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 over-the-top (OTT) live and on-demand streaming, social and gaming interactivity, and digital consumption, this program focuses on helping companies rationalize business operations, media orchestration, production, distribution, and monetization to achieve profitability while delivering quality programming. Advanced technologies such as generative artificial intelligence (GenAI), cloud, and data analytics will be leveraged to rapidly address content costs and workflow efficiencies and facilitate personalized consumer awareness to engaging content to increase loyalty, ratings, and monetization. As data becomes the most valuable currency among media and entertainment companies that drive intelligent decisioning, we will deliver research that provides how best to use it to assist in the transition to cloud, by selecting the right leading technology vendors where the total cost of ownership (TCO) among all drive a seamless business cycle through to a positive return on investment (ROI) and profitability.

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 and interpretation 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
- Advancements and improvements of the entire business cycle including operations, media orchestration, production, distribution, and monetization
- Market strategy development leveraging technology trends, native cloud business cycle, and vendor road maps
- Identifying best "group of five" vendors that together complete the business cycle achieving TCO objectives
- Identifying key competitive vendors by category and subcategories
- What vendors are expanding toward end-to-end solutions
- SaaS versus managed service offerings
- Technology trends affecting each category and workflow processes
- Consolidation and merging of applications
- Key standards, trends, and applications that drive cloud-based services adoption
- The convergence of CTV and retail media networks; multi-industry convergence
- Digital Advertising Market Model
- Back- and middle-office services for operations

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 the 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 for media companies to stay competitive and achieve profitability objectives. Suppliers to the media and entertainment industry focused on helping companies improve resource productivity, workflow efficiencies, cost control management, and data performance metrics to drive decisioning to deliver quality programming that achieves customer loyalty and satisfaction, improve the return on assets, and reduce operational risks will also benefit from this service.