

Oracle Buys Front Porch Digital

Adds Leading Solution for Managing Massive Amounts of Rich Media Content to Oracle's Comprehensive Storage Portfolio

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FRONT PORCH DIGITAL

Oracle is currently reviewing the existing Front Porch Digital product roadmap and will be providing guidance to customers in accordance with Oracle's standard product communication policies. Any resulting features and timing of release of such features as determined by Oracle's review of Front Porch Digital's product roadmap are at the sole discretion of Oracle. All product roadmap information, whether communicated by Front Porch Digital or by Oracle, does not represent a commitment to deliver any material, code, or functionality, and should not be relied upon in making purchasing decisions. It is intended for information purposes only, and may not be incorporated into any contract.

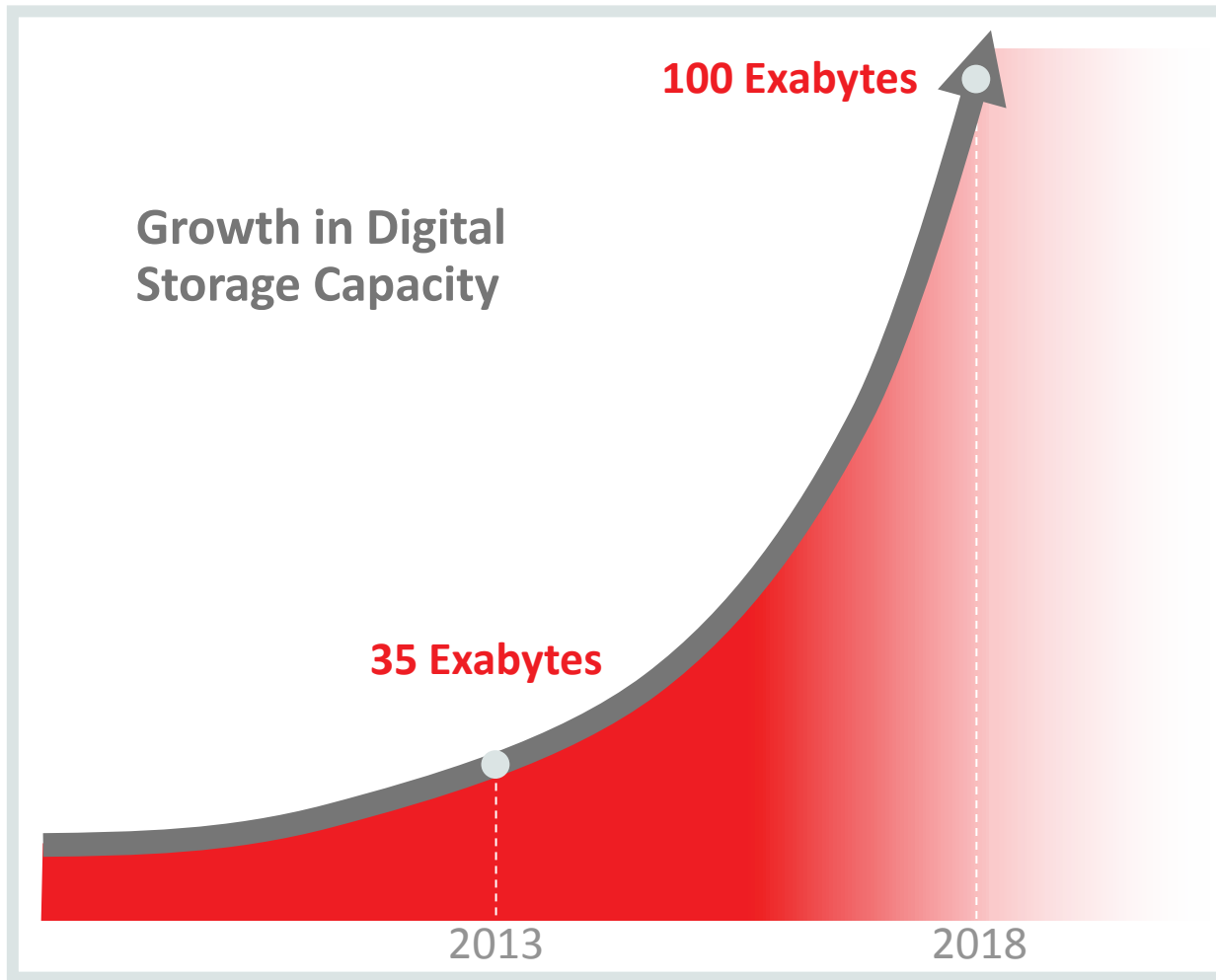
Cautionary Statement Regarding Forward-Looking Statements

This document contains certain forward-looking statements about Oracle and Front Porch Digital, including statements that involve risks and uncertainties concerning Oracle's acquisition of Front Porch Digital, anticipated customer benefits and general business outlook. When used in this document, the words "anticipates", "can", "will", "look forward to", "expected" and similar expressions and any other statements that are not historical facts are intended to identify those assertions as forward-looking statements. Any such statement may be influenced by a variety of factors, many of which are beyond the control of Oracle or Front Porch Digital, that could cause actual outcomes and results to be materially different from those projected, described, expressed or implied in this document due to a number of risks and uncertainties. Potential risks and uncertainties include, among others, the possibility that the anticipated synergies of the combined companies may not be achieved after closing, the combined operations may not be successfully integrated in a timely manner, if at all, general economic conditions in regions in which either company does business may deteriorate and/or Oracle or Front Porch Digital may be adversely affected by other economic, business, and/or competitive factors. Accordingly, no assurances can be given that any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do so, what impact they will have on the results of operations or financial condition of Oracle or Front Porch Digital. You are cautioned to not place undue reliance on forward-looking statements, which speak only as of the date of this document. Neither Oracle nor Front Porch Digital is under any duty to update any of the information in this document.

The Announcement

- Oracle buys Front Porch Digital
 - Adds leading solution for managing massive amounts of rich media content to Oracle's comprehensive storage portfolio
 - The transaction has closed
- About Front Porch Digital
 - Front Porch Digital is a leading provider of cloud-based and on-premise content storage management solutions that help companies migrate, manage and monetize large-scale media assets
 - Headquartered in Lafayette, Colorado, Front Porch Digital helps organizations ensure the availability and accessibility of their valuable content, such as high definition films and TV shows, medical images and records, and real-time security monitoring feeds
 - More than 550 customers across multiple industries rely on Front Porch Digital including leading global brands such as A&E Television, BBC, Discovery Communications, U.S. Library of Congress and NASCAR
- Combination of Oracle with Front Porch Digital is expected to create the most comprehensive enterprise-grade cloud and on-premise content storage management solution
 - Front Porch Digital's big data technologies help enterprises manage their rapidly expanding and complex volumes of digital media content
 - Oracle's high-performance and scalable application-engineered storage solutions reduce operational costs, while providing flexibility, security, and availability
 - Together, Oracle and Front Porch Digital will help organizations more effectively and efficiently manage the growing complexities associated with the migration, integration, storage, and delivery of rich media content

Explosion in Rich Media Creates Massive Content Storage Management Challenges



Source: Coughlin Associates – 2013 Digital Storage for Media and Entertainment Report

Content Management

- Multiple sources and channels, all requiring instant availability and high performance
- Costly and time-intensive to convert data from analog to digital

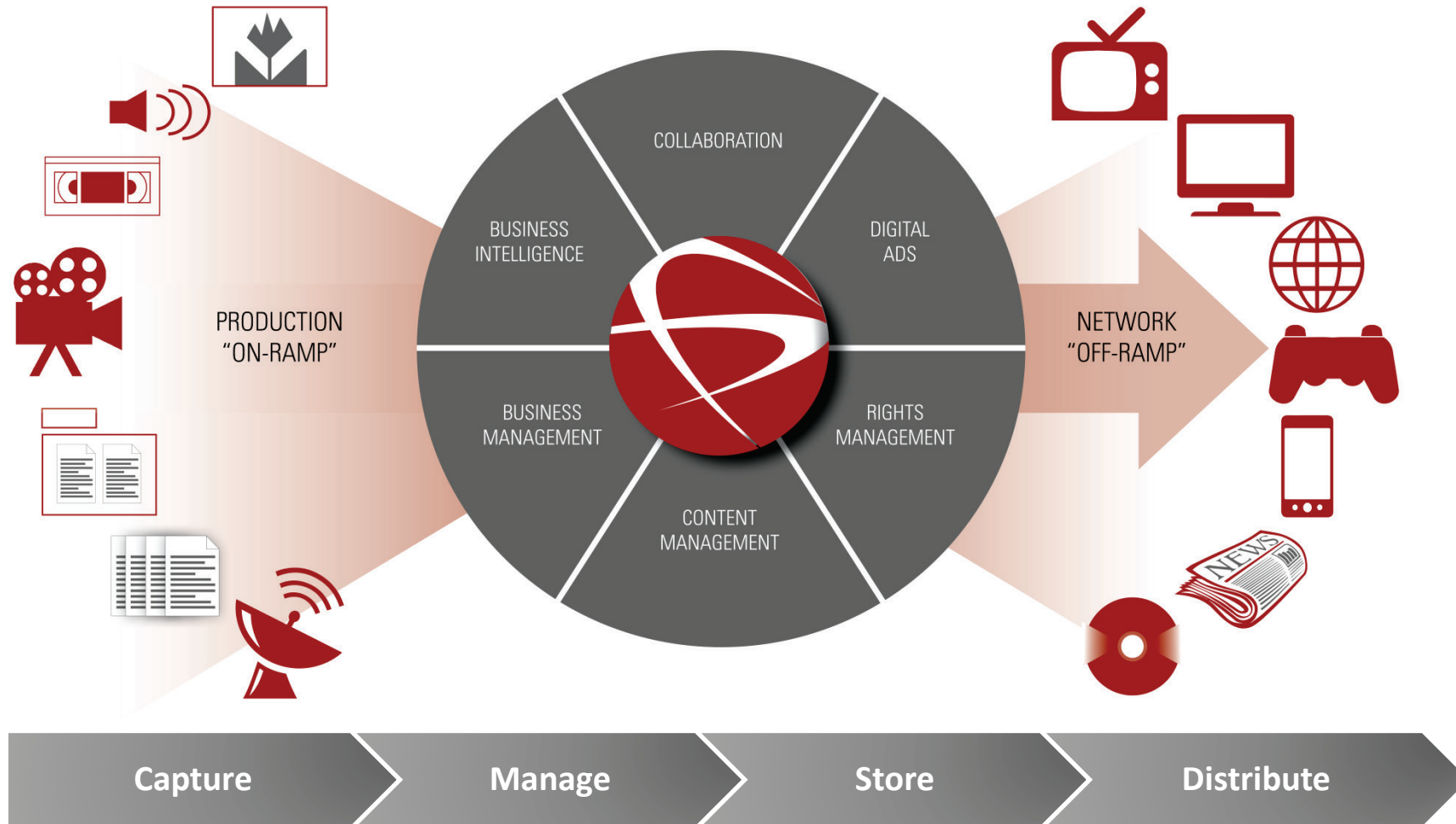
Integration and Distribution

- Cumbersome distribution across myriad production and storage technologies
- Increased demands for automated and integrated digital capture, migration, and management

Content Storage

- Higher resolution videos and growing file formats increase storage capacity requirements
- Mission-critical requirements to securely access and retrieve data

A Modern Content Storage Management Solution is Critical to the Rich Media Distribution Value Chain



Front Porch Digital's Content Storage Management Solutions are Purpose-Built for Large-Scale Rich Media



DIVASolutions

Protect, manage, store, and deliver rich media, in an integrated and streamlined workflow



LYNX

Media-grade private cloud solution, enabling an integrated network for all digital content distributed worldwide



SAMMA

Emmy Award-winning migration process for converting content from analog to digital, for production, monetization, or preservation

- Simplifies the complex workflows inherent with migrating, managing, and distributing media assets
- Redefines archiving with instantaneous asset access and control on a technology-agnostic integration platform
- Leverages the scale and cost advantages the cloud offers via secure, private networks
- Automatically captures and migrates analog and digital audio and video

Combination of Oracle and Front Porch Digital Addresses the High-Performance Needs for Rich Media



DIVA



LYNX



SAMMA



FRONT PORCH DIGITAL

- Seamless and optimized rich media workflows increase lifetime value of digital content
- Integrates with 150+ technology partners for advanced orchestration and distribution
- Manage data growth on premise and in the cloud

- ✓ Optimized to work together to deliver enterprise-grade, high-performance for complex requirements
- ✓ Automated asset management, archival, and distribution for efficient content monetization
- ✓ On-premise or in the cloud, ensures content availability anytime, anywhere

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Industry Leading Performance and Scalability



Oracle Technology –
Database, Java



Engineered Systems,
Servers, Storage



Oracle Web Center

Front Porch Digital is Used by Leading Global Organizations

Managing 750 Petabytes of Content for 550 Customers in 80+ Countries

Mass Media					
Broadcasters					
					
Sports					
Government					

* Customer Information and Logos Provided by Front Porch Digital



Front Porch Digital's Solutions Solve Rich Media Challenges Across a Range of Use Cases

HEALTHCARE

Digital repositories for medical imaging and electronic record keeping



MUSEUMS AND LIBRARIES

Preserving historical records and cultural artifacts for future generations



INTELLIGENCE

Real-time video monitoring with centralized recording and long-term video retention



SOCIAL AND WEB

Creating, editing, and sharing rich media across social media, web and mobile channels



A&E Television Networks Customer Success Story

Improved Broadcast Efficiency While Ensuring Content Security and Reliability



COMPANY OVERVIEW:

- A&E Television Networks (AETN) is a joint venture of the Hearst Corporation and ABC
- AETN is an award-winning, international media company that offers diverse entertainment via television and the Web

CHALLENGES:

- Much of AETN's programming is acquired from other producers, with content requiring reversioning, repackaging, or other manipulation by editors
- AETN needed a system to improve efficiency as well as ensure content security and broadcast reliability

RESULTS:

- Implemented and transitioned to a complete file-based workflow system using Front Porch Digital's DIVArchive content storage management system on Oracle StorageTek tape libraries
- Working together seamlessly with content servers, editing systems, and other applications, DIVArchive enables AETN to efficiently manage its content for ingest, production, editing and playout

* Customer Information and Logos Provided by Front Porch Digital

Discovery Communications Customer Success Story

Streamlined Global Programming with Centralized Disaster Recovery Workflows



COMPANY OVERVIEW:

- Discovery Communications is the world's number one nonfiction media company reaching more than 1.5 billion cumulative subscribers in over 180 countries in over 39 languages
- Discovery empowers consumers to explore the world and satisfy their curiosity through 100-plus worldwide networks, including Discovery Channel, TLC, Animal Planet, Science Channel, and Planet Green

CHALLENGES:

- Discovery needed a robust and scalable platform to manage its programming across global networks
- The company needed a vendor with a best-in-breed solution that provides not only reliability but also superior support and maintenance

RESULTS:

- Discovery chose Front Porch Digital and its DIVASolutions to manage and scale its rapidly growing digital archive and interconnect a myriad of geographically disperse locations for disaster recovery workflows and preservation of assets for future monetization
- DIVASolutions provide Discovery with the superior capabilities and reliability it requires

* Customer Information and Logos Provided by Front Porch Digital

Global Media Conglomerate Customer Success Story

Private Cloud for Asset Preservation and Management to Enable Future Growth

COMPANY OVERVIEW:

- Multinational, diversified media conglomerate
- Recognized as global leader in animation, film, and television, and the second largest broadcasting and cable company

CHALLENGES:

- Content and file sizes growing up to 60 TB per day requiring massive capital and operational investments to support
- Diversified and geographically disperse disaster recovery plan was essential
- Preservation of content for future monetization was key to strategic vision

RESULTS:

- Implemented and transitioned to a complete file-based workflow system using Front Porch Digital's LYNX private cloud platform leveraging multiple Oracle StorageTek tape libraries and drives
- Interfacing natively with its media asset management system, the company is able to transfer, restore, and initiate data integrity checks for up to 60 TB of content ingested per day, 365 days per year

* Customer Information and Logos Provided by Front Porch Digital

Oracle and Front Porch Digital: A Compelling Combination

- Combination of Oracle with Front Porch Digital will create a comprehensive, high-performance cloud or on-premise digital content storage management solution that empowers customers to:
 - Modernize and simplify digital content storage management to maximize the lifetime value of content
 - Efficiently manage increasingly complex workflows and the rapidly expanding volume of rich media
 - Optimize resources, reduce operational costs, and increase their bottom-lines
- Front Porch Digital's customers already realize tremendous benefits from solutions that are purpose-built for rich media, and are expected to gain increased value and enhanced functionality by optimizing on Oracle's comprehensive data center solutions for the fastest throughput, largest capacity, and highest availability
- Oracle is committed to maintaining Front Porch Digital's open integration platform with third-party systems and applications, and plans to further augment Front Porch Digital solutions with Oracle technologies to deliver enhanced features and functionalities
- Front Porch Digital's management team and employees are expected to join Oracle and continue to advance and accelerate innovations in digital content storage management

For more information, please visit www.oracle.com/frontporchdigital

Hardware and Software Engineered to Work Together

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