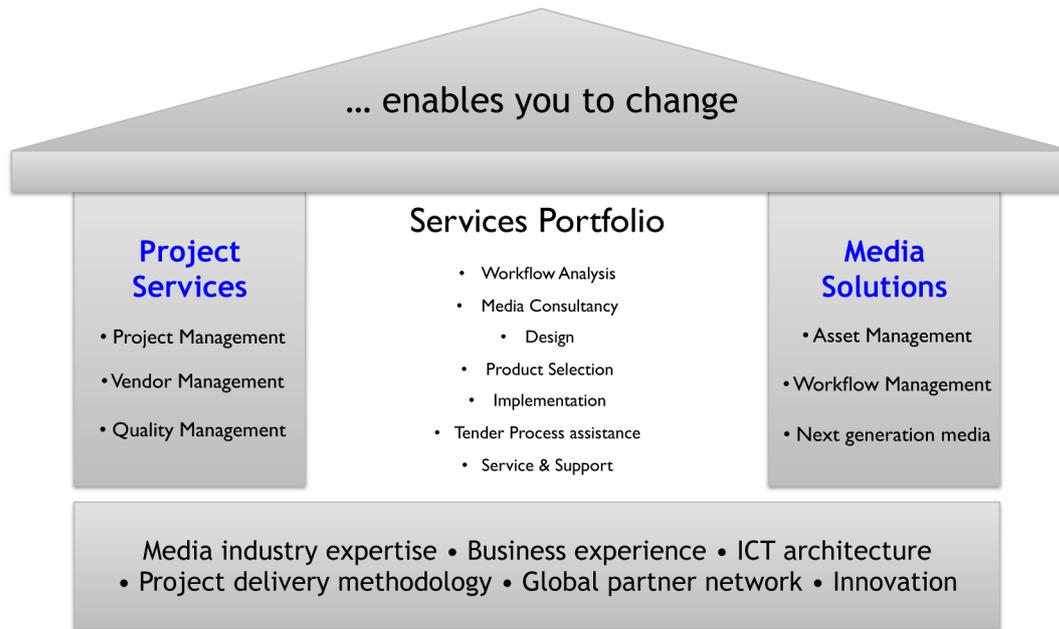




Professional services: the other side of AA Media Group

AA Media Group offers a variety of professional services. They cover the complete project lifecycle and can be delivered separately or together.



Project management skills needed to do the job.

Workflow analysis

Most projects consists of people, processes and technology. Instead of focussing on technology only, AA Media Group believes in combining all three elements. The consequence of this being that there is an emphasis on the current and desired way of working together.

A project can only be successful when it is accepted by the users. on bases of documented workflows. This is why AA Media Group involves the user from the needs analysis all the way through testing and training.

Reference customers for Workflow analysis are:

- Omrop Fryslân
- Omroep Gelderland

Project and Programma Management

Key elements in AA Media Group's services portfolio is high-end Project and Programme management.

In our view a programme is not simply a very large project. Where a project has clear requirements and objectives, often focussed on a limited part of the organisation, a programmes scope is much wider.

Programme's are aimed at the business objectives of an organisation where, at the start of the programme, the ultimate end situation is not always clear but will be defined in due course. Programmes usually consists of a number of projects with strong dependencies such as com-

AA Media Group proves to be a solid partner for the toughest jobs

About AA Media Group

AA Media Group specializes in delivering solutions to broadcasters and media owners. This will help them to improve and implement file based workflows based on best-of-breed media technology. Fundamental guidelines within the solutions: reduce costs, deploy standard IT technologies, work more efficiently and new ways of monetizing content.



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Building solutions creates opportunities for new ones

Effective solution, quickly adopted by users and system administrators

mon interfaces or shared resources. Since programmes are aimed at improving the business they inevitably also include an organisational change management project.

In a project, 'changes' can be considered incidents that can be handled with a relatively simple change control procedure. In programmes however, change management is a key process, together with crucial parts, such as the management of risks, stakeholders and benefits. Since programmes often span years rather than months, it is very likely that the program itself will change during its course. This requires a very solid change management process with all stakeholders involved at the right levels. Stakeholder acceptance is crucial, in programme management, even to reduce the risk of failure.

AA Media Group has a vast experience both in the roles of project management and programme management. We can fulfil these roles on behalf of a System Integrator, as well as on behalf of the end-customer.

Reference customers for Project and Programme management are:

- Ericsson Broadcast Services (formerly Technicolor Broadcast Services)
- BSkyB
- Omrop Fryslân
- Omroep Gelderland
- Sony
- Thales

Implementation

During the implementation of a project or a programme, AA Media Group manages the scope, timeframe, budget and quality. AA Media Group communicates with vendors, support organisations and customers. This can be done as a 'white label', so representing the customer or as turn-key projectmanagement.

References for Project management and implementation are:

- Avid Interplay at regional broadcaster
- Ross overdrive at regional broadcaster
- Parliament recordings on demand
- Digital archive solutions
- Enterprise asset management

