



Next-level revenue management

## Spotlight on the Digital Media offering

Digital media companies face mounting pressure to adopt digitised revenue models, spanning subscriptions, dynamic ads, and cross-platform monetisation. Managing these models demands agility amid rising complexity, while meeting expectations for transparency, personalisation, and seamless user experiences.

### Revenue streams for digital media

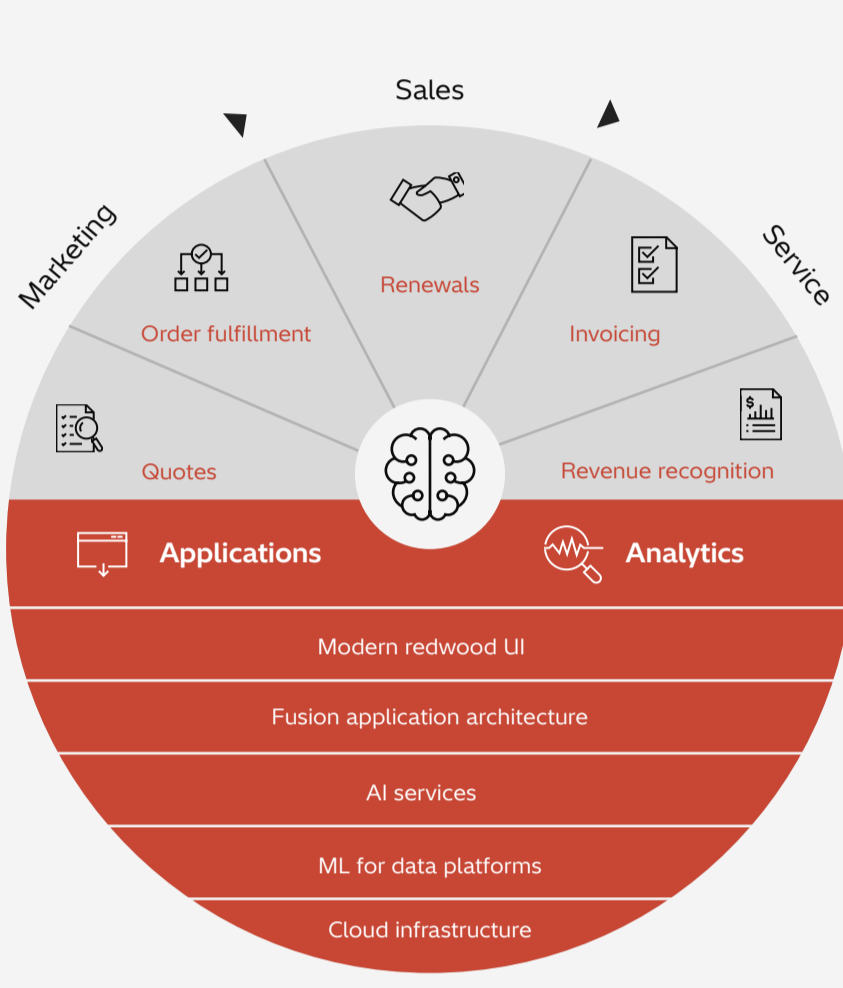
- 01 | Advertising**  
Revenue from display ads, video ads, and native advertising placements
- 02 | Transactional sales**  
One-time purchases such as pay-per-view, digital downloads, or e-books.
- 03 | Affiliate marketing**  
Earnings from promoting third-party products and receiving commissions on sales.
- 04 | Merchandising**  
Income generated from branded goods, both physical and digital.
- 05 | Subscription services**  
Recurring income from users who pay for premium, ad-free, or exclusive content
- 06 | Sponsorships**  
Revenue from selling rights to use content to other platforms or distributors.
- 07 | Licensing**  
Selling or leveraging user data insights to third parties or for targeted marketing and receiving commissions on sales.
- 08 | Data monetisation**  
Income generated from branded goods, both physical and digital.

### Aligning revenue stream to applicable model

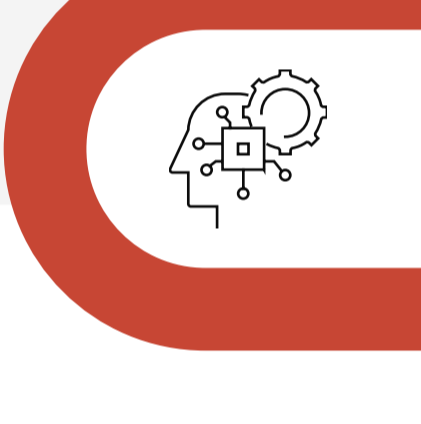


- Subscription**
  - Subscription Services
  - Licensing
  - Sponsorships
- Usage-based**
  - Transactional Sales
  - Advertising
  - Affiliate Marketing
  - Data Monetisation
- Equipment as a service**
  - Merchandising (e.g., smart merch with tech)

### Strategic revenue management with Oracle – the solution



- Monetisation-driven sales to cash process:** Streamlined and automated order-to-cash workflows, from content sales through invoicing, credit management, and cash collection, to accelerate revenue realisation.
- Access & control for revenue operations:** Secure, role-based access tailored for Sales, Billing, and AR teams to safeguard revenue processes and enforce audit controls.
- Revenue-focused system modules:** Deployment of key modules for managing digital subscriptions, usage-based billing, customer hierarchies, and automated dunning to maximise revenue recovery.
- Insight-driven revenue reporting:** Delivery of actionable dashboards and standard financial reports (e.g., aging, revenue leakage) to support executive decision-making.
- Ecosystem integration for revenue accuracy:** Seamless integration with Salesforce, general ledger, tax engines, and CRM platforms to ensure billing accuracy and revenue compliance across digital media channels.
- Enablement for scalable growth:** Comprehensive training and self-service documentation to empower teams, reduce support dependency, and support revenue scale-up.
- Revenue-ready data migration:** Clean migration of monetisable customer data, open receivables, and historical billing to ensure continuity and completeness of revenue streams.



### AI driven revenue management

- AI-driven revenue recognition automation**
  - AI identifies performance obligations and automates timing of revenue recognition. Handles multi-element arrangements (e.g., bundling hardware, software, services) (Oracle Fusion Revenue Management)
  - **Solves:** Challenge of contracts often include complex elements like licensing, ad inventory, cloud services, and support, AI ensures timely and compliant revenue capture
- AI-enhanced subscription & usage analytics**
  - Recommends revenue-maximising bundles, renewals, and retention offers. Tracks real-time subscriber behaviour, usage drops, and upgrade opportunities. Helps reduce churn through proactive targeting (Oracle Subscriptions + AI)
  - **Solves:** Revenue health in media/tech often depends on engagement metrics and reducing churn
- Predictive revenue forecasting**
  - Models future cash flow from recurring services and one-time sales. Forecasts subscription churn, ad spend trends, content viewership impact on revenue. Factors in market trends, customer behaviour, usage data. (Oracle Analytics Cloud + ML)
  - **Solves:** Firms depend on predictable recurring revenue, AI helps improve accuracy in a volatile market
- Dynamic pricing & offer optimisation**
  - Adjusts prices for digital content, ad packages, SaaS tiers, or network bandwidth in real time. AI considers user segmentation, engagement, competitor pricing, and usage patterns. Supports A/B pricing experiments. (Oracle Revenue Management Cloud + AI/ML)
  - **Solves:** Value perception and demand shift fast, AI lets you price smarter, not harder

### Strategic revenue management – the value levers

- 01** Accelerated quote-to-cash cycles
- 02** Dynamic pricing & monetisation models
- 03** Revenue intelligence & forecasting
- 04** Customer-centric billing experiences
- 05** Compliance & audit readiness
- 06** Cross-platform integration
- 07** Reduced revenue leakage
- 08** Scalability for growth



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**Value summary**

Able to efficiently manage high transaction volumes and complex monetisation models. It automates revenue recognition for multi-element arrangements, ensuring accuracy and compliance with ASC 606 and IFRS 15, while improving operational scalability, financial transparency, and accelerating time-to-insight for business decisions.

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**01 The foundation**

- Enterprise resource planning
- Subscription management
- Integration

**Essential modules**

- Accounts Payable
- Accounts Receivable
- Cash Management
- Fixed Assets
- General Ledger
- Subscription Management
- OIC (Oracle Integration Cloud)

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**02 The expansion**

- Order management
- Product management
- CPQ

**Optional modules**

- Product Data Hub
- Procurement
- Order Management
- Inventory and Costing
- CPQ

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**03 The value-adds**

- Enterprise performance management
- Risk management

**Optional modules**

- Risk Management
- Planning and Budgeting
- Account Reconciliation and Transaction Matching
- Financial Consolidation and Close
- Narrative Reporting

Owen Dowden, Senior Director, Digital Enterprise, EMEA  
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