

INDUSTRY SPOTLIGHT

MEDIA &
ENTERTAINMENT
(M&E)



M&E OVERVIEW

Media and Entertainment (M&E) is a \$2+ trillion industry comprising of film, television, radio, and printed content. This spotlight will focus on all aspects of the industry, including more niche sectors such as traditional TV and home video, newspaper and consumer magazines, and consumer books. Video games and esports, music, radio, and podcasts, over-the-top (OTT) video, cinema, and virtual reality (VR).

M&E LANDSCAPE

The COVID-19 pandemic exacerbated structural challenges and dynamics that the M&E sector has been dealing with for some time, forcing the industry to consider shifting away from stand-alone product offerings and toward content aggregation via subscription and ad-based services. In order to make this shift, industry leaders may have to reimagine what shows, movies, games, and concerts look like in order to take the next step.

OPPORTUNITY #1

Renewing the focus on customers’ needs:
In order to design services that both attract and retain consumers, M&E firms must first understand consumer wants and behavior patterns. By being more complex in their client relationships, streaming providers may move beyond merely focusing on cost and content. Customers' concerns and preferences should be addressed through content windowing, tiered pricing, personalized services, and social interactions to promote retention.

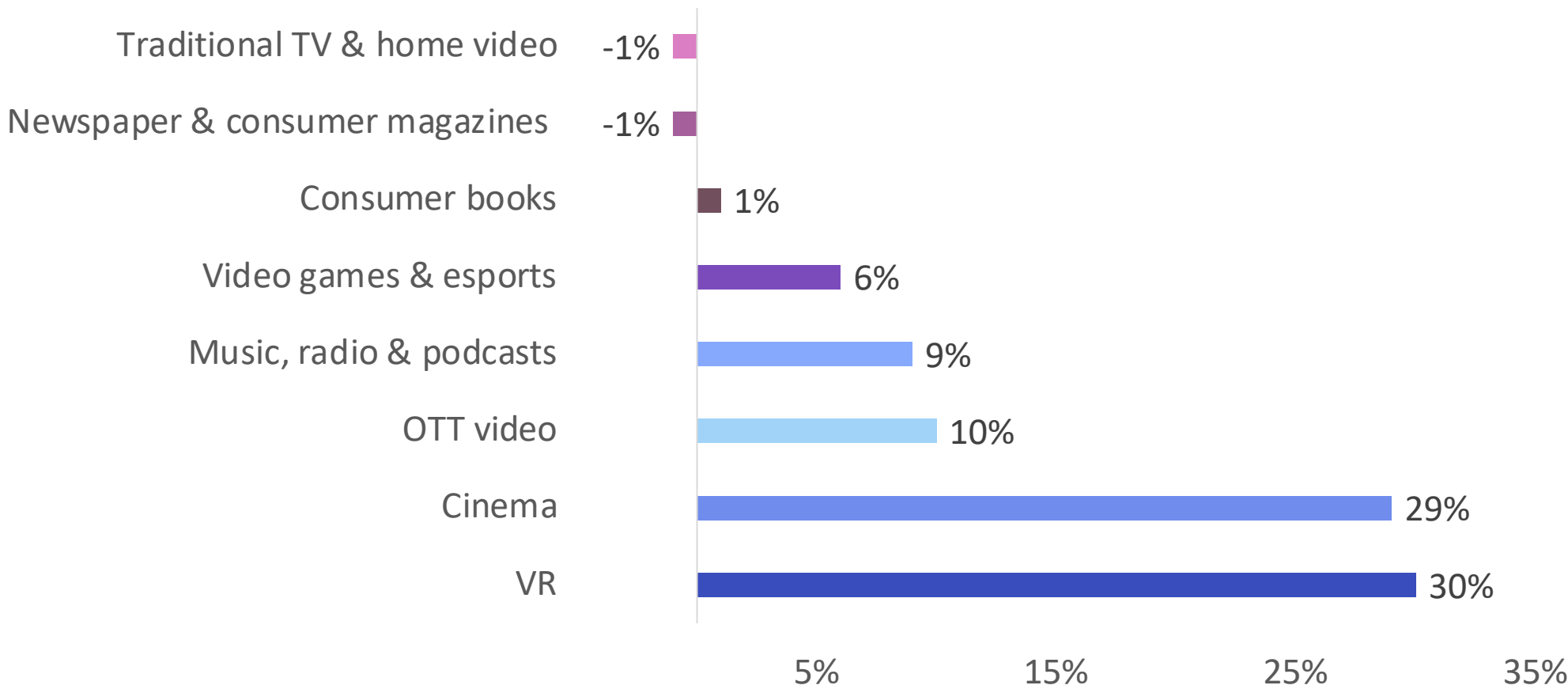
OPPORTUNITY #2

Converging entertainment experiences:
Consumers' readiness to try new entertainment alternatives has increased as a result of the COVID-19 pandemic. The once-clear lines drawn between content and delivery channels are starting to blur. Consumers are benefiting from the convergence of entertainment and technology, which necessitates new tactics and adaptive methods for firms and creators, such as direct-to-consumer offerings like premium video on demand, as well as crossover services like watch parties, music within video games, and esports on broadcast TV.

OPPORTUNITY #3

Repositioning to monetize advanced wireless networks:
Although consumer and business adoption of sophisticated wireless technologies such as 5G is still in its early stages, the transition to next-generation networking is undoubtedly underway. 5G promises to provide enterprises with unprecedented, real-time visibility, insights, and control over their assets, products, and services. The trick for telecom providers is to figure out how to use these new technologies to develop new goods, services, and business models that will help them maximize their earnings.

PROJECTED GROWTH BY SEGMENT, CAGR 2020-2025



CONCLUSION

After the unprecedented effects that the COVID-19 pandemic left on all industries, sectors within M&E faced hardships, like traditional cinema and commercial TV, while others realized soaring profits, like OTT video providers Netflix and Hulu. Understanding consumer behavior patterns and developing a more sophisticated strategy to communicate with consumers will be crucial for M&E organizations in 2021. As consumers experiment with their entertainment options, providers should continually embrace new strategies and adaptable approaches for content development and delivery.

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