

# MCC: THE FUTURE OF M&E OPERATIONS

## The Shifting Landscape of Media & Entertainment Operations

The global Media & Entertainment (M&E) industry is undergoing a seismic transformation. Traditional content supply chains are being disrupted by **digital-first models, streaming platforms, AI-driven automation, and evolving audience expectations**. Meanwhile, cost pressures, the need for scalability, and an increasing emphasis on data-driven content strategies are driving companies to rethink their operational frameworks.

Amid this shift, **Global Capability Centers (GCCs)** are emerging as **strategic powerhouses**, enabling organizations to centralize and scale high-value media operations efficiently. **Media Capability Centers (MCCs)** represent a natural extension of this trend—specialized hubs designed to optimize, automate, and future-proof critical media workflows.

## DISCOVER MORE



Download the full whitepaper

### The Rise of the Media Capability Center

The MCC is a transformative solution for M&E companies seeking to centralize operations, optimize costs, and drive innovation. It provides a **dedicated hub for AI-driven content management, localization, metadata enrichment, compliance, and monetization strategies**, all under one roof.

| MOVE TO MCC                               | BENEFITS  |
|---|---|
| Centralized Efficiency                    | Streamline fragmented operations into a single, scalable entity.  |
| AI & Automation-Driven Workflows          | Enhance metadata tagging, QC, compliance, and audience analytics. |
| Cost Optimization & Competitive Advantage | Reduce operational expenses while increasing agility.             |
| Scalable Growth Model                     | Start with an MCC, evolve into a full-fledged GCC.                |

With **content consumption evolving rapidly**, the MCC model offers **global media enterprises** a strategic pathway to **cost-effective scalability, innovation, and resilience** in a fiercely competitive landscape.



## UNLOCKING THE FULL POTENTIAL: WHAT AN MCC CAN DELIVER

- ◆ End-to-End Media Supply Chain Optimization – Streamline content creation, distribution, and monetization.
- ◆ AI-Powered Workflows – Automate metadata tagging, localization, and compliance for enhanced efficiency.
- ◆ Centralized Compliance & Security – Ensure regulatory adherence across all global markets.
- ◆ Seamless Scalability – Expand operations while maintaining cost efficiency.

# SCOPE OF SERVICES AND OPERATIONAL MODELS

## MOVE TO MCC

Content ingestion, metadata enrichment, AI-assisted quality control, localization, compliance, and playout management.

Seamless integration with onshore teams, ensuring operational resilience and visibility across content supply chains.

Flexible service models, ranging from dedicated managed centres to hybrid delivery frameworks, allowing global media firms to scale operations while maintaining creative and operational control.

# MCC COMPARED TO TRADITIONAL OUTSOURCING

## Eliminates fragmented outsourcing

MCCs consolidate content workflows into a single, scalable framework, improving workflow efficiency, cost optimization, and compliance.

## Access to specialized media talent

MCCs are staffed by broadcast operations experts, OTT workflow specialists, cloud-based post-production engineers, and AI-driven automation professionals.

## Technological autonomy

MCCs allow direct investment in automation tools, ML-based metadata management, and AI-powered quality control, avoiding technology constraints typical in outsourcing setups.

## Integrated operations model

MCCs function as extensions of enterprise teams, offering deeper collaboration and innovation.

## Greater control over IP and security

Unlike outsourcing firms, MCCs provide IP-safe environments with enterprise-grade security protocols.

## Scalability without vendor lock-in

Organizations retain full control over their operations, enabling seamless scaling without dependency on third-party service providers.

# BUSINESS BENEFITS

## Substantial savings

MCCs have potential to reduce operational expenses leveraging economies of scale, automation, and optimized delivery frameworks.

## Scalability

MCCs enable global media firms to expand content operations, adapt to regional content demands, and drive multi-market distribution strategies with minimal additional investment.

## Predictable cost structures

Centralized media workflows in MCCs allow organizations to better allocate resources toward content creation, audience engagement, and digital transformation initiatives.

## A pathway to GCCs

MCCs can serve as a stepping stone toward full-fledged global capability centres (GCCs), enabling media firms to incrementally build and scale high-value functions such as AI-driven content recommendations, deep learning-based media analytics, and next-gen immersive production technologies.



# 7-STEP STRUCTURED STRATEGIC APPROACH TO BUILDING YOUR MCC

| STEP                            | ACTION                                     | KEY INSIGHT  |
|---------------------------------|--|--|
| 1. Assess Operational Gaps      | Identify inefficiencies & opportunities    | Evaluate content workflows for AI, automation, and centralization.   |
| 2. Define a Strategic Roadmap   | Establish goals, timelines & KPIs          | Pinpoint where an MCC delivers maximum value (e.g., localization, AI-driven QC).                                     |
| 3. Select the Right MCC Model   | Choose shared services or dedicated models | Decide between a <b>multi-business-unit</b> approach or <b>workflow-specific specialization</b> .                    |
| 4. Leverage AI & Automation     | Embed advanced AI tools                    | <b>Implement metadata tagging, automated QC, and real-time compliance solutions.</b>                                 |
| 5. Build Strategic Partnership  | Collaborate with tech leaders              | Engage <b>AI solution providers, cloud vendors, and media specialists.</b>   |
| 6. Ensure Compliance & Security | Adhere to global regulations               | Maintain <b>GDPR, CCPA compliance</b> and enforce <b>enterprise-grade security.</b>                                  |
| 7. Scale Toward a GCC           | Expand from MCC to GCC                     | Evolve into a <b>Global Capability Center (GCC)</b> integrating AI-driven analytics, rights management, and ad-tech. |

# WHY INDIA IS THE UNPARALLELED HUB FOR MEDIA CAPABILITY CENTERS

- India has cemented its position as the epicenter of global media operations, making it an ideal MCC location.
- ✓ **Highly Skilled Workforce** – A vast talent pool with expertise in AI, media engineering, and content operations.
  - ✓ **Cost-Effective Scalability** – Significant cost savings compared to Western markets.
  - ✓ **Robust Technology & Infrastructure** – Advanced AI, cloud, and automation capabilities.
  - ✓ **Strong Global Media Presence** – India already houses leading GCCs for top-tier media & tech enterprises.
- By establishing an MCC in India, companies can unlock cost advantages, operational efficiencies, and cutting-edge technological advancements that accelerate business growth.



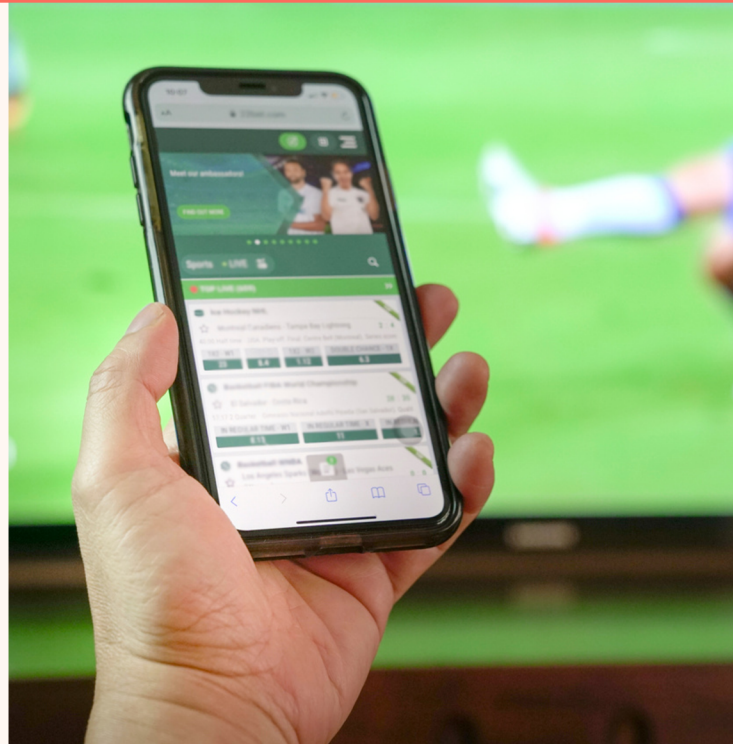


## HOW AN MCC WILL BOOST YOUR OPERATIONS

Bridge the gap between traditional outsourcing and in-house content operations, providing a scalable, high-performance alternative that enhances quality, efficiency, and strategic value.

Cost advantages, operational efficiency, and AI-driven automation make MCCs a transformative investment for global media firms.

A future-ready solution, positioning organizations to leverage automation, cloud collaboration, and AI-driven media intelligence at scale.



## THE BUSINESS CASE: ROI, COST OPTIMIZATION & COMPETITIVE ADVANTAGE

**Significant** Cost Savings  
compared to traditional operational models.

**Faster** Time-to-Market  
for localized and global content releases.

**AI-Driven** Decision Making  
that enhances content monetization strategies.

**The MCC model isn't just an operational shift—it's a competitive necessity.**

With content volume, complexity, and competition rising, organizations that embrace MCCs today will be best positioned for scalability, efficiency, and long-term market leadership.

## CONTACT US



T: +91 22 62040505  
E: [globalsales@skandhams.com](mailto:globalsales@skandhams.com)

B,206/309, Everest Grande,  
Mahakali Caves Road, Andheri East,  
Mumbai 400093

