

# Safe Harbor

Each of the presentations today will contain forward-looking statements about our strategies, products, future results, performance or achievements, financial, operational and otherwise, including statements about our strategic priorities, business model transition, and guidance for the third quarter and fiscal year 2022; total addressable market (TAM), our long term financial and operational goals; our M&A strategy; our capital allocation initiatives; and our stock repurchase program. These statements reflect management's current expectations, estimates and assumptions based on the information currently available to us. These forward-looking statements are not guarantees of future performance and involve significant risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from results, performance or achievements expressed or implied by the forward-looking statements contained in these presentations, such as a failure to maintain subscriptions, billings, revenue, deferred revenue, margins and cash flow growth; difficulty in predicting those financial and performance metrics; failure to maintain spend management; developments in the COVID-19 pandemic and the resulting impact on our business and operations, general market, political, economic, and business conditions, failure to successfully integrate acquisitions and manage transitions to new business models and markets, including our efforts to expand in construction and manufacturing, and attract customers to our cloud-based offerings; failure to successfully expand adoption of our products; and negative developments in worldwide economic, business or political conditions.

A discussion of factors that may affect future results is contained in our most recent Form 10-K and Form 10-Q filings available at [www.sec.gov](http://www.sec.gov), including descriptions of the risk factors that may impact us and the forward-looking statements made in these presentations. The forward-looking statements made in these presentations are being made as of the time and date of their live presentation. If these presentations are reviewed after the time and date of their live presentation, even if subsequently made available by us, on our website or otherwise, these presentations may not contain current or accurate information. We disclaim any obligation to update or revise any forward-looking statement based on new information, future events or otherwise.

## **Non-GAAP Financial Measures**

These presentations include certain non-GAAP financial measures. Please see the section entitled "Reconciliation of GAAP Financial Measures to non-GAAP Financial Measures" in the Appendices attached to the presentations for an explanation of management's use of these measures and a reconciliation of the most directly comparable GAAP financial measures.



AUTODESK INVESTOR DAY

SEPTEMBER 1, 2021

# Autodesk's Media & Entertainment Strategy

Diana Colella

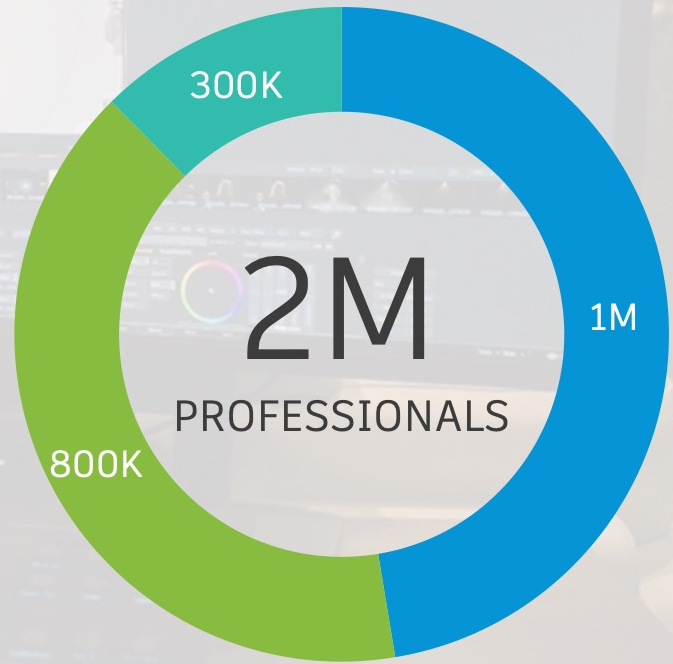
Senior Vice President, Entertainment & Media Solutions



# Media & Entertainment

\$5B

DESIGN & MAKE TAM



- Adv Publi & Graphic Des
- Film & TV
- Games

Sources:  
Cambashi FY22 Application TAM  
Models based on Cambashi FY22 Professions Dataset and Autodesk estimates

# Key Media & Entertainment Trends



**NEW CONTENT PLATFORMS ARE  
FUELING A CONTENT BOOM**

Source: Adobe Stock



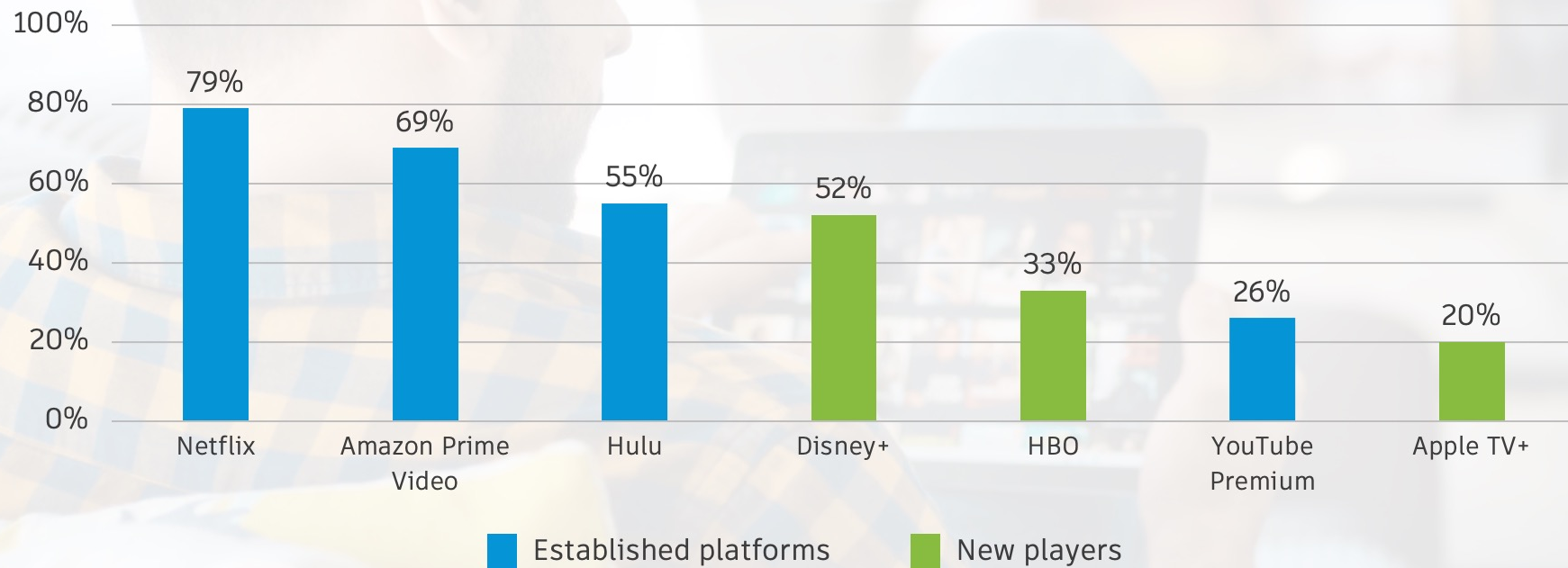
**INCREASING DIGITAL  
WASTE AND REDUNDANCIES**



**CLOUD DISRUPTION OF  
PRODUCTION WORKFLOWS**

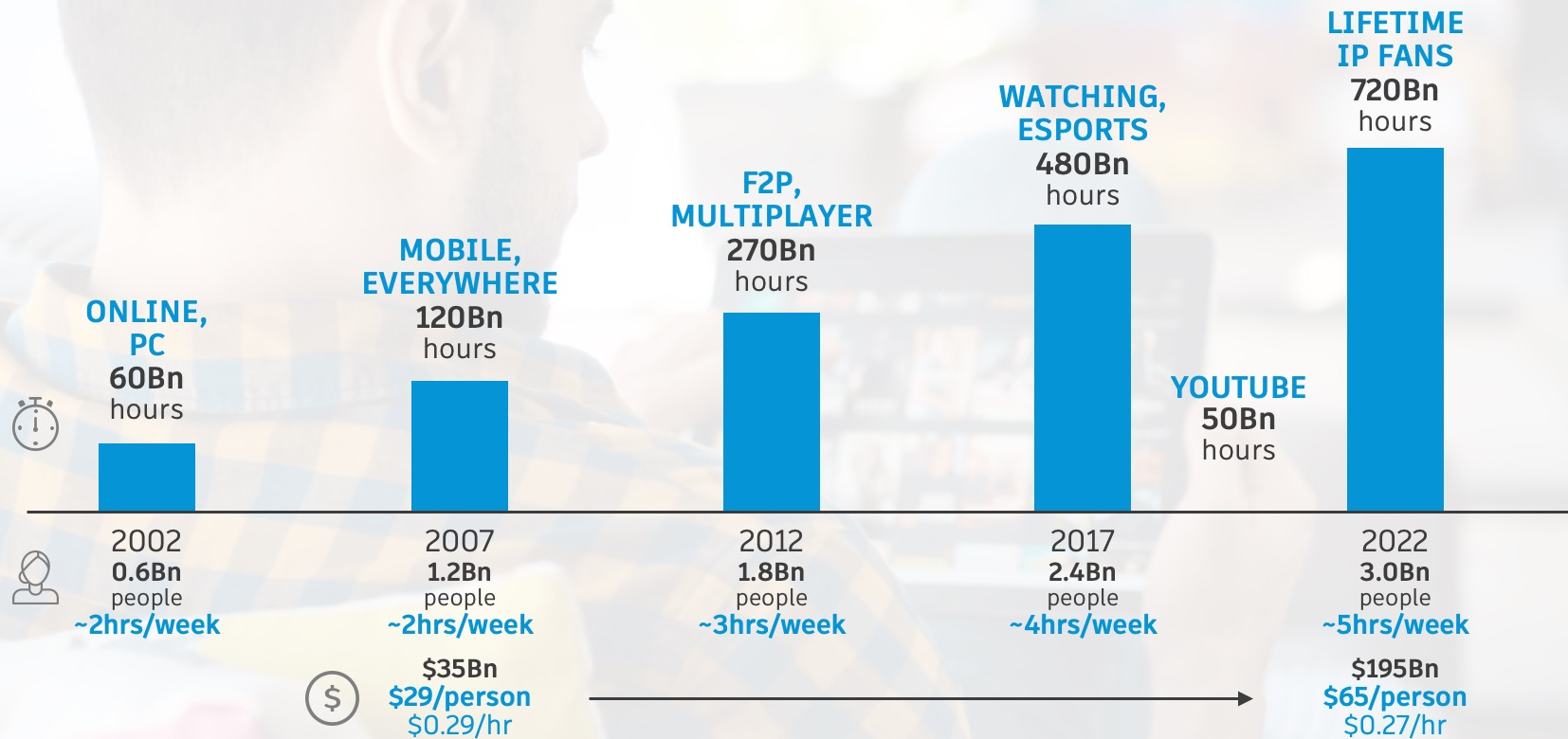
# Streaming & the Content Boom

Share of U.S. respondents who paid to use the following video-on-demand services in the last 12 months



Based on a survey of 3,843 paying online video users aged 18-64 in the US conducted in three waves between July 2020 and June 2021  
Source: Adobe Stock; Adapted by Autodesk; Statista Global Consumer Survey; Reference Link: <https://www.statista.com/chart/25382/most-used-video-streaming-platforms/>

# The Boom in Gaming



# Spend on Content

**DISNEY**

**\$16 BILLION**

a year on content by 2024

**+**

**NETFLIX**

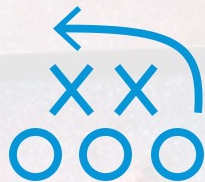
**\$17 BILLION**

on content in 2021

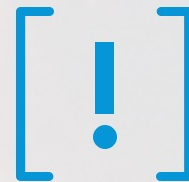
# Production Processes Today Are Inefficient



Every company  
builds their  
own pipeline



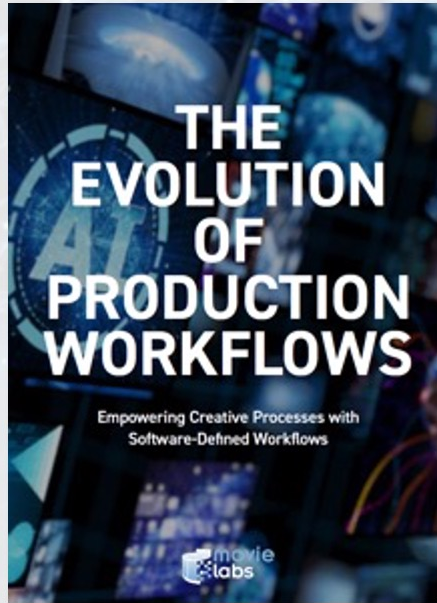
Lack of standards  
makes it harder  
to collaborate



Creating significant  
digital waste



# M&E Production Workflows Will Move to the Cloud<sup>9</sup>



Disney

Universal Studios

Paramount

Warner Bros.

Sony Pictures

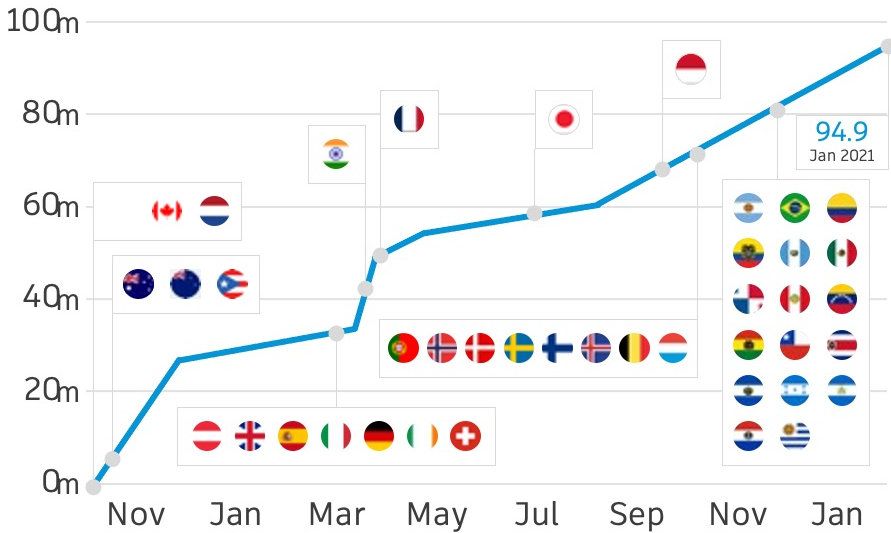


# COVID-19 is Accelerating the Trends



## Disney+ Passes 90M Subscribers Three Years Ahead of Schedule

Worldwide paid subscribers and availability of Disney+



Source: The Walt Disney Company; Reference Link: <https://www.statista.com/chart/21614/disney-plus-subscribers/>



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## The power of being able to change the world of film and TV

We believe that is a value that we could bring in partnership with Autodesk to the entire industry. We think that that's an enormous opportunity.

- Prem Akkaraju,  
CEO, Weta Digital



# Need for Flexibility in Business Models



# Convergence of 3D Technology



Source: Adobe Stock



# How We Win in M&E

MAYA'S API ARE  
WELL ESTABLISHED  
IN CURRENT  
PIPELINES

SHOTGRID IS  
HELPING  
CUSTOMERS TACKLE  
PRODUCTION  
EFFICIENCY

OUR DEEP  
RELATIONSHIP  
WITH OUR  
CUSTOMERS AND  
PARTNERS WILL  
HELP US GET THERE

BY BRINGING OUR STRENGTHS TOGETHER

