

IDC Retail Insights: Worldwide Media and Entertainment and the Advertising Value Chain

IDC Retail Insights: Worldwide Media and Entertainment and the Advertising Value Chain provides an in-depth analysis of drivers, priorities, and technology investment trends in the media and entertainment industry. As media and entertainment content moves increasingly toward on-demand and, in some cases, converged AR-enabled physical and digital consumption, this program focuses on helping companies rationalize distribution among channels, rapidly produce content cost effectively, and facilitate personalized consumer access to content to increase loyalty and ratings. Monetization of data will also become more commonplace among media and entertainment companies, and we will deliver research on customer data and content data exchanges that rise to prominence to facilitate targeted ecosystem growth.

Approach

This service collects relevant market data through interviews with industry practitioners, experts, and technology vendors, complemented by secondary research from conferences, publications, and third-party news sources. IDC's worldwide media and entertainment analysts develop unique and comprehensive analyses of this data, focused on providing actionable recommendations for the buyers and sellers of technology. To ensure relevance, our analysts work with subscribers to identify and prioritize specific topics to be covered in research reports.

Topics Addressed

Throughout the year, this service will address the following topics:

- In-depth analysis of drivers, priorities, and technology investment trends in the media and entertainment industry
 - Advertising sales management
 - Subscriber life-cycle management
 - Loyalty management
 - Royalty and rights management
-

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What are the drivers of transformation in this industry?
 2. What are the key technology investments planned?
 3. How are these companies aligning to business priorities?
 4. Which technology vendors are valued highest by buyers and why?
 5. Who are the buyers within organizations in this industry?
-

Who Should Subscribe

The *IDC Retail Insights: Worldwide Media and Entertainment and the Advertising Value Chain* service is ideally suited to support the needs of senior innovation, strategy, operations, marketing, and digital IT executives responsible for ensuring exceptional consumer experiences and business growth. Suppliers to the media and entertainment industry focused on helping companies improve customer loyalty and satisfaction, improve the return on assets, and reduce operational risks will also benefit from this service.