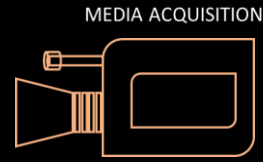# Digitalization
Digital Transformation
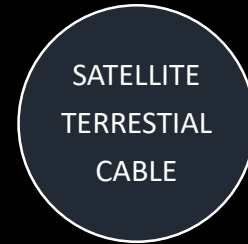
Kazım Pektaş

Chief Engineer

TRT - TÜRKİYE

Digitalization
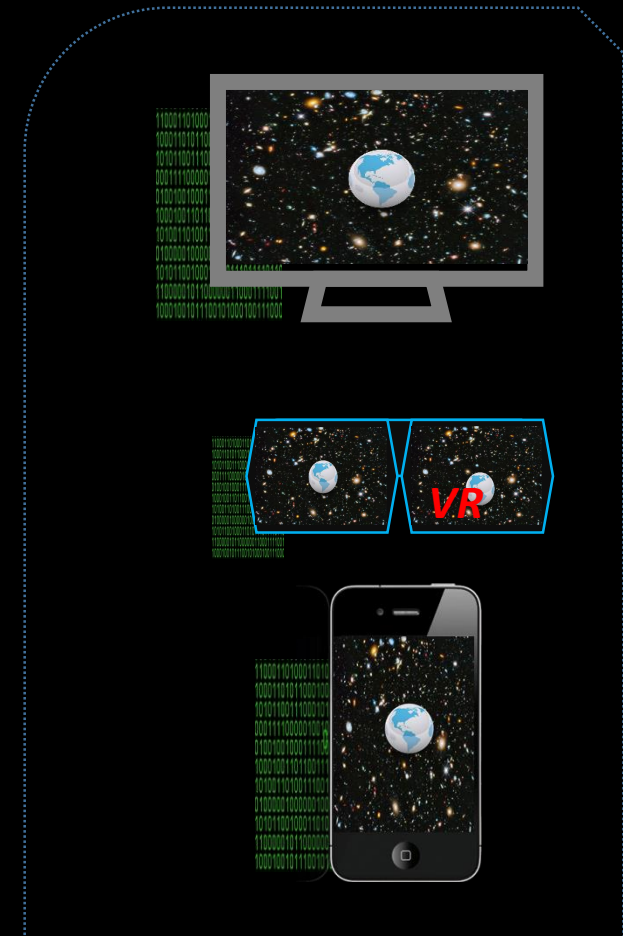

Digitalization is the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business(Gartner Glossary)
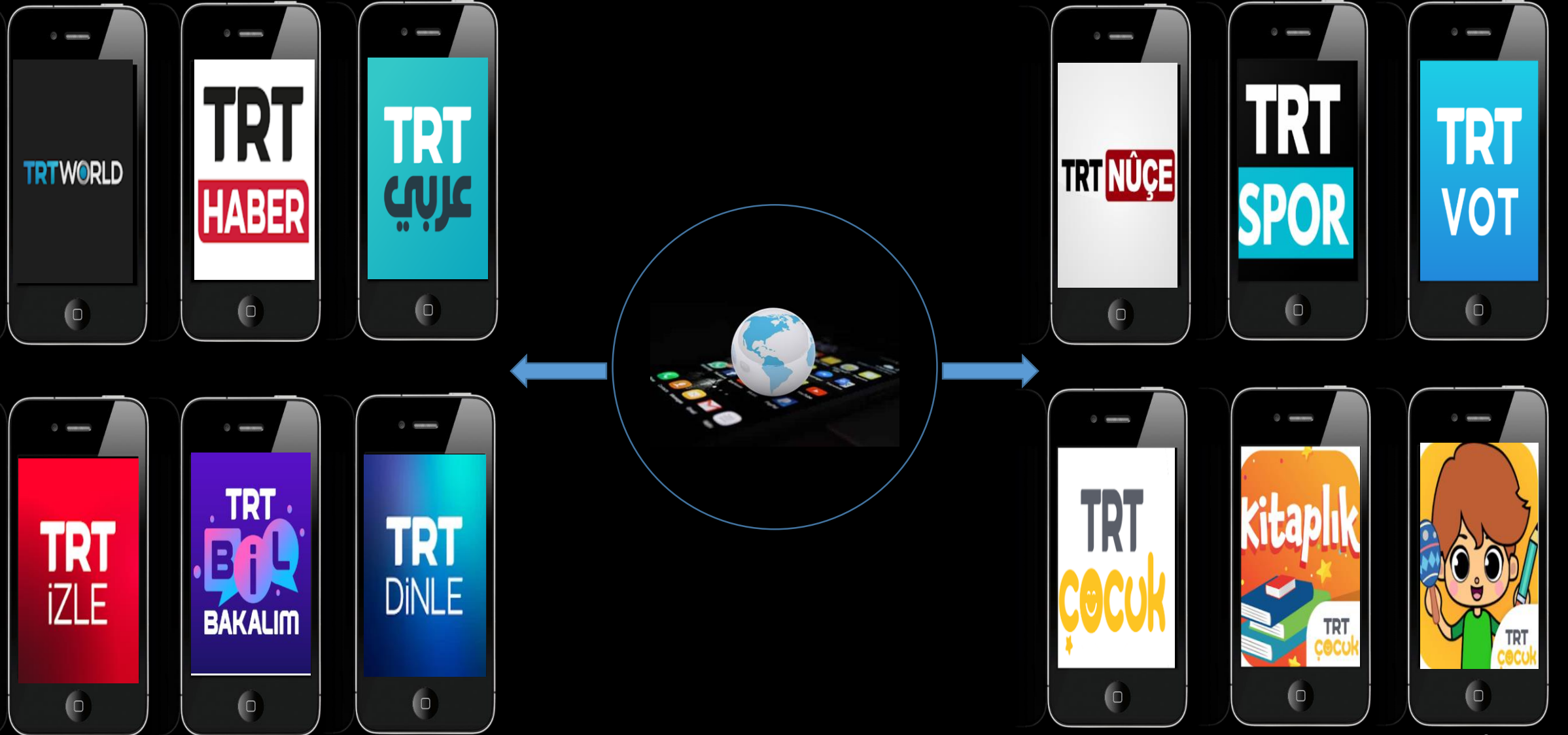
MEDIA ACQUISITION

DIGITAL CIRCUITS(DSP/FPGA etc.)

WORKSTATIONS, SERVER (CPU/GPU/etc.)

DEDICATED PROCESSING DEVICES
SOUND MIXERS, VIDEO MIXERS etc

DIGITAL MEDIA PROCESSING

SATELLITE TERRESTIAL CABLE

FIXED DATA NETWORKS

WIRELESS DATA NETWORKS

DIGITAL MEDIA DELIVERY

VR

Media Representation

TRT Mobile Applicaitons

TRT Electronic Document Management System

BEFORE

DOCUMENT CREATION

PRINTING

HAND SIGNING

ARCHIEVING

NOW

CREATE ANYTIME ANYWHRE

SIGN & ACCESS ANYTIME ANYWHRE

TRT E-Radio

- e-Radio Logging System (RLS)

- e-Radio Authorization System (RAS)

- Music Archive System (MAS)

- Music Archive Input Application (MAIA)

- M Music Archive Search Application (MASA)

- e-Radio Scheduling System (RSS)

- e-Radio Scheduling Application (RSA)

- e-Radio Advertisement System (RAS)

- e-Radio Production System (RPS)

- e-Radio On Air
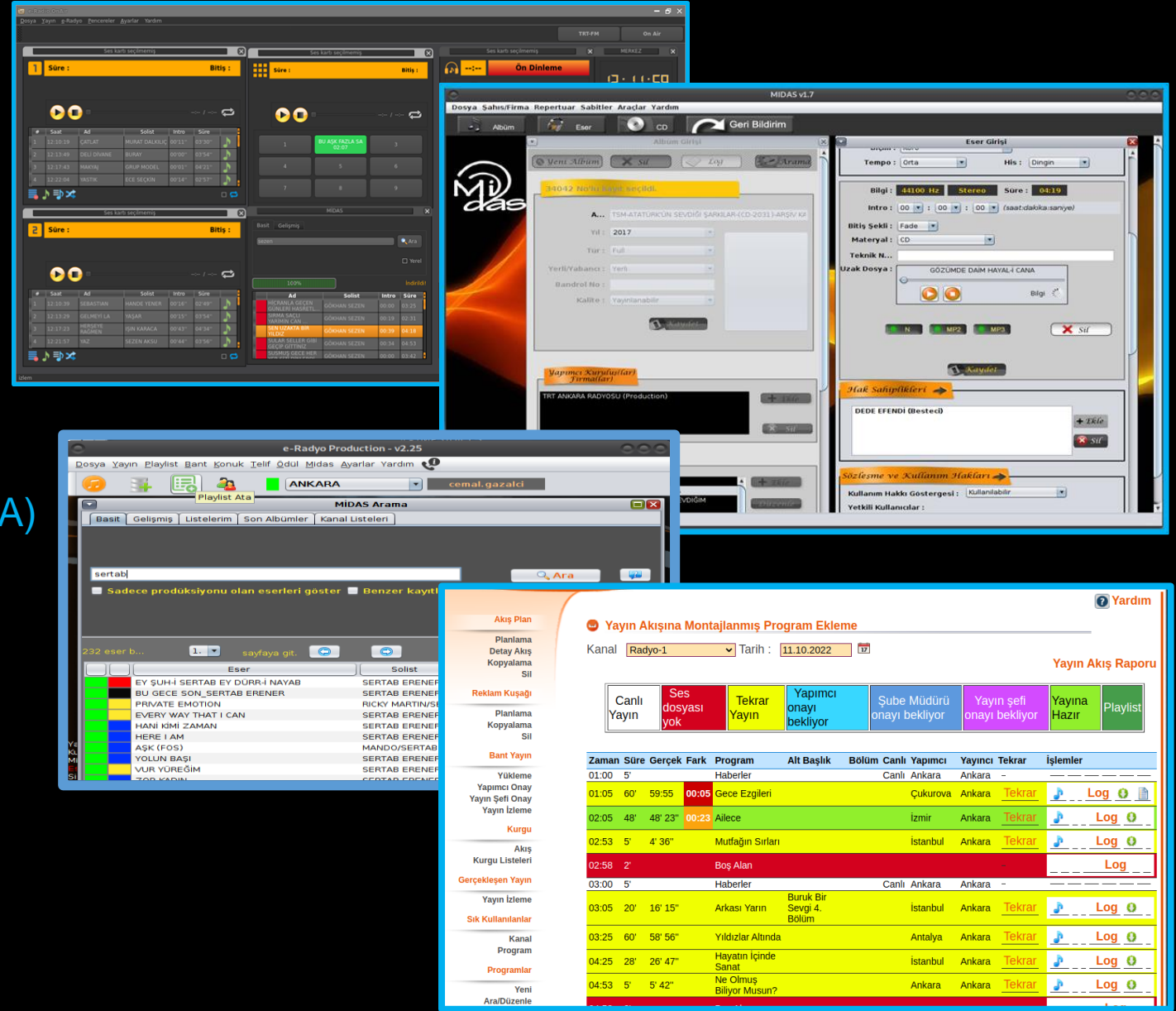
Digital Transformation

Digital transformation is the process of using digital technologies to create new or modify existing business processes, business models, organisation culture, and audience experiences
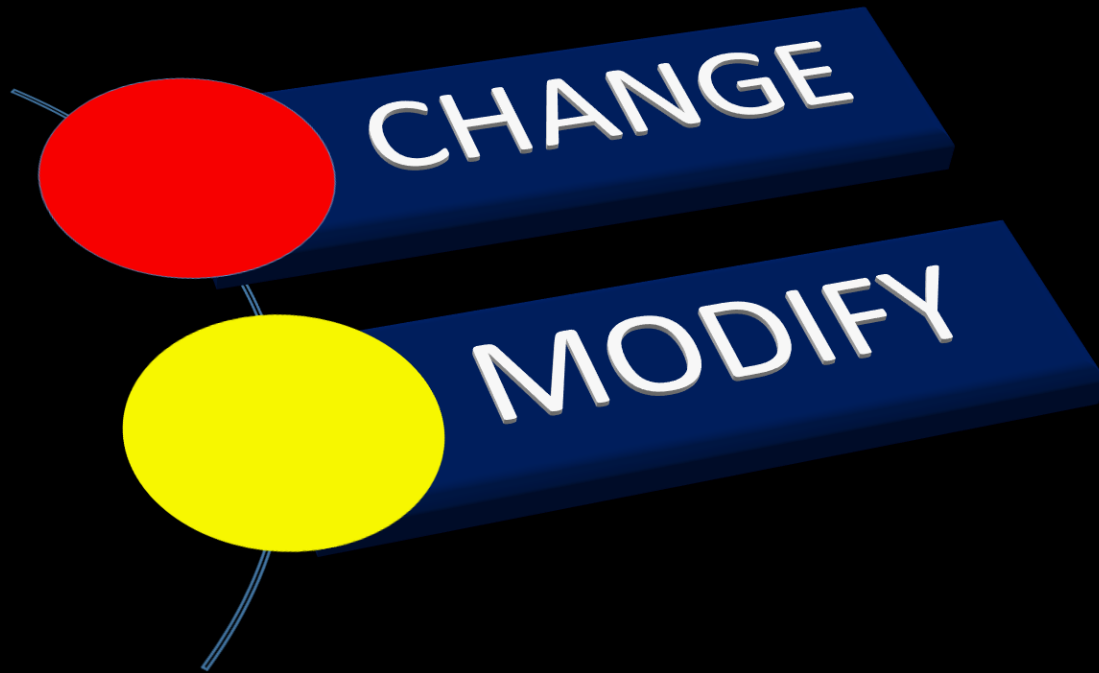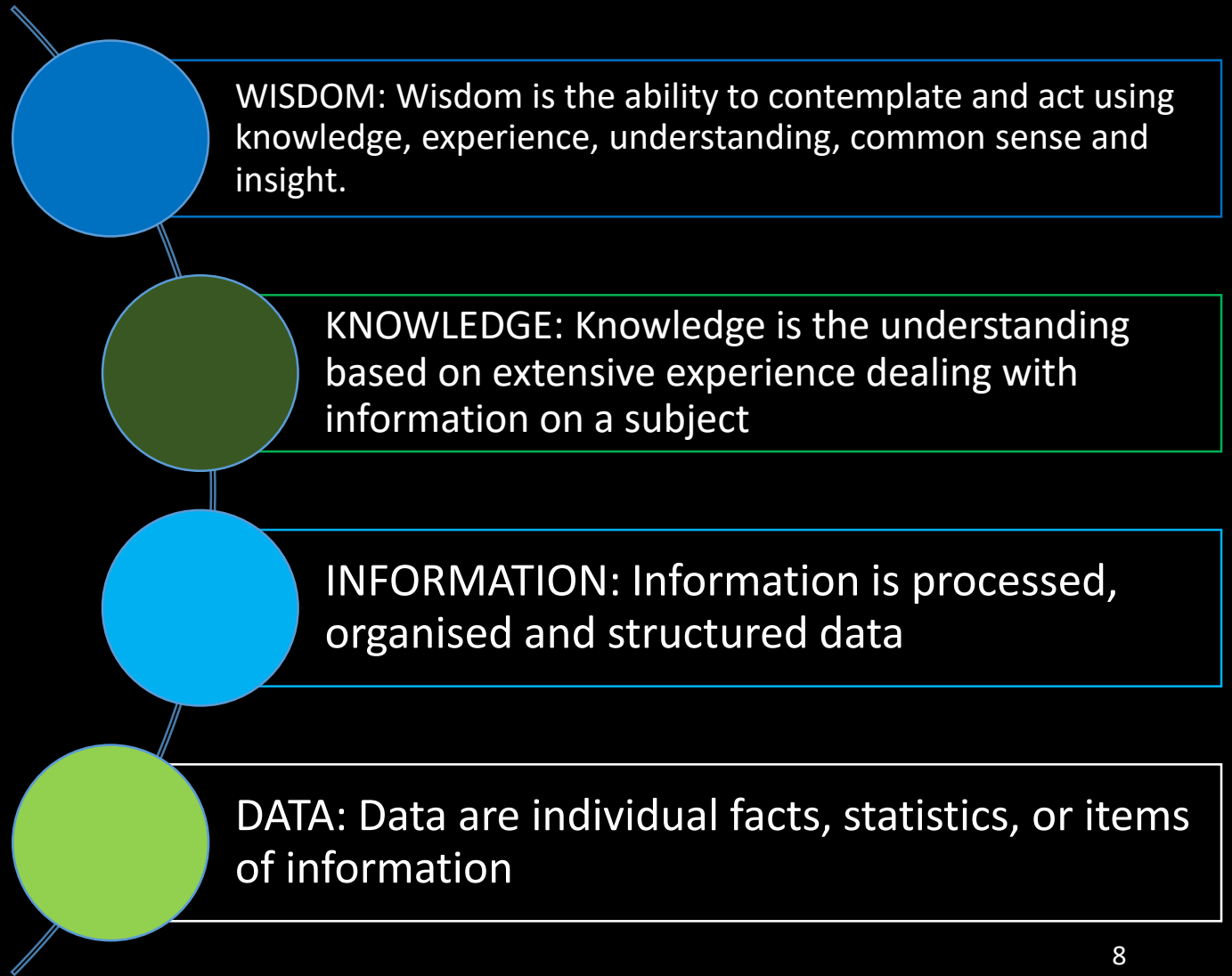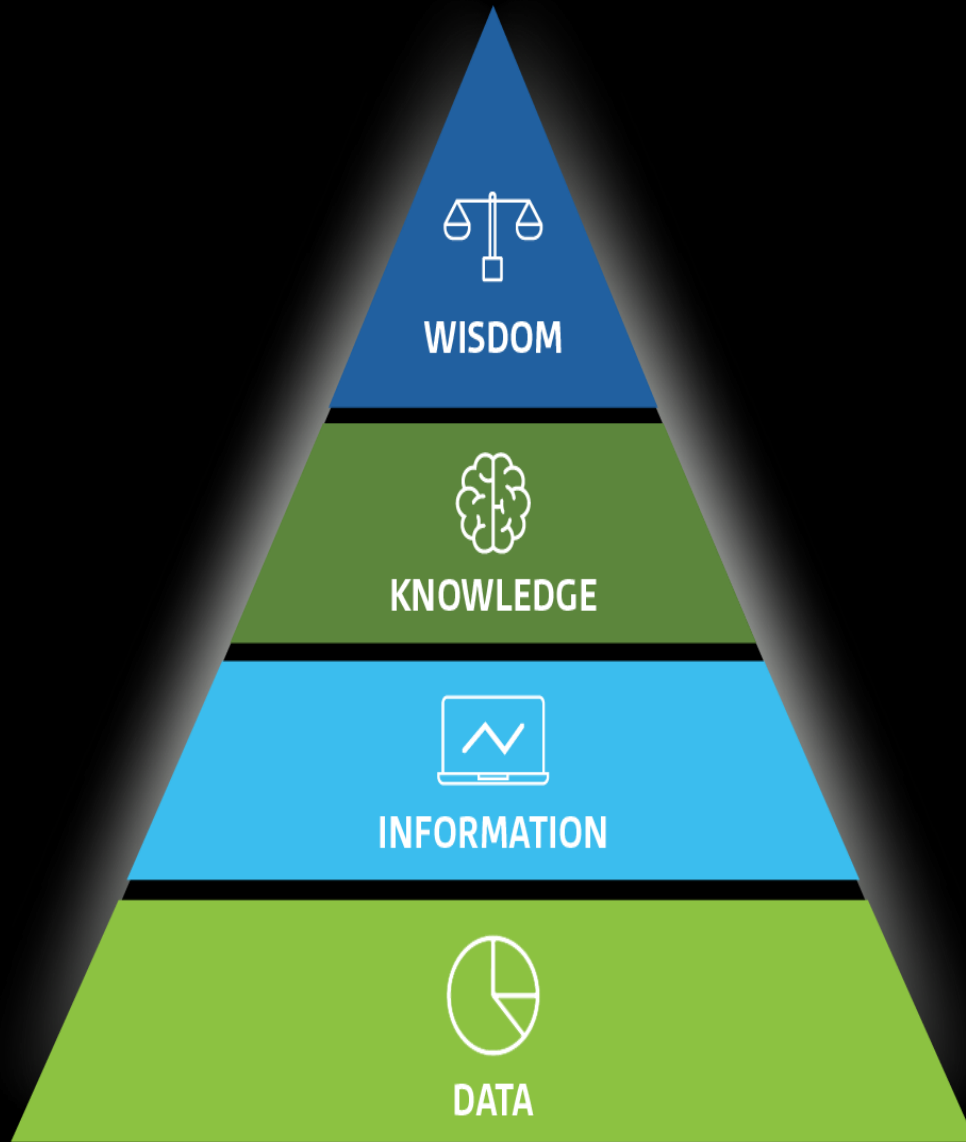

- ORGANISATION CULTURE
- BUSINESS MODELS
- AUDIENCE EXPERIENCES
- BUSINESS PROCESSES
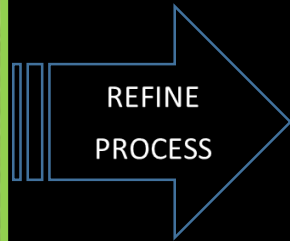
Digital Transformation
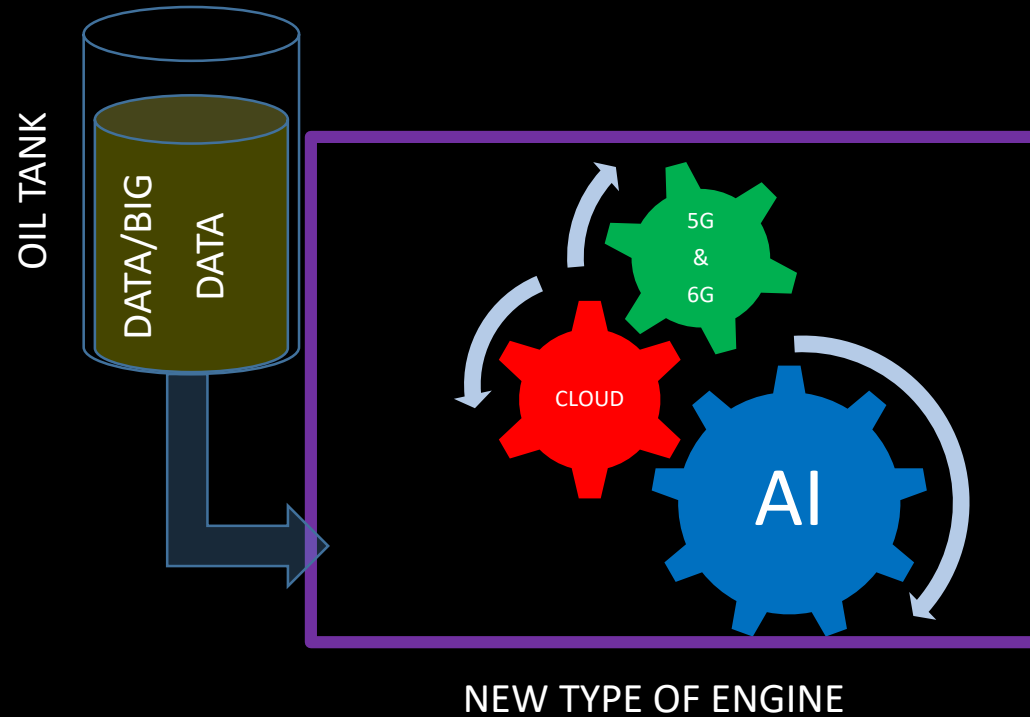
- Understanding the capacity of new type engine that is powered by Data/Big Data
- Finding new ways to destination
- Creating new wehicles to use on new ways
- **Creating new products that will carried on new wehicles powered by new type engine for our auiences and listeners**
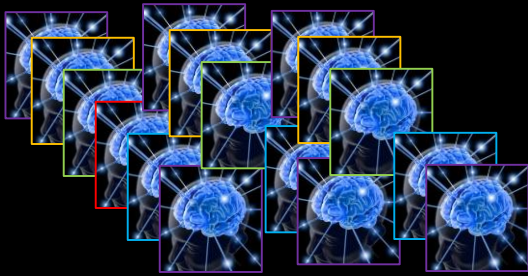
DIKW PYRAMID

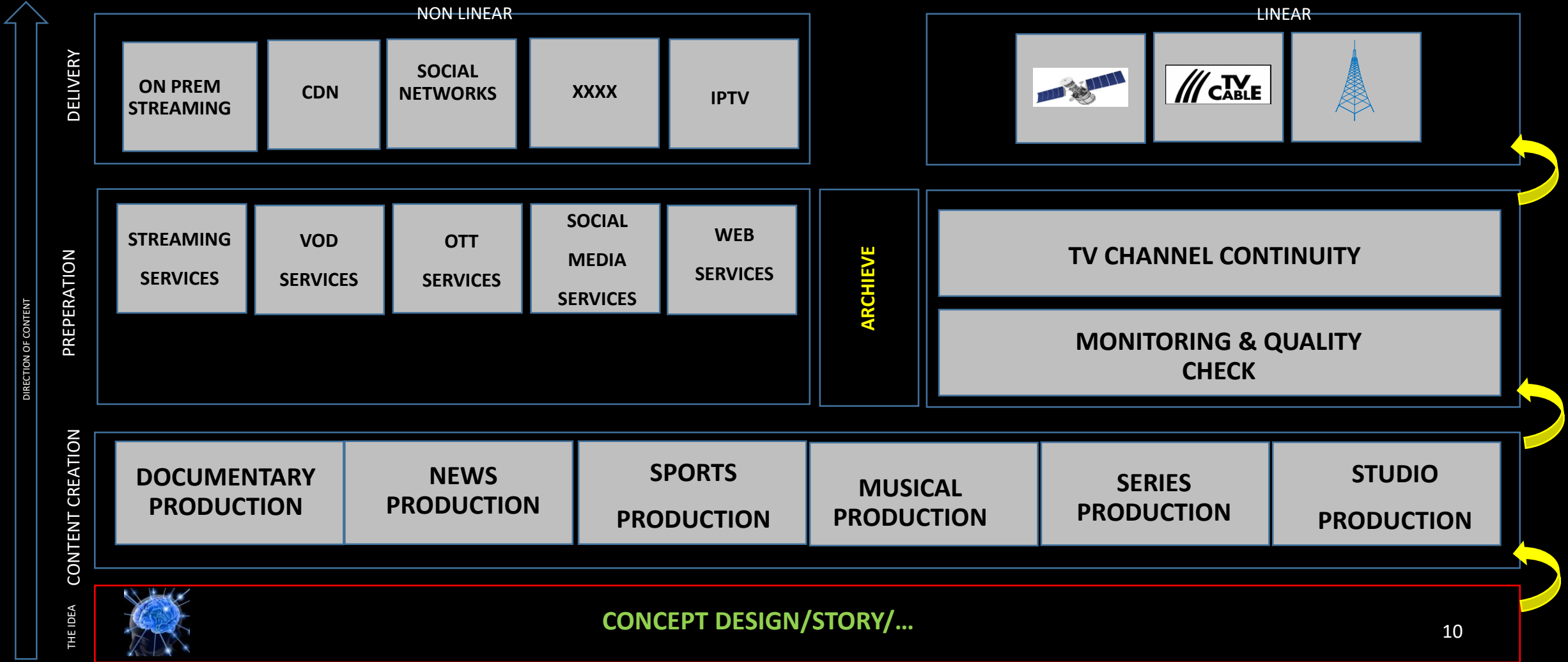WISDOM: Wisdom is the ability to contemplate and act using knowledge, experience, understanding, common sense and insight.

KNOWLEDGE: Knowledge is the understanding based on extensive experience dealing with information on a subject

INFORMATION: Information is processed, organised and structured data

DATA: Data are individual facts, statistics, or items of information

DATA MINING

INFORMATION

KNOWLEDGE

WISDOM

IRON

MAGNEZİUM

DIAMOND

SILICON

COPPER

GOLD

SILVER

REFINE PROCESS

EXPLORING NEW ELEMENTS, NEW MINING AREAS……

BY INTELLIGENCE

VIRTUAL UNIVERSE WHERE PEOPLE MEET IN LIGHT SPEED

SOCIAL UNIVERSE

DIRECTION OF CONTENT

NON LINEAR

LINEAR

DELIVERY

| ON PREM STREAMING | CDN | SOCIAL NETWORKS | XXXX | IPTV |

PREPERATION

| STREAMING SERVICES | VOD SERVICES | OTT SERVICES | SOCIAL MEDIA SERVICES | WEB SERVICES |

ARCHIEVE

TV CHANNEL CONTINUITY

MONITORING & QUALITY CHECK

CONTENT CREATION

| DOCUMENTARY PRODUCTION | NEWS PRODUCTION | SPORTS PRODUCTION | MUSICAL PRODUCTION | SERIES PRODUCTION | STUDIO PRODUCTION |

THE IDEA

CONCEPT DESIGN/STORY/...

10

AI POWERED DATA ANALYSIS

REFINE PROCESS

DATA
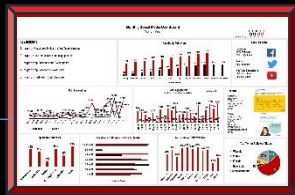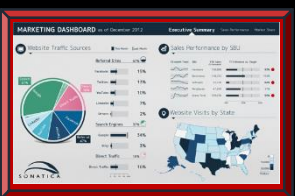
INFORMATION

SOCIAL UNIVERSE

VIRTUAL UNIVERSE WHERE PEOPLE MEET IN LIGHT SPEED
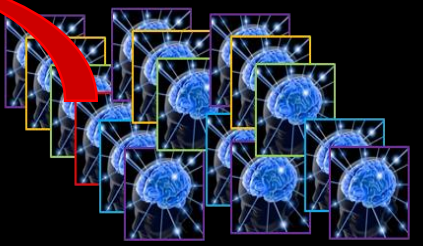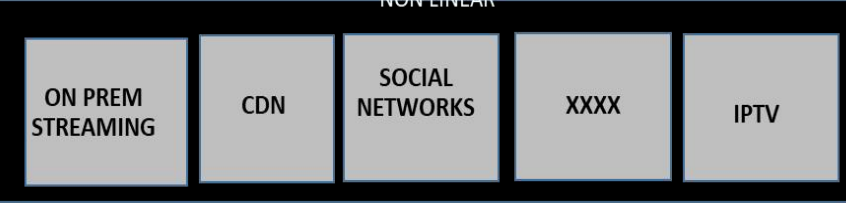
NON LINEAR

LINEAR

DELIVERY

ON PREM STREAMING	CDN	SOCIAL NETWORKS	XXXX	IPTV

PREPERATION

STREAMING SERVICES	VOD SERVICES	OTT SERVICES	SOCIAL MEDIA SERVICES	WEB SERVICES

ARCHIEVE

TV CHANNEL CONTINUITY

MONITORING & QUALITY CHECK

CONTENT CREATION

DOCUMENTARY PRODUCTION	NEWS PRODUCTION	SPORTS PRODUCTION	MUSICAL PRODUCTION	SERIES PRODUCTION	STUDIO PRODUCTION

THE IDEA

CONCEPT DESIGN/STORY/...
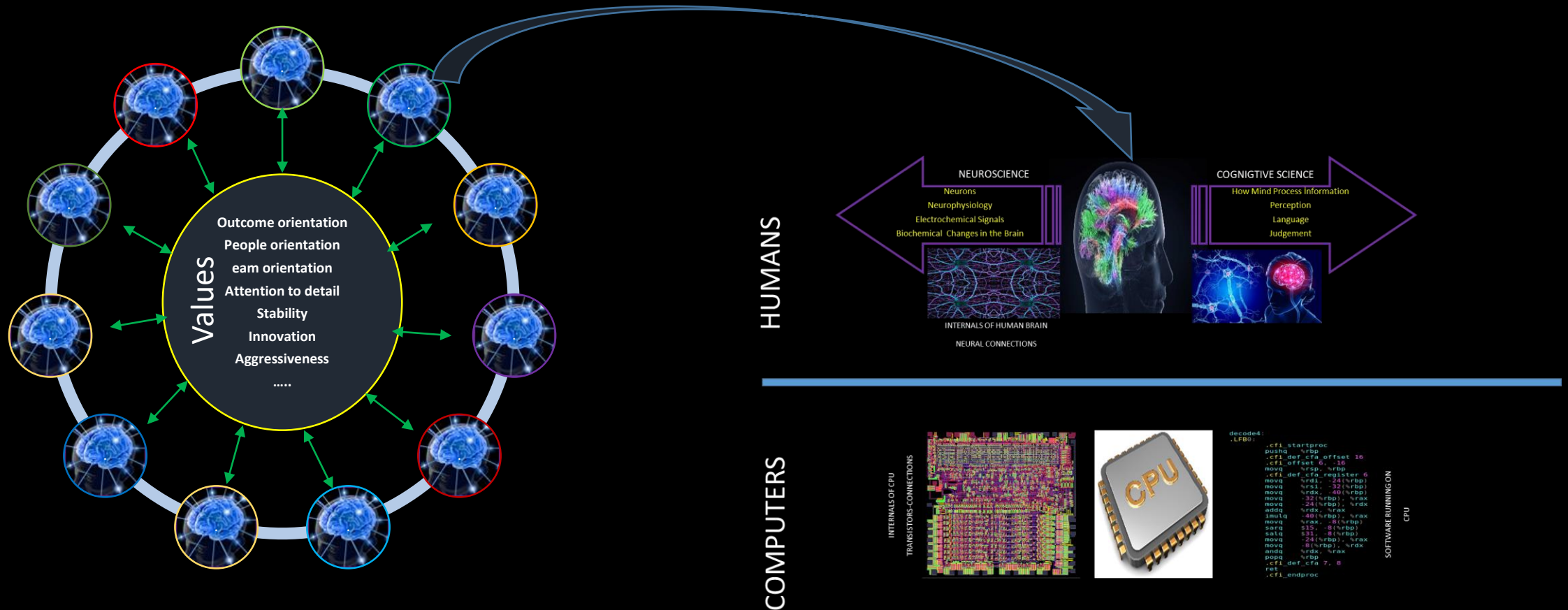
11
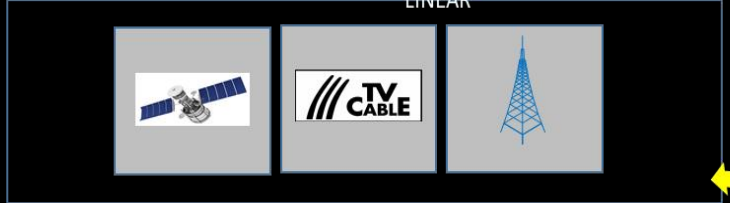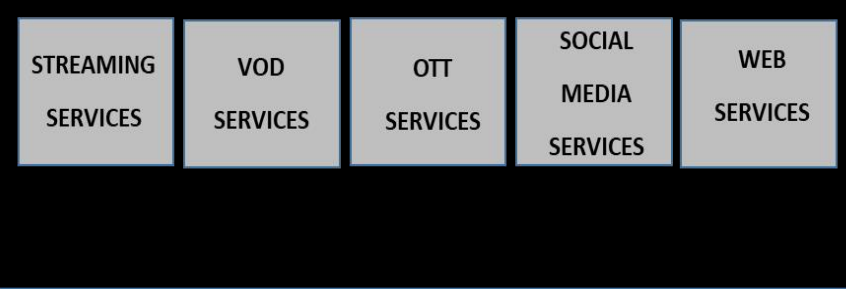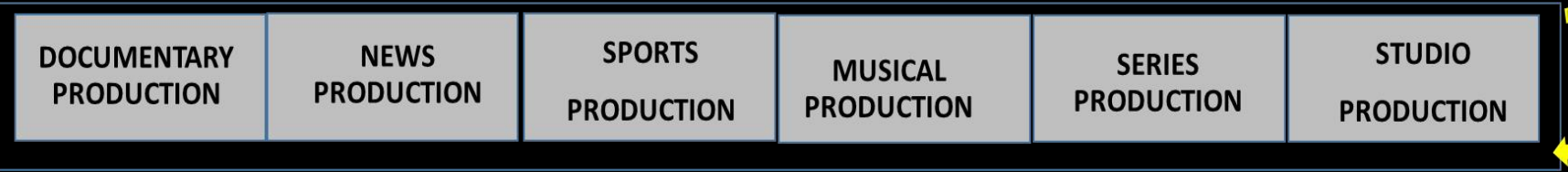
Organizational culture is defined as the underlying beliefs, assumptions, values and ways of interacting that contribute to the unique social and psychological environment of an organization

Let people know impossible will be possible this afternoon or tomorrow by the help of technology, innovation ....
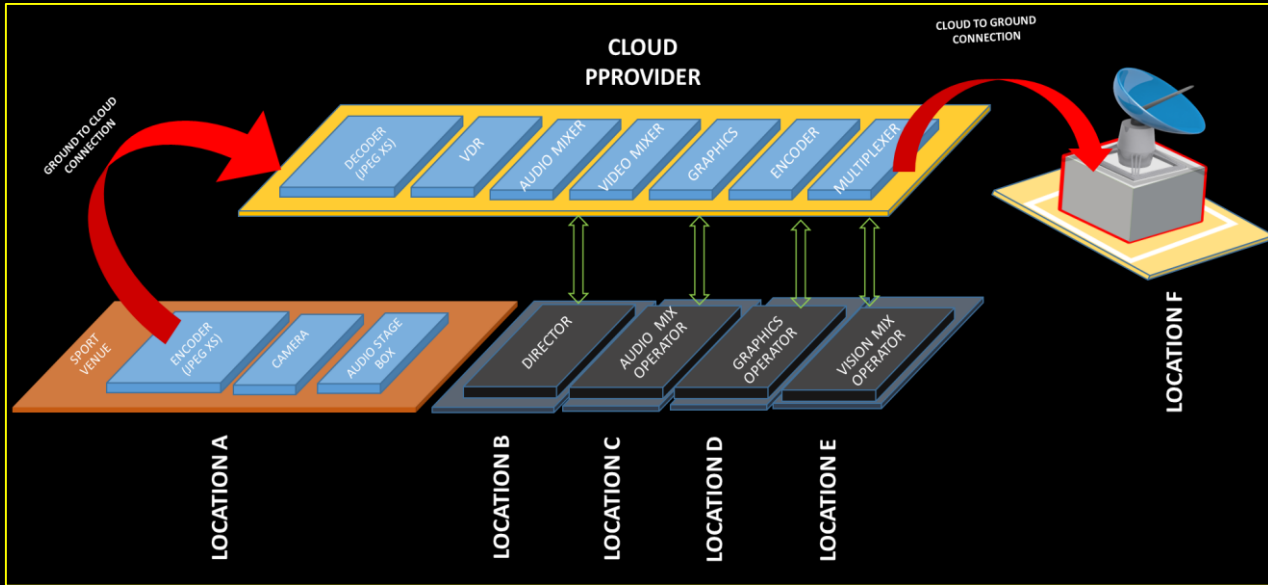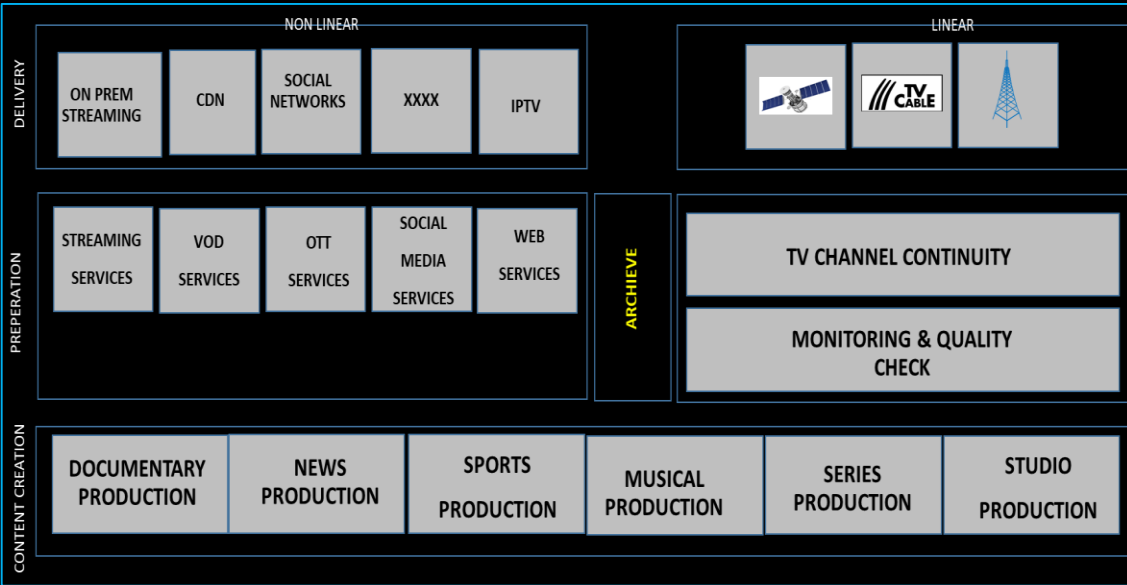
IMPOSSIBLE
POSSIBLE

But if we do not improve our mindsets, our knowledge and skills, possible will be impossible this afternoon , or tomorrow

POSSIBLE
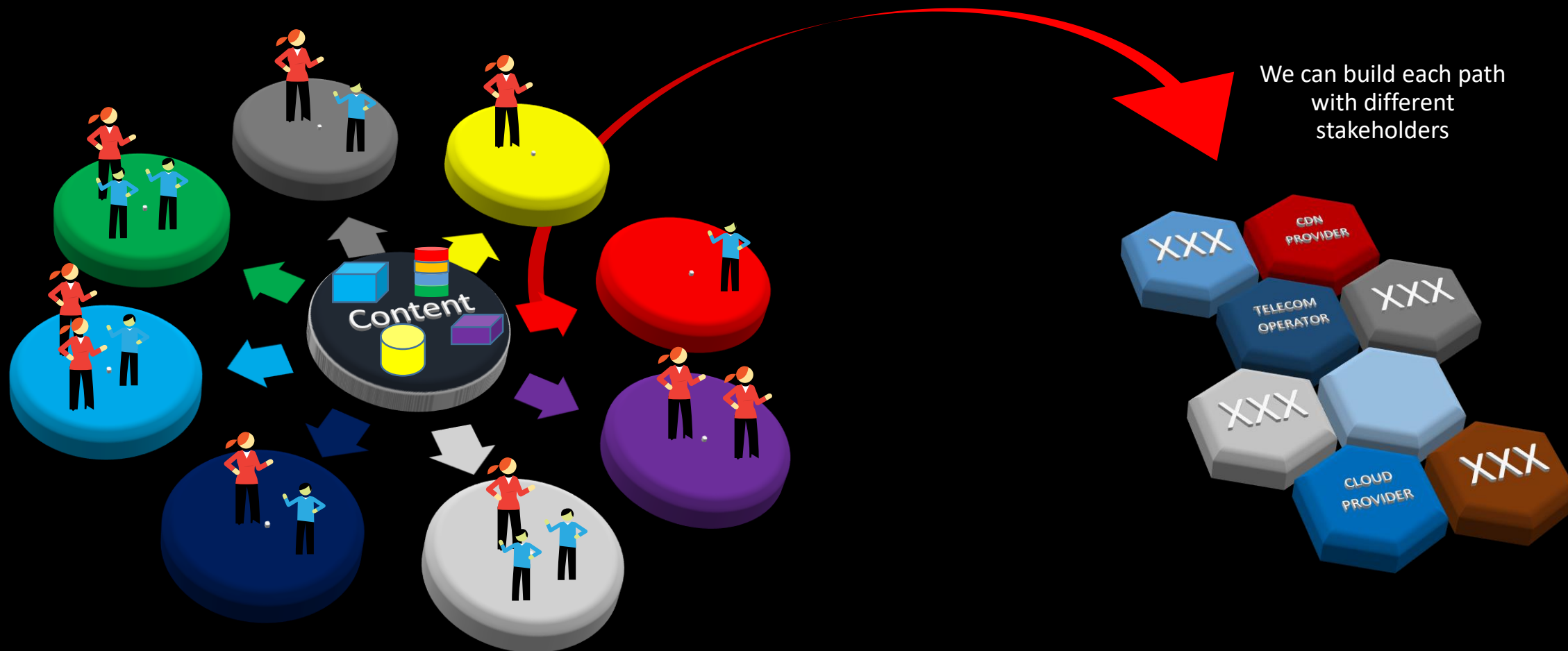IMPOSSIBLE

BUSINESS PROCESSES

A business process is an activity or set of activities that can accomplish a specific organizational goal

BUSINESS MODELS
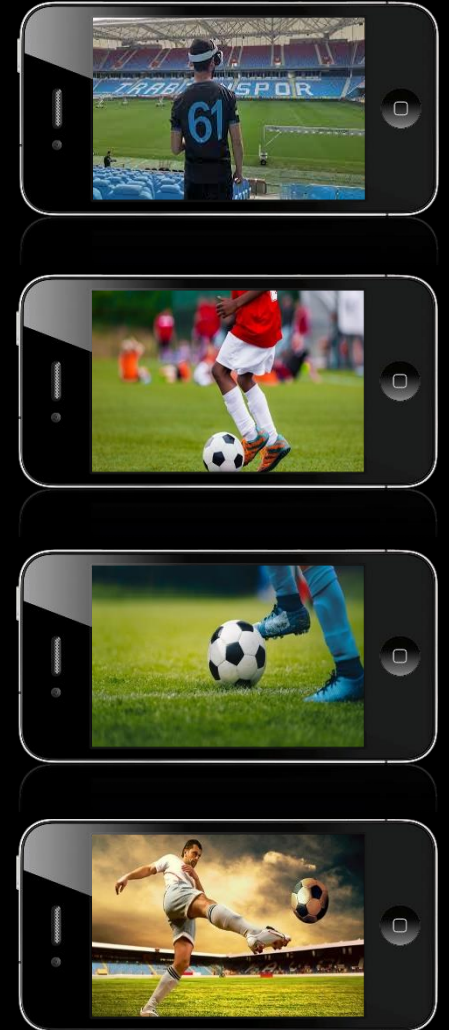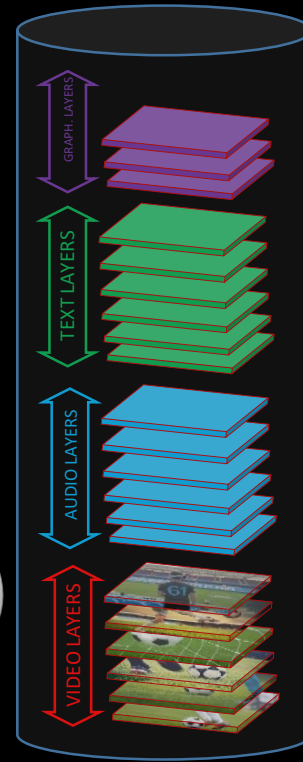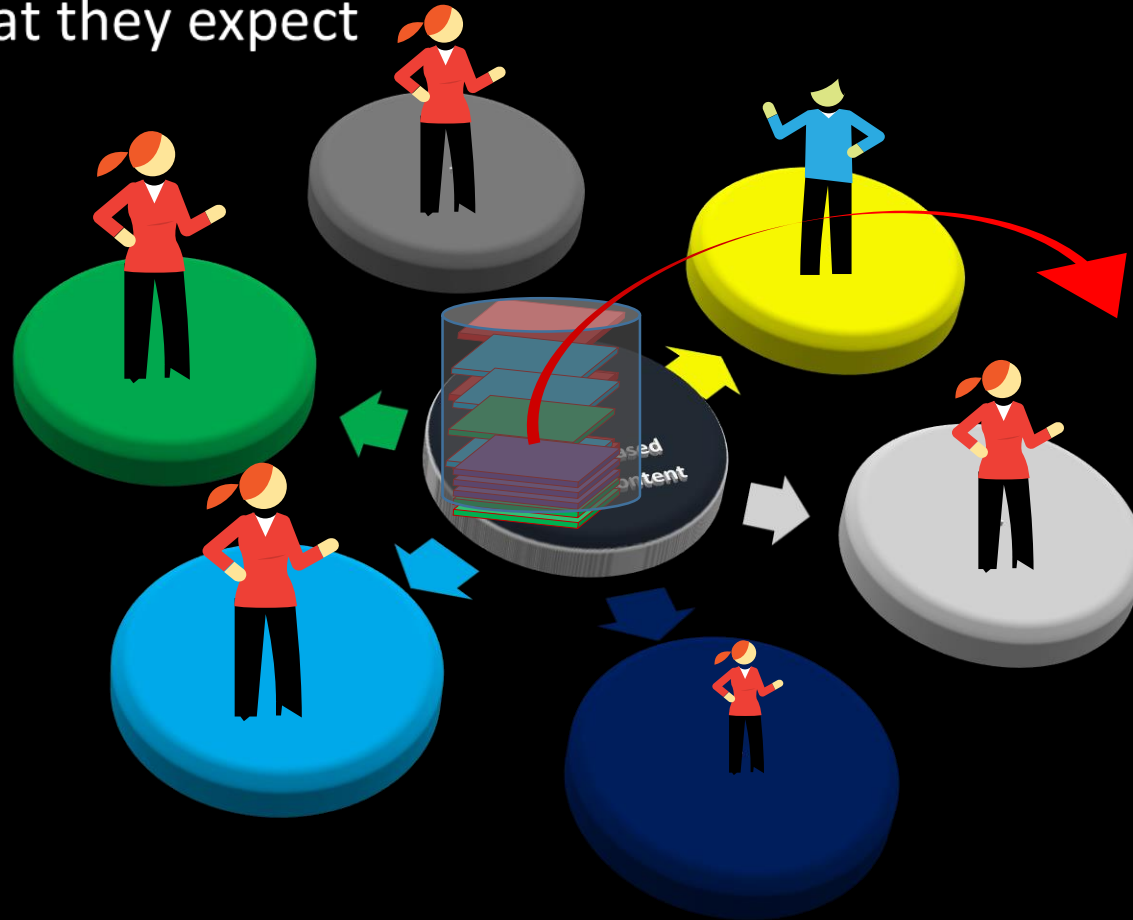
Who can we invite on this journey
With whom we can cooperate

We can build each path with different stakeholders

Audience Experiences

Who they are
What they expect
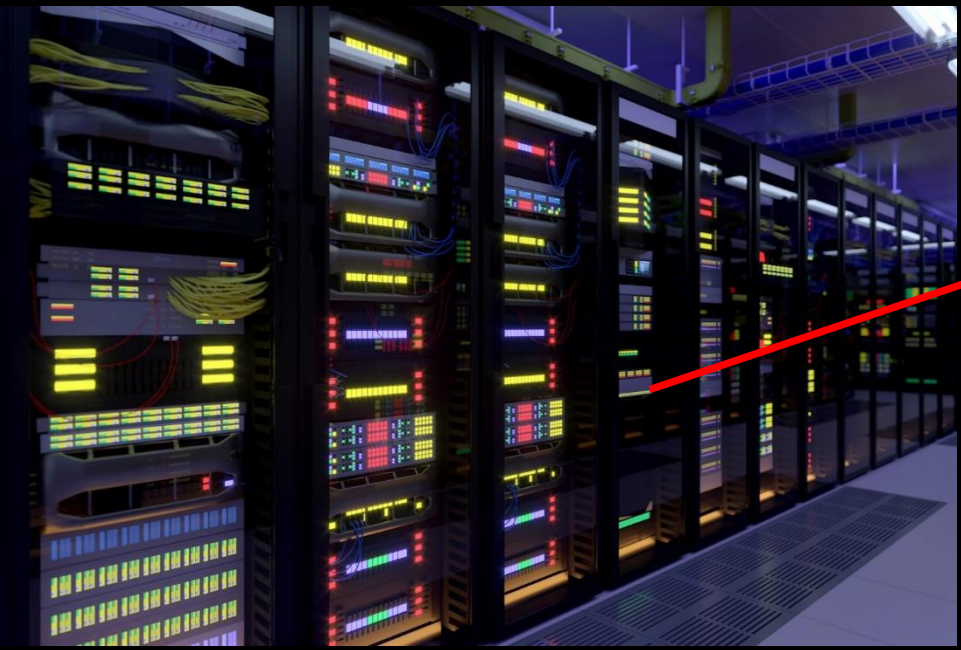
EVERY USER CAN GET DESIRED OBJECT

Contributing the enviromental sustainablity

Ultra pure water is used during semiconducter manufacturing proecess to clean silicon wafers and huge amount of toxic chemicals are produced after cleaning process. We need to make people awere of how we use next generations resourcess to make chips.
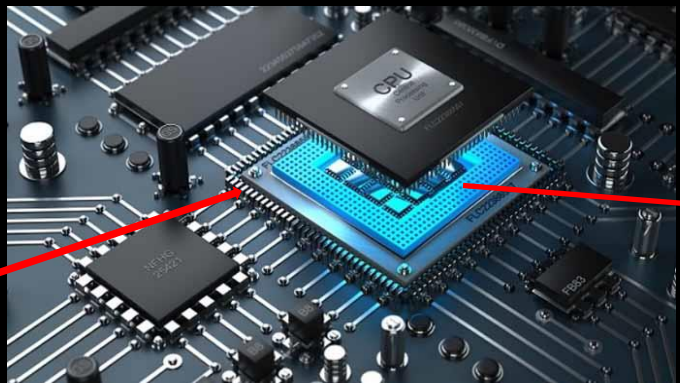
6000 liters normal water is used to produce 3800 liters ultra püre water

Our responsibilty is to use every transistor inside a chip as efficient as possible.
To achieve this we need to use all the digital tools that we have