



Media & Communications Accelerator

V1 Overview



Agenda



Overview of the Common Data Model and the Industry Accelerators



Theme & Components of the v1 Media Accelerator



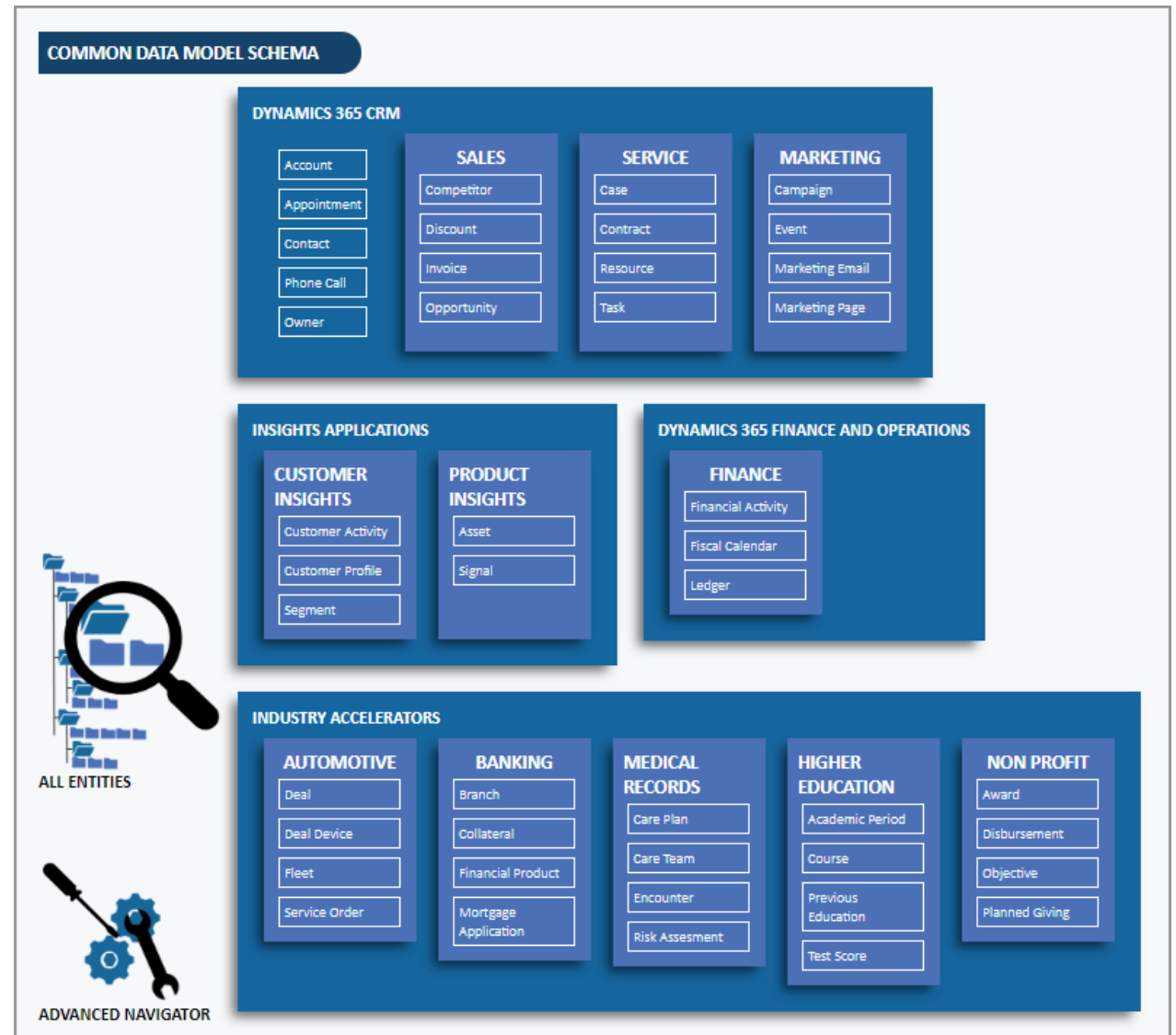
New Media Entities & Solutions Walkthrough with Entity Relationship Diagrams



Online Resources

Building apps with the Common Data Model

- Using a **standardized data model** that allows applications and data integrators to easily interoperate is an **accelerant**!
- **Common Data Service** and **Azure Data Services** speak the same metadata model
- Spanning Dynamics 365, Power Platform, Office 365, LinkedIn and Azure data, augmented by industry partners (years of experience with data models)
- Multiple systems and platforms implementing CDM today



Industry Accelerators



Nonprofit



Education



Financial Services



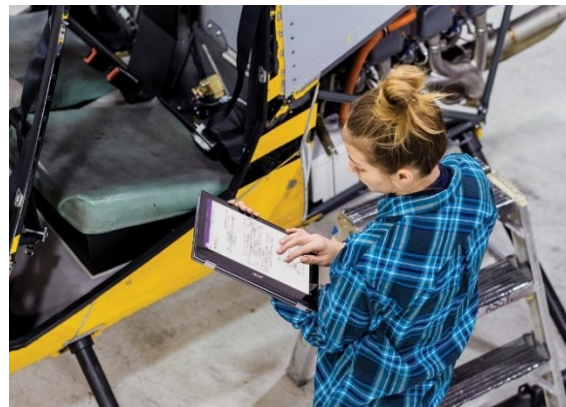
Government



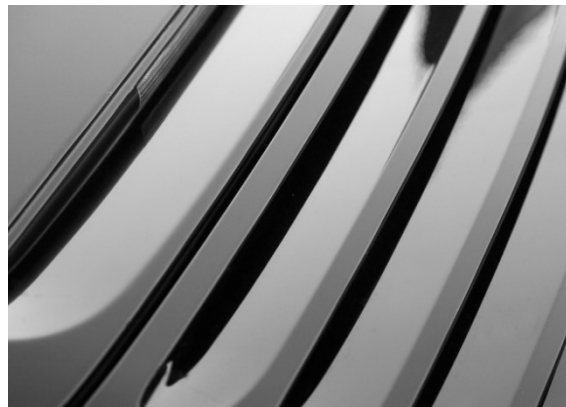
Media & Communications



Health



Manufacturing



Automotive



Retail

Industry Accelerators

Legend
In Market
On Roadmap
Not yet on roadmap

Funding
Volunteer Mgmt
Finance
Nonprofit

Higher Education	Banking & Capital Markets	Defense & Intelligence	Media & Entertainment
K-12	Insurance	Public Safety & Justice	Telecommunications
Education	Financial Services	Public Health & Social Services	Media & Communications
Providers	Discrete Manuf.	Transportation	Retail
Payors	Chemical & Agriculture	Public Works & Infra	Consumer Packaged Goods (CPG)
Pharmaceuticals	Energy	Tax & Finance	Retail
Health	Manufacturing	Government	
		Customer Engagement	
		Connected Vehicles	
		Auto Manufacturing	

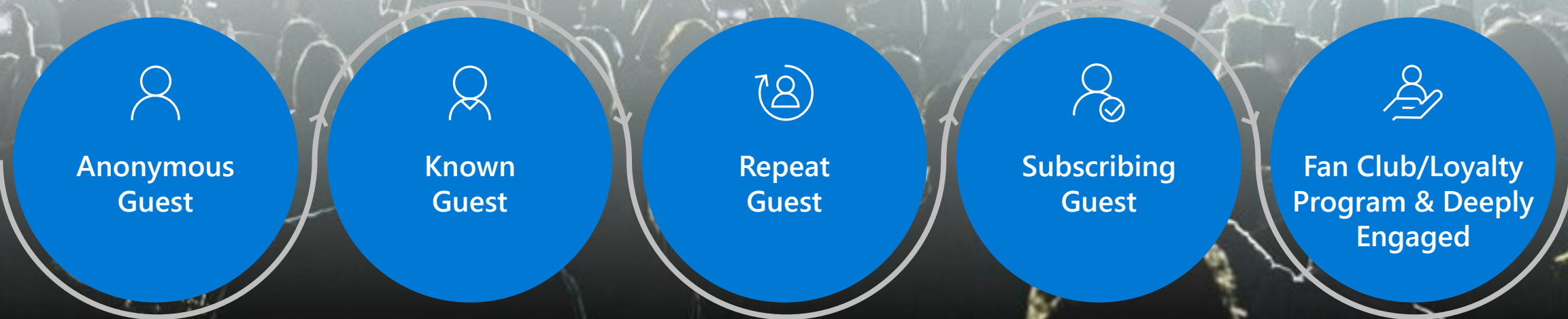
Industry Accelerator Deliverables

Accelerators expedite development of vertical solutions utilizing industry tailored data models based on top industry standards with business logic integration that can leverage data across Azure, D365 & M365. Particular focus on the [Common Data Model](#) as the bridge between data, platform and business apps.



*Initial Accelerator launch may not include all of these capabilities

Media and Entertainment Accelerator V1 Focus on "Fan Engagement"



Goal: "Enable a **media-focused data model** that enables creation and deployment of new value-add **business processes** with the ability to create **personalized experiences** to help media businesses digitize and move their casual guests towards being long term deeply engaged customers"

Media and Communications Accelerator

V1 “Fan Engagement” [Preview May 11th, GA mid-July]



Solutions:

- Venue, and Facility Management
- Ticketing Sales – Individual, Season, Subscription
- Fan Profiles and Loyalty Programs
- Display Advertising Sales and Scheduling
- Concession Sales Tracking, Luxury Suites / Corporate Boxes
- Sports Events, Leagues, and Fan Interests

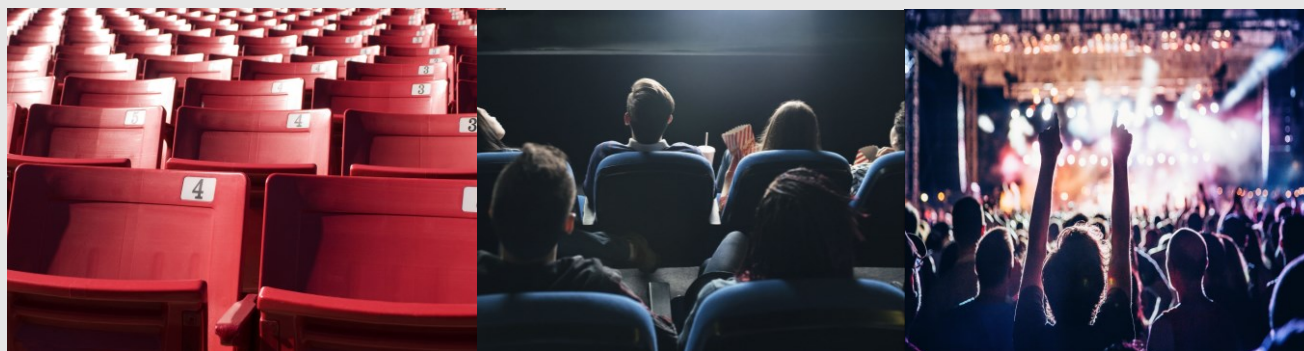
Leverages:

- Power Platform
- Common Data Model w/new Media Extension
- Dynamics 365 Sales

Value Proposition:

- Drive Monetization by Understanding & Targeting Fans
- Link past activities & audience interests to personalized recommendations and actions

Target partners & customers



Sports Leagues/Teams



Event Venues/Conf Centers



Hospitality/Arts



Media Developers

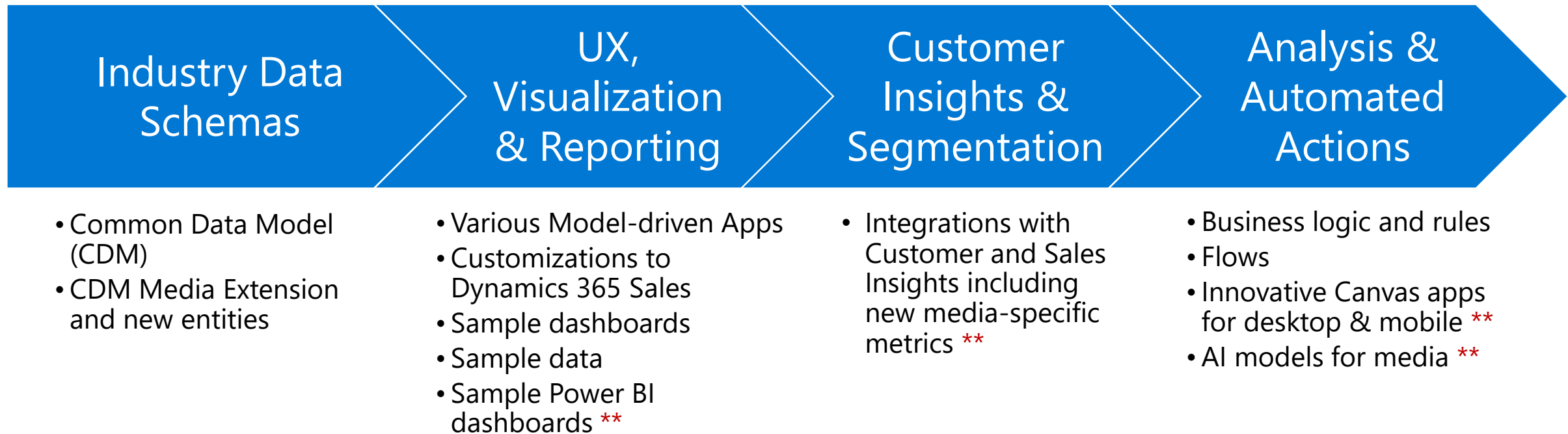


Theme Parks

Media & Communications Accelerator

Key Components

v1 Preview: May 11, 2020
GA: July 15, 2020



*** Coming in Future releases*

Fan Engagement Scenarios & New CDM Entities



Guest Management

- **Contact**
- Guest
- Guest Category
- External Guest ID
- Interests
- Loyalty Program & Levels
- Registrations
- Promotion Codes



Sports Management

- **Account**
- League
- Team
- Player
- Round
- Playing Field
- Conference
- Division
- Season



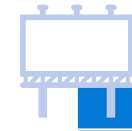
Events & Venues

- Venues
- Facilities
- Attractions
- Attraction Tracks
- Concession Stands & Partners
- Gates
- Hours of Operations
- Weather Conditions
- Talent
- Sponsorships
- Business Role



Ticketing Sales

- Admission
- Ticket Product & Ticket
- Season
- Seats & Tiers
- Sections & Rows
- Seat Map
- **Product**
- **Order Product**
- **Order Quote**
- **Order Inventory**



Display Advertising

- Ad Zone
- Ad Segment
- Ad Spot
- Ad Product
- DMA
- Region
- **Product**
- **Order Product**
- **Order Quote**
- **Order Inventory**

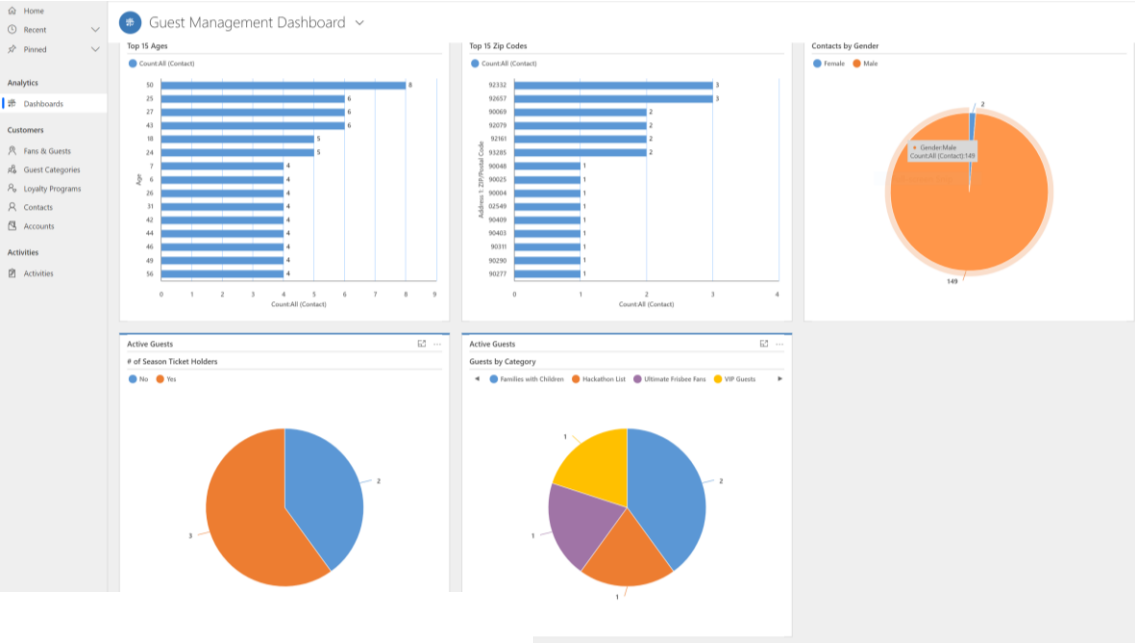
CDM Common Entities

Extended D365 Sales Entities

60+ total new entities

Guest Management: Use Cases and Actions

- Get a Dashboard of Guests and Contacts with valuable metrics
- Create and track “Guests” which are “Contacts” with limited data or information, such as one-time casual visitors
- Tag “Season Ticket Holders”
- Put “Guests” into customizable “Guest Categories”
- Create “Leads” from Guests
- Link Guests to “Contact” when ready
- Create new “Loyalty Programs” for tracking active users with points/rewards and create “Levels” within the program



Maggy Freund
Guest

[General](#) [Favorites](#) [External Guest IDs](#) [Guest History](#) [Leads](#) [Media Registrations](#) [Related](#)

Name	* Maggy Freund	Category	VIP Guests
Display Name	Maggy F	Contact	---
Telephone	206-555-1212	Company	---
Email Address	maggy@live.com	Is a Season Ticket Holder	Yes
Guardian	---	OK to send Email	Yes
Special Requirements	Gluten-Free	Marketing Opt In	Yes

Microsoft Rewards
Loyalty Program

[General](#) [Related](#)

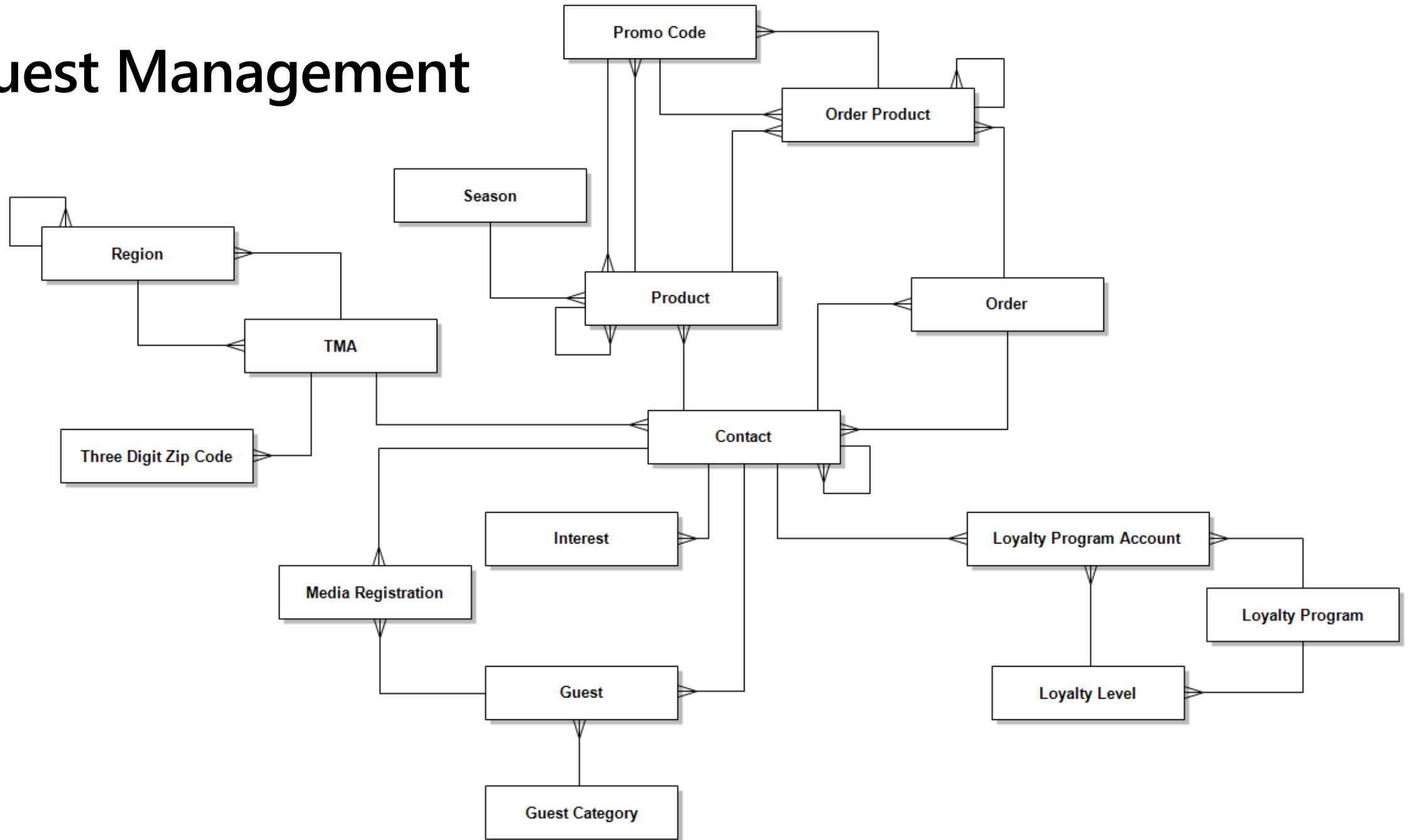
Name	* Microsoft Rewards
Description	Redeem your points for gift cards, sweepstakes entries, nonprofit donations, and more. It's the easiest way to
Loyalty Unit Type	* Points
Total # of Accounts	1
Last updated:	4/28/2020 5:11 PM
Owner	* Martin Wahl

Gold
Loyalty Level

[General](#) [Loyalty Program Accounts](#) [Related](#)

Name	* Gold
Description	Additional Rewards and Privileges
Loyalty Program	Microsoft Rewards
Number	* 1
VIP Flag	No
Fixed Guest Level	Loyalty Program
Balance Minimum Requirement	50,000.00
Owner	* Martin Wahl






Guest Management



Events & Venue Management: Use Cases and Actions

- Get a Dashboard of Events and Attendance-related metrics
- Create Venues of different types to host events and attractions & guest services
- Schedule Events of different types for different audiences
- Create Event Schedules and plan Event Attractions, Attraction Tracks, Speakers, and other related activities
- Set up Seat Maps and Seat Tiers

Microsoft Build 2019 Media Event

<div>General</div> <div>Event Details</div> <div>Ticketing</div> <div>Venues</div> <div>Talent</div> <div>Concession Partners</div> <div>Child Events</div> <div>Ticket Products</div> <div>Weather Conditions</div> <div>Related</div>									
Name <div>*</div> Microsoft Build 2019						Is Sold Out		Yes	
Event Type <div>Conference</div>						Sold Out On		2/1/2019	
Description <div>Experience the latest technologies and learn new ways to solve your development challenges. At Microsoft Build, hear from the engineers behind the products you use every day and connect with your peers in a digital</div>						Total Cost		---	
Season <div> Microsoft FY19 Shows</div>						Total Profit		---	
Start Date		5/6/2019		 8:00 AM		Event Number		ME-1001	
End Date		5/8/2019		 8:00 PM		Event URL		https://www.microsoft.com/en-us/f	
Duration		3				 Number Registered		0	
Duration Unit		Days				Last updated:		4/28/2020 5:16 PM	
Capacity		5,000				 Number Attended		0	
						Last updated:		4/28/2020 5:16 PM	

New Media Event

GeneralEvent DetailsTicketingVenuesTalentCo

Name

Event Type

Description

Season

Start Date

End Date

Duration

Duration Unit

Capacity

Event Schedules

--Select--

--Select--

Live Broadcast

Music Concert

Arts Festival

Fair/Carnival

Theatrical Event

Sporting Game or Match

Conference

Hackathon

Show

Dance

Electronic Gaming Event

Lecture/Seminar/Speaker Event

Food/Beverage Event

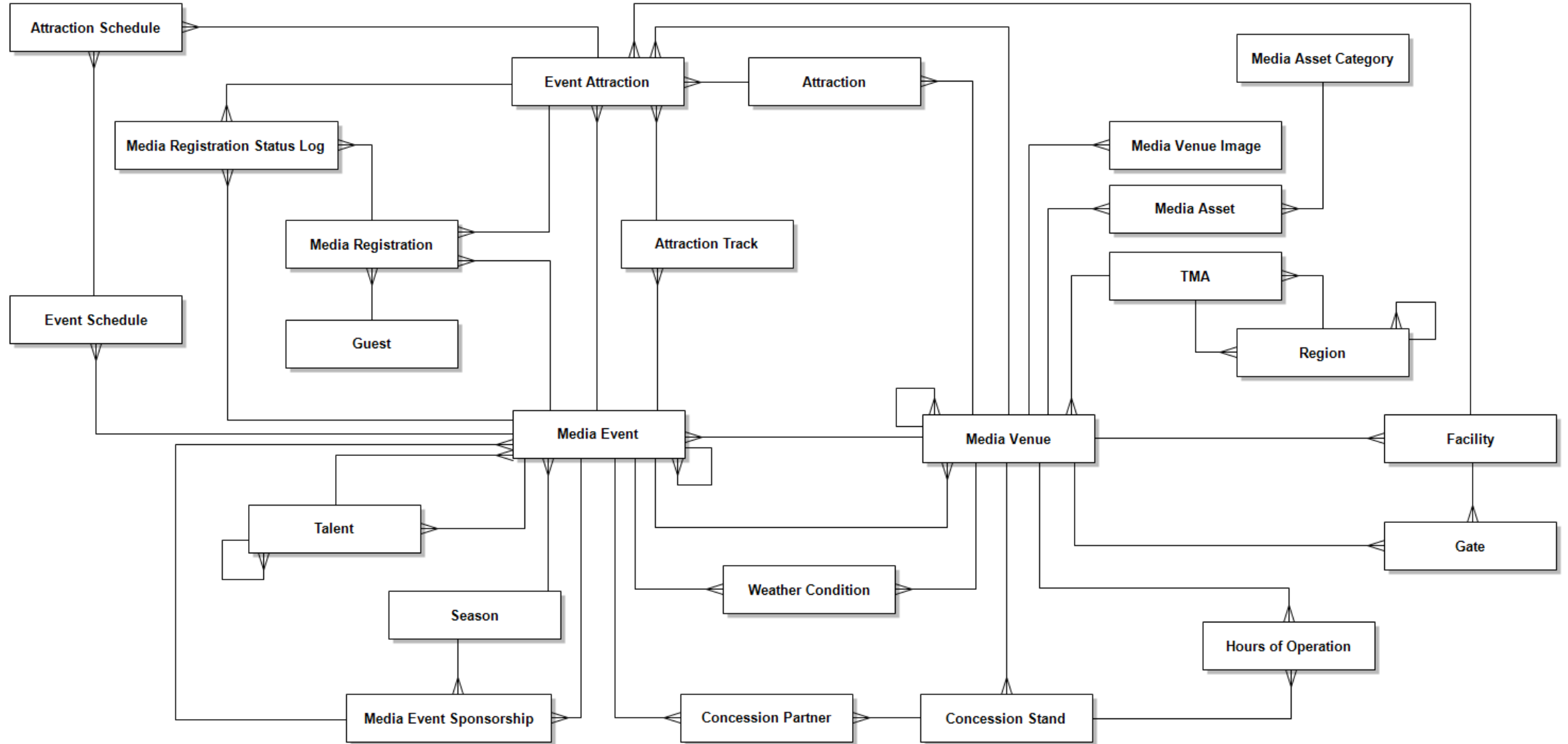
Seat Tiers

Microsoft Theater	
Seat Map	
General	Seat SectionsRelated
Name	Microsoft Theater
Type	Venue
Seat Map Number	MT1
Total Seats	7,100
Description	---
Number of Seat Tiers	4
Last updated:	4/29/2020 5:08 AM

Microsoft Executive Briefing Center	
Media Venue	
General	DetailsAttractionsAssetsWifiFacilitiesGatesConcession StandsHours of OperationSeat MapsWeatherImagesRelated
Name	Microsoft Executive Briefing Center
Venue Type	Office
Parent Venue	Microsoft Campus
Capacity	800
Contact Info	(425) 706-0033




Event & Venue Management



Sports Management: Use Cases and Actions


- Get a Dashboard of Sports-related metrics
- Create and manage detailed Sports organizations and relationships including "Leagues", "Conferences", "Divisions", "Teams", "Players", "Seasons", and "Rounds"
- Load information on "Playing Fields"
- Schedule Games and Matches

Sports Administration

 Leagues

 Teams

 Players

 Conferences

 Divisions

 Seasons


 Rounds



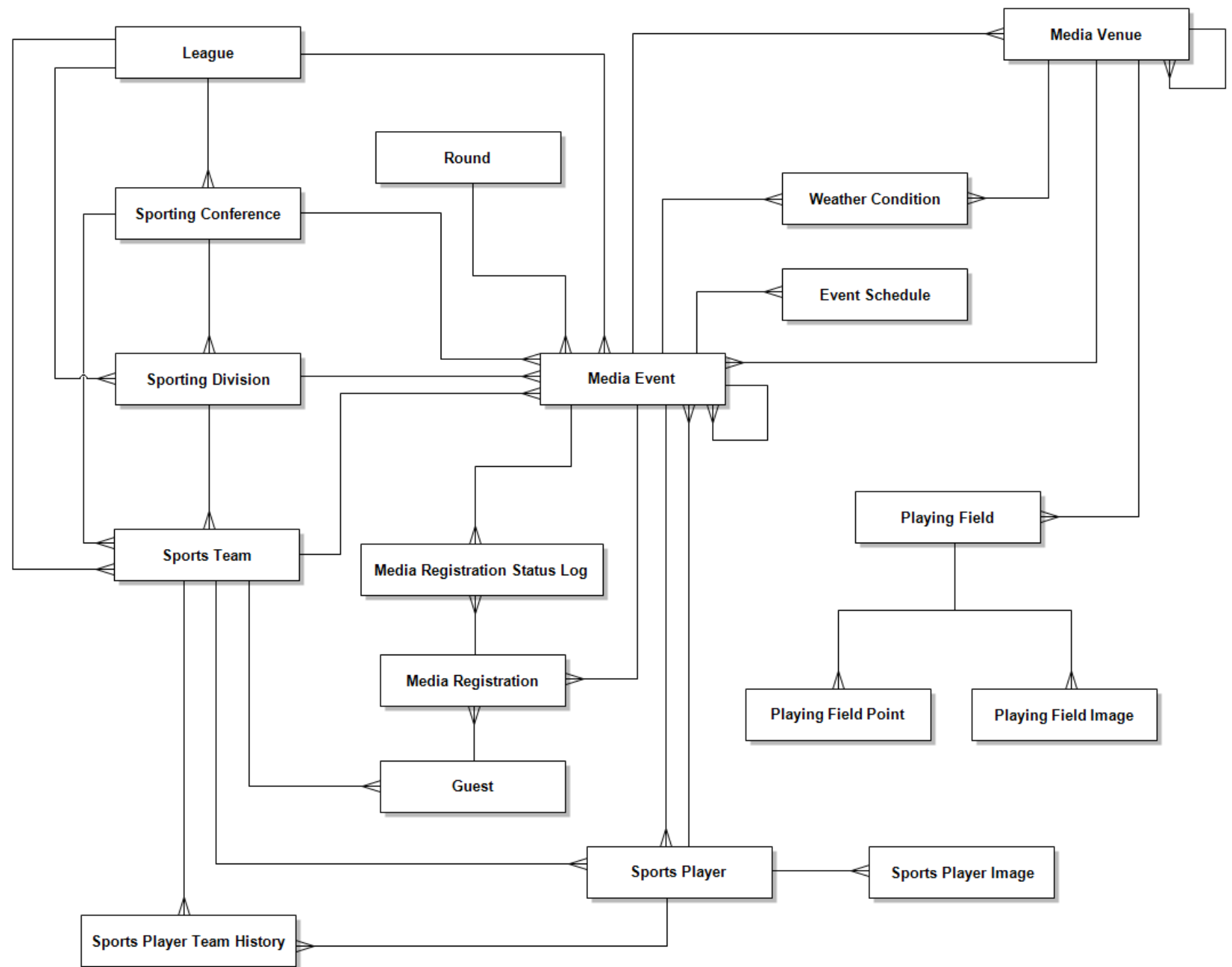
Commons Soccer Field

Playing Field

General [Playing Field Points](#) [Images](#) [Related](#)

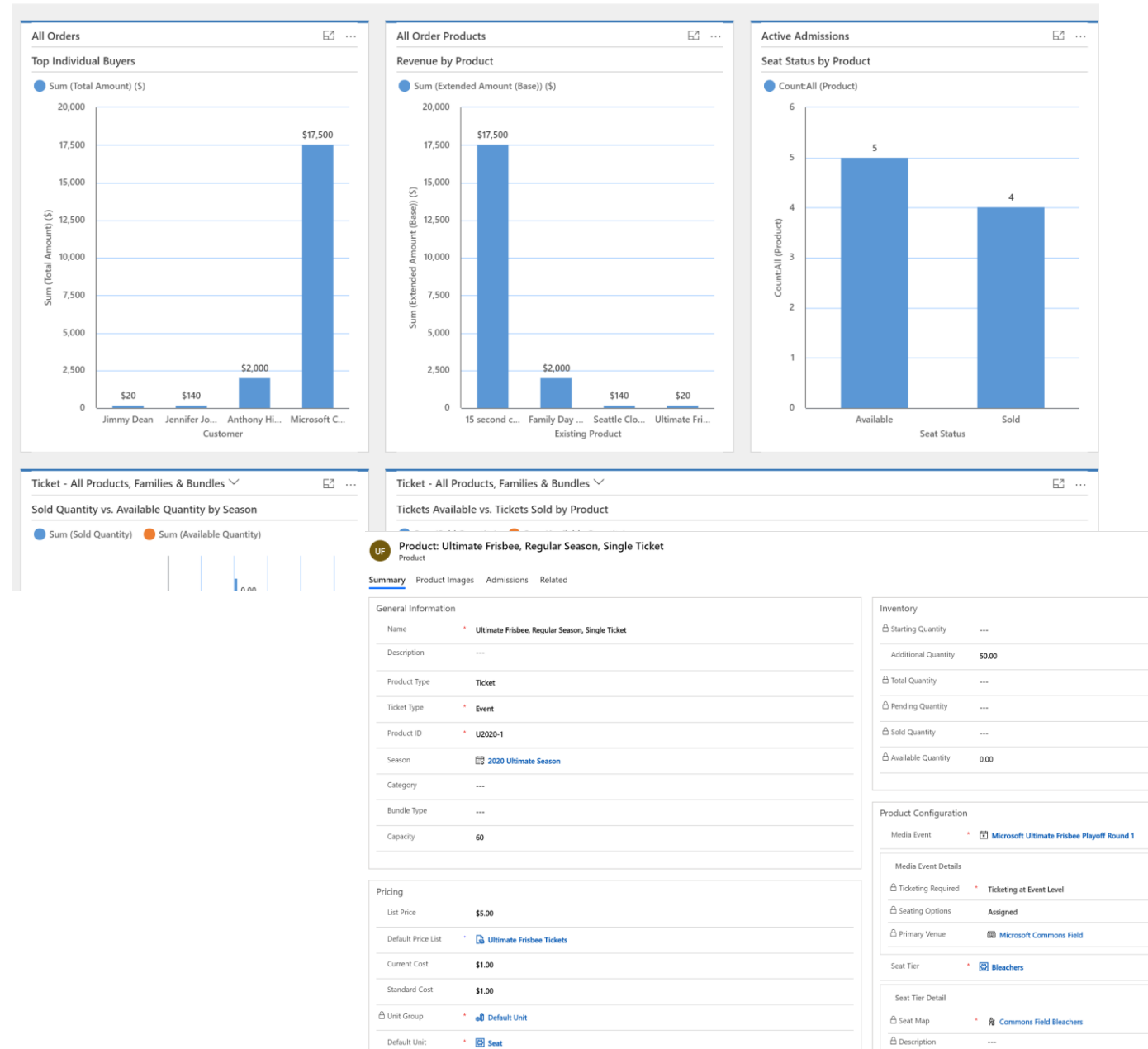
Name	* Commons Soccer Field
Parent Media Venue	 Microsoft Commons Field
Sport Type	Soccer
Shape	Rectangle
Field Material	Grass
Has a Roof?	No
Has Lights?	Yes
Latitude	---
Longitude	---
Length	---
Width	---

Sports Management

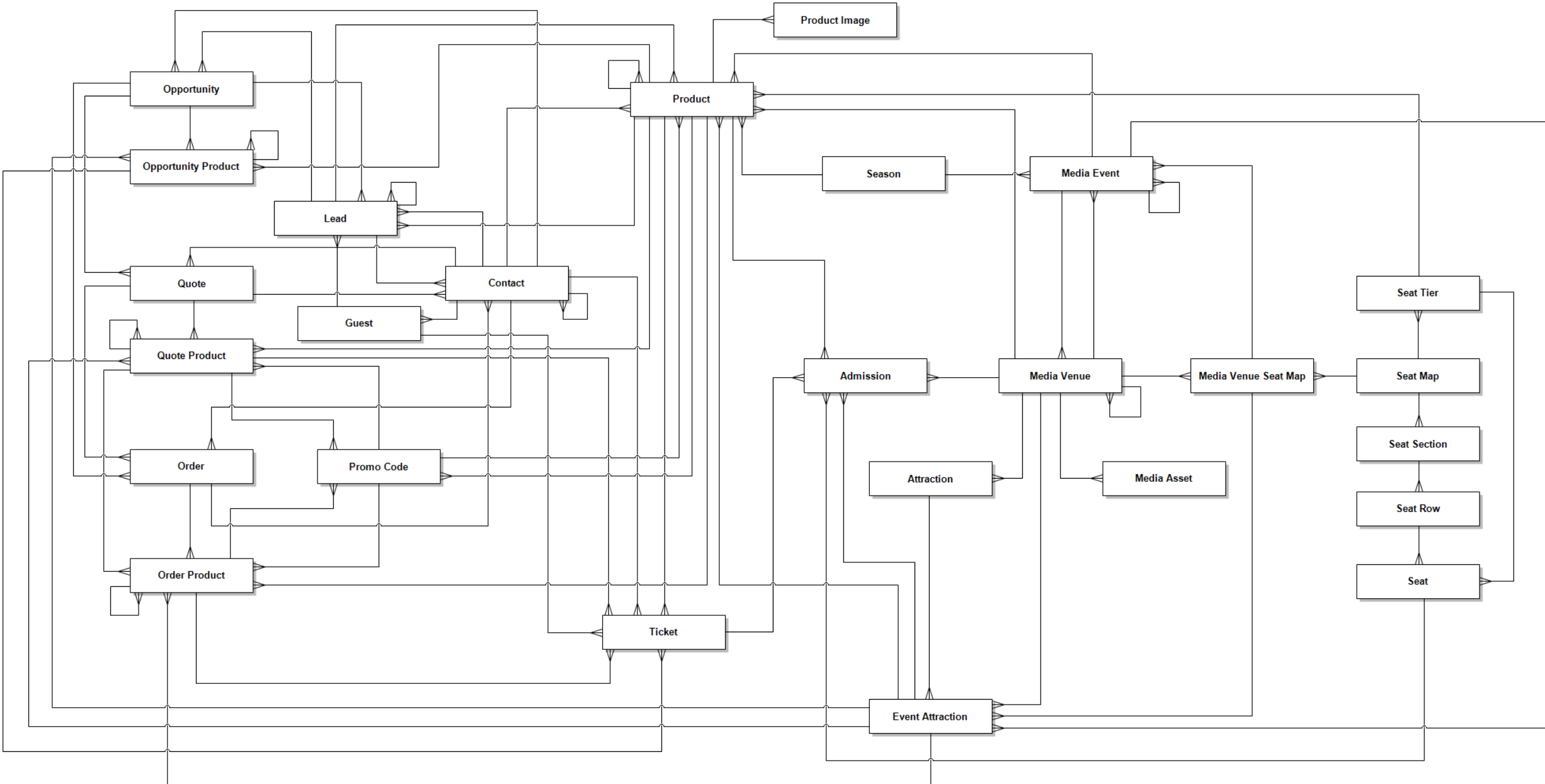


Product & Ticket Sales: Use Cases and Actions

- View a dashboard of key product metrics
- Create Ticketing Products and configure them for different tiers and costs
- Create Ticketing Order Quotes
- Create Ticketing Orders



Product & Ticket Sales



Display Advertising Sales: Use Cases and Actions

- View a dashboard of key product metrics
- Create Advertising Zones (defines which screens within venues ads will be placed)
- Create Advertising Segments (defines rough time period when ads will run)
- Create Advertising Products
- Create Advertising Order Quotes
- Create Advertising Orders
- Create Television Viewing Areas (TVAs) and Regions for future audience targeting and tagging

Advertising Product Administration



Products



Ad Zone



Ad Segment Group



Ad Segment

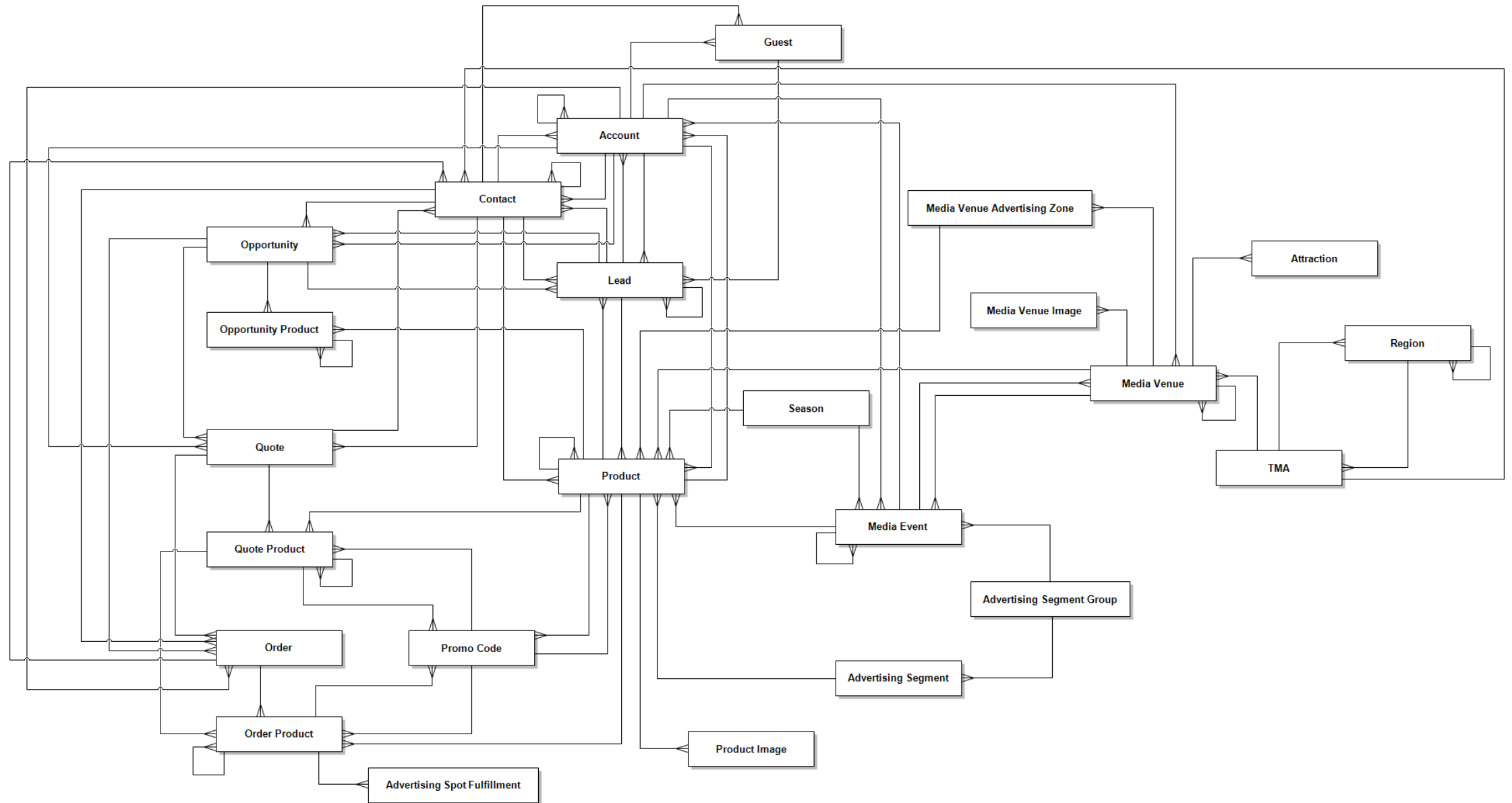


TMA



Regions

Advertising Sales

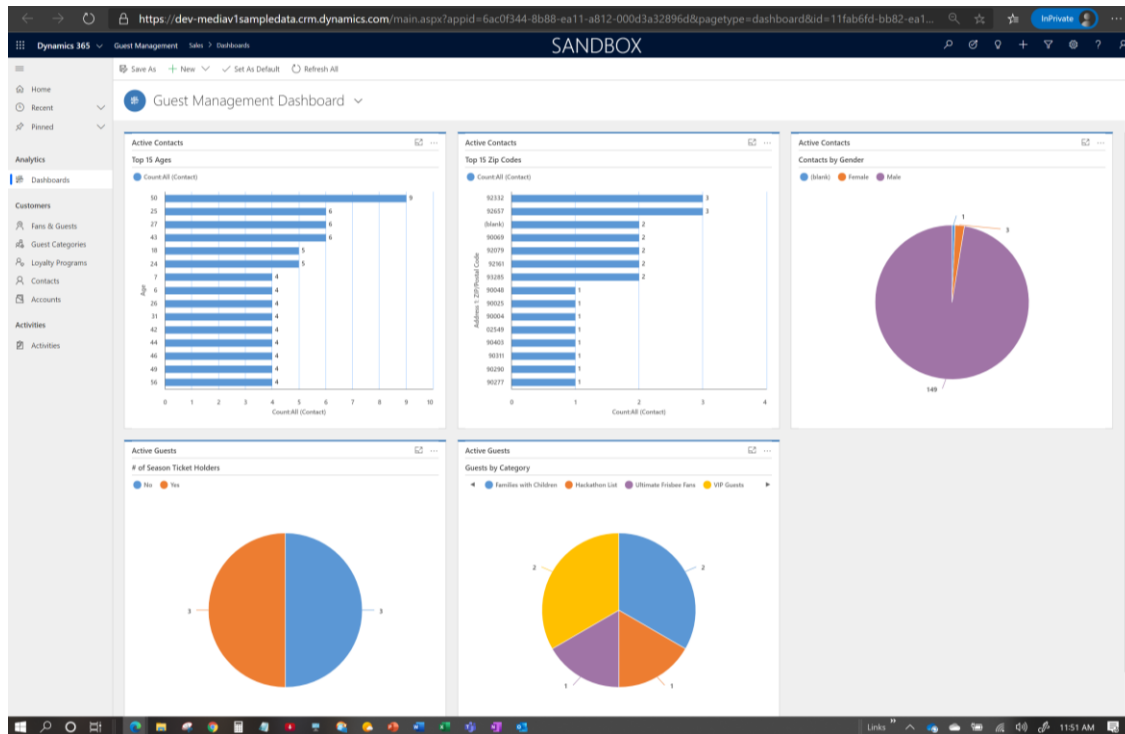


Future Use Cases of V1 Media Accelerator



Audience measurement of device usage and viewing patterns, segmentation and insights throughout the journey

Online Resources



Questions/More information -
<http://aka.ms/cdmengage>

[Documentation](#) [Learn](#) [Code Samples](#)

[Industry Accelerators](#) / [Overview](#)

Overview of industry solution accelerators

02/11/2020 • 2 minutes to read • +2

ide

The Common Data Model enables horizontal consistency for customers' business data, making it easier for them to create value from that data. However, many customers and partners want solutions and platforms that are tailored to their industry. Microsoft is working closely with representatives from various industries to make the Common Data Model more relevant to them, by creating industry solution accelerators.

[Industry solution accelerators](#) are foundational components within the [Microsoft Power Platform](#) and Dynamics 365 that enable ISVs and other solution providers to quickly build industry vertical solutions. The accelerators extend the Common Data Model to include new entities to support a data schema for concepts within specific industries. Microsoft is currently focused on delivering accelerators for the following industries, with others to come:

- [Automotive](#)
- [Banking](#)
- [Healthcare](#)
- Education, including [higher education](#) and K-12
- [Nonprofit](#)
- [Media](#)

Media Accelerator Docs – <http://aka.ms/d365media>

