Media Supply Chain Reference Technical Blueprint

For the **Publishing, Media & Entertainment** industries, Tenovos serves as the asset System of Record (SoR) within a best-in-class ecosystem, connecting assets, rights and publishing as part of a monetization strategy measuring both performance and productivity to increase the Return on Asset (RoA).

ASSET PRODUCTIVITY

MONETIZATION INSIGHTS & PLANNING

aws

sisense

KPI Queries (Athena)   Dashboards (QuickSight)

+ableau

Tenovos Powered Search & UI is enhanced with AWS (chat & AI-driven insights) and tools for data visualization.

CREATIVE & MAM

overcast™

gettyimages®

Leverage creative tools augmented with AI/ML to create & edit engaging, personalized imagery and video.

MRM / PM / COLLABORATION

Adobe Workfront

asana   wrike

Optimize creative operations with seamless workflows to improve speed-to-market and eliminate costly inefficiencies, delivering better outcomes.

GEN AI - ML

aws

Reasoning Engine

Bedrock Agents & LLMs

Front-end

UI Assets (S3)

UI Assets (Cloudfront)

Auth/Access (Cognito)

API Gateway

Serverless Backend

Lambda   DynamoD

SNS   Step

AWS to extend Tenovos Powered Search through AI Chat-based search. Using Retrieval Augmentation Generation (RAG) and Bedrock for data freshness & accuracy.

tenovos
Modern, data-first digital asset management

RIGHTS & CONTRACTS

rightsline™

FADEL LICENSING RIGHTS ROYALTIES

Connect rights & contracts information from other SoRs directly into Tenovos to govern owned and 3rd-party assets.

DATALAKE & CUSTOMER DATA

aws Lake Formation

Adobe   salesforce   TEALIUM

Get a unified view of your audience by combining content consumption data from CDPs or CRMs. Integrate customer data with asset pricing, relationship and metadata management to feed search, planning & analytics.

EXPERIENCE, CMS & COMMERCE

commercetools   VTEX

CONTENTSTACK™   VIP

Push content to earned and owned channels, measure which content performs & drives revenue.

ASSET PERFORMANCE