With our accurate and automated Production Optimization solutions, we can help media companies improve the timeliness of content delivery while reducing overall production costs. What’s more, we’ll increase the integrity and accuracy of your deliverables, all while accelerating your ability to deliver new products and services to customers.

**Document Outsourcing and Communications Services**
Producing documents is a costly expense. With over 15 years of in-depth experience in the document production field, Xerox can cost-effectively help companies with document design and composition, transactional communications, personalized communications and document supply-chain management.

**Imaging and Content Management Services**
The time it takes to find and deliver content directly impacts your bottom line. From scripts and playsheets to contracts and more, Xerox Global Services can help organizations find, modify and share documents more efficiently than ever—while dramatically lowering costs.

Customer Acquisition and Retention

**Customer Communications Services**
Audience fragmentation has made it more important than ever for media companies to segment their communications. Xerox can help by creating 1:1, data-driven communications that not only deliver better-targeted value propositions, but also leverage the latest digital printing solutions for complete personalization. Furthermore, we can help streamline the way product information is created, managed and published across multiple channels, while mitigating regulatory risk associated with timeliness and accuracy.

**Regulatory Compliance**

**Enterprise Content Management**
Simplifying the processing of scripts, contracts and other content has become essential in today’s time-sensitive media environment. By leveraging the principles of Smarter Document Management™, our content management services can help integrate hard-copy materials, electronic content and media-relevant data into a dynamic solution that makes information easier to retrieve while improving document security.

**Corporate Litigation Management**
From disputes over copyright and patent infringement to lawsuits concerning pirated materials, Xerox understands the importance of proper document management in intellectual property litigation. Through our Corporate Litigation Services, we implement end-to-end discovery procedures that help companies efficiently gather the critical information they need for these matters, while keeping costs under control.

Online Knowledge Sharing
Visit our web site today for more resources relating to business processes in the media industry, including:

- **Case Studies for McGraw-Hill**, as well as another major media company.

Find out about these and more at www.xerox.com/media.

Industry Insights

**Media trends**

Today’s media industry is fraught with numerous pressures ranging from piracy and soaring production costs to customer drift that are all impeding revenue goals. To meet these challenges, media companies are focusing on three main business strategies:

- **Reduce costs.** Lowering expenses, especially operational and production costs, enables media companies to focus more resources on new content development and delivery. Xerox can help organizations achieve their cost-cutting goals by improving document processes, optimizing enterprise-wide assets for cost-efficient printing, and providing global outsourcing solutions for non-core business areas such as customer communications, office services and more.

- **Attract fragmented audiences.** Today’s audiences have become increasingly scattered due to an ever-growing menu of media options. Xerox Customer Communication Services can help your organization bolster consumer retention rates by producing 1:1 personalized marketing collateral that deliver timely, relevant messages that speak effectively to your audiences’ specific interests.

- **IP rights management and security.** From overseas duping to online sharing, piracy and copyright infringement have become staggeringly prevalent. Xerox can help media companies by implementing a secure enterprise content management solution that helps track proprietary assets across all channels for greater accountability. Additionally, our corporate litigation services can accelerate your discovery process for patent and copyright lawsuits, quickly identifying relevant materials to build a solid basis for litigation matters.