

Content and Digital Media Technologies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Content and Digital Media Technologies* service tracks and analyzes the software that creates, manages, and publishes unstructured information of all kinds. Coverage includes content management (including Web content management, document management, capture and image management, records management, and digital asset management); content and digital media authoring tools; publishing software (including active documents and dynamic enterprise publishing as well as digital media publishing and distribution technologies); and other content and digital media technologies that support the content life cycle. This service provides vendors and buyers with the information they need to develop strategies for both product development and selection of content and digital media technologies. Subscribers to this service receive direct access to IDC's top industry experts, who can supply competitive analysis and positioning advice, identify strategic partnering opportunities, assist with speaking to the investment community, provide press quotes, and more.

Markets Covered

- Content management software
- Authoring and publishing software
- Dynamic enterprise publishing software
- Digital media software
- Digital asset management
- Other digital media markets as defined

Subjects Analyzed

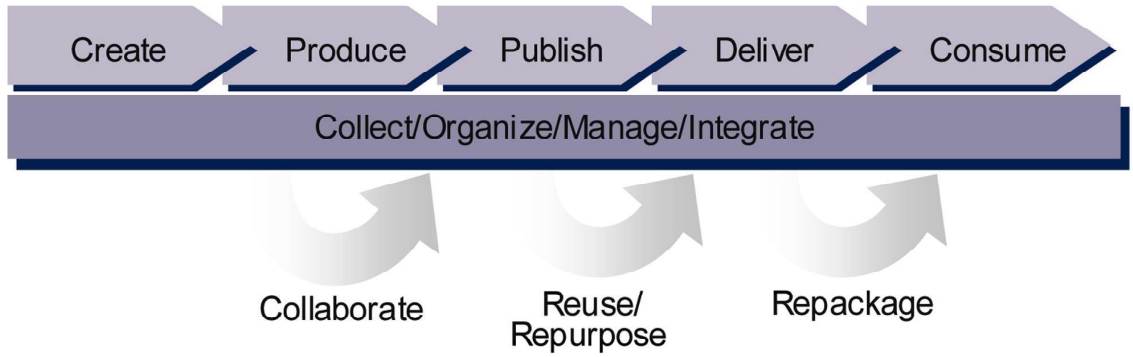
- New and emerging trends, technologies, and market segments in the content and digital media technologies markets
- Evolution of the content management platform as a key component of the information management infrastructure and as an enabler of next-generation content-centric applications
- The role of XML technologies and standards for unstructured information
- Strategies for leveraging investments in content and digital media technologies, including customer needs, adoption trends, and case studies in content and digital media technologies

Key Questions Answered

Our content and digital media research addresses the following issues that are critical to your success:

1. Why are customers investing in content and digital media technologies?
2. Who are the leading players, and how are they positioned to succeed in a changing market?
3. What are the emerging content and digital media technologies, and how will they affect current market players?
4. What is the return on investment for content and digital media technologies?
5. How will content and digital media platforms evolve to support the next generation of content-enabled applications? How will this affect content-related software markets?

The Content Supply Chain



Source: IDC

Companies Analyzed

IDC's *Content and Digital Media Technologies* service reviews the strategies, market positioning, and future direction of providers of content management software, authoring and publishing software, and digital media software, including rich media authoring, management, search, and distribution. Sample vendors include:

Adobe, Alfresco, AnyDoc, Anystream, Apple, ASG, Autodesk, Autonomy, AVID, Blue Order, Brainware, Brightcove, Canto, Captaris, Chuckwalla, Cisco, Clickability, Comcast/thePlatform, Corel, Dalet, Day Software, Ektron, EMC, Entriq, ExtendMedia, Extensis, FatWire, Getty Images, HP, Hyland, IBM, Ignite Technologies, Interwoven, JustSystems, Kofax, Konan Digital, Mark Logic, Mediasurface, Microsoft, Move Networks, NetXposure, Nexidia, North Plains, Nuance, Open Text, Optio, Oracle, Perceptive, Percussion, PTC/Arbortext, Quark, Qumu, ReadSoft, SDL/Tridion, Sitecore, StreamServe, Sun Microsystems, Telestream, Thunderhead, Vignette, Vizrt, Widen, Xerox, XyEnterprise, and ZyLAB.

Core Research

This service focuses on the following core research. In addition to the insight provided in this service, IDC may conduct additional research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment.

Content Technologies Worldwide Forecasts and Competitive Analyses
These documents analyze content and digital media software markets and/or submarkets, highlight important market dynamics and change, and provide five-year forecasts and historical vendor shares.

The Content Supply Chain: User Needs and Strategies, Buyer Case Studies
These documents leverage survey research and end-user interviews to analyze adoption trends and user needs at each stage of the content supply chain — from creation through management, delivery, reuse, and archiving — and assess the implications for content technologies vendors.

Digital Media Landscape
These documents examine vendors of packaged and/or hosted solutions that play a role in creating, editing/repurposing, encoding/transcoding, cataloging/metadata extraction, managing/archiving, searching (image and video, speech), licensing/protecting/monetizing, and publishing/distributing digital media. The documents also assess market dynamics, vendor strategies, and customer use cases.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC"s personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10-plus years reflects our commitment to investing in our customers.

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