**Warner Brothers Discover Operating Model**

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Warner Bros. Discover is a global media and entertainment company. WBD is the tenth-best media company out of 100, with headquarters located in New York City. With its global operations and presence, it is large-scale, employing thousands of people in different jobs and places. They create and share entertainment worldwide, making them a significant player in the exciting realm of movies, TV shows, and more. Their long and fascinating history has brought us many favorite brands, stories, and things to watch.

Core Business Processes at Warner Brothers Discover, their primary activity revolves around content creation, distribution, and licensing for various entertainment mediums, such as films, TV shows, streaming platforms, and more. They're successful because they're good at making things that people enjoy.

Shared Data Driving Core Processes Data plays a significant role at Warner Bros. They use data to influence their decisions on what films and television series to produce, how to market them, and what kind of content viewers prefer. They gather information from several sources, including who is watching, what they are doing, and what is in demand. This enables them to create content that a variety of audiences will appreciate. They use data in this way to improve their entertainment.

Key Linking and Automation Technologies in Warner Bros. Discover harness advanced technologies for improved efficiency and collaboration. They utilize specialized online platforms, like cloud-based systems, to facilitate seamless global teamwork, enabling instant sharing of materials. Additionally, they employ automation for distributing shows and analyzing the performance, enhancing their productivity.

These technologies ensure Warner Bros. Discover consistently delivers top-notch entertainment experiences.

The Key Customers in Warner Bros. Discover have a lot of fans who appreciate what they produce. These people include those who watch television, go to the movies, and use streaming services. The company's achievement depends on how much these individuals loves their content. Knowing what people like is essential for making things they enjoy. This keeps current fans happy and brings in new fans, too.

Warner Bros. Discovery primarily operates under the "Unification" operating model, a strategic approach that stems from the union of Warner Media and Discovery, which formed Warner Bros. Discovery. This model emphasizes the consolidation of various components to create a streamlined and cohesive organization, aligning perfectly with the company's ambitions to expand its entertainment platform and enhance its capabilities. As a result, its operations are highly standardized, employing uniform procedures, regulations, and tools across the board, promoting efficiency, reducing redundancy, and enhancing overall effectiveness. Warner Bros. Discovery places a strong emphasis on integration within its organizational structure, fostering close collaboration among different teams and divisions to forge a more unified and efficient entity. The central objective of this unification model is to eliminate duplications and optimize resource allocation, ultimately creating a more cost-effective corporate environment.

# References

*Warner Bros. Discovery official website: Information about Warner Bros. Discovery and its operations can be found on the company's official website at* <https://wbd.com/>

*Wall Street Journal (WSJ) - Q2 Earnings Report 2023:* <https://www.wsj.com/articles/warner-bros-discovery-wbd-q2-earnings-report-2023-1070dd7d>

*Wikipedia - Warner Bros. Discovery: A comprehensive overview of Warner Bros. Discovery, including its history and background, can be found on its Wikipedia page at* <https://en.wikipedia.org/wiki/Warner_Bros._Discovery>