



MEDIA- MORPHOSIS:

**Transforming media &
entertainment**

Accenture Communications and Media



Reshaping the competitive landscape

How is digital rewriting the rules of competition?



Consumers have ever-changing expectations—so you need to know more about your customers, faster.



The world is more complex and less predictable, making it difficult to plan ahead with confidence.



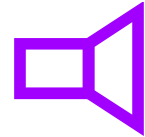
New entrants are leveraging new technologies to launch disruptive business models.



Innovation is no longer in-sourced; you need to incorporate new technologies and ecosystems with agility.

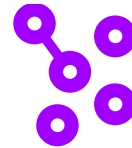
The evolving media value chain

These trends can be felt by all roles in the value chain. The roles that media and entertainment companies play today will continue to evolve.



TUNE UP

Legacy content creators are no longer industry gatekeepers



NETWORKS

Network brands give way to content titles and digital brands



DISTRIBUTORS

D2C is commoditized by the internet provider



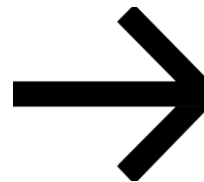
CONSUMERS

Digital media rejoins the physical world

Our transformation approach

You can build an agile, digital business model that both creates new capabilities and fuels the core of your business.

Follow these three phases to transformation.



TUNE UP



TUNE IN



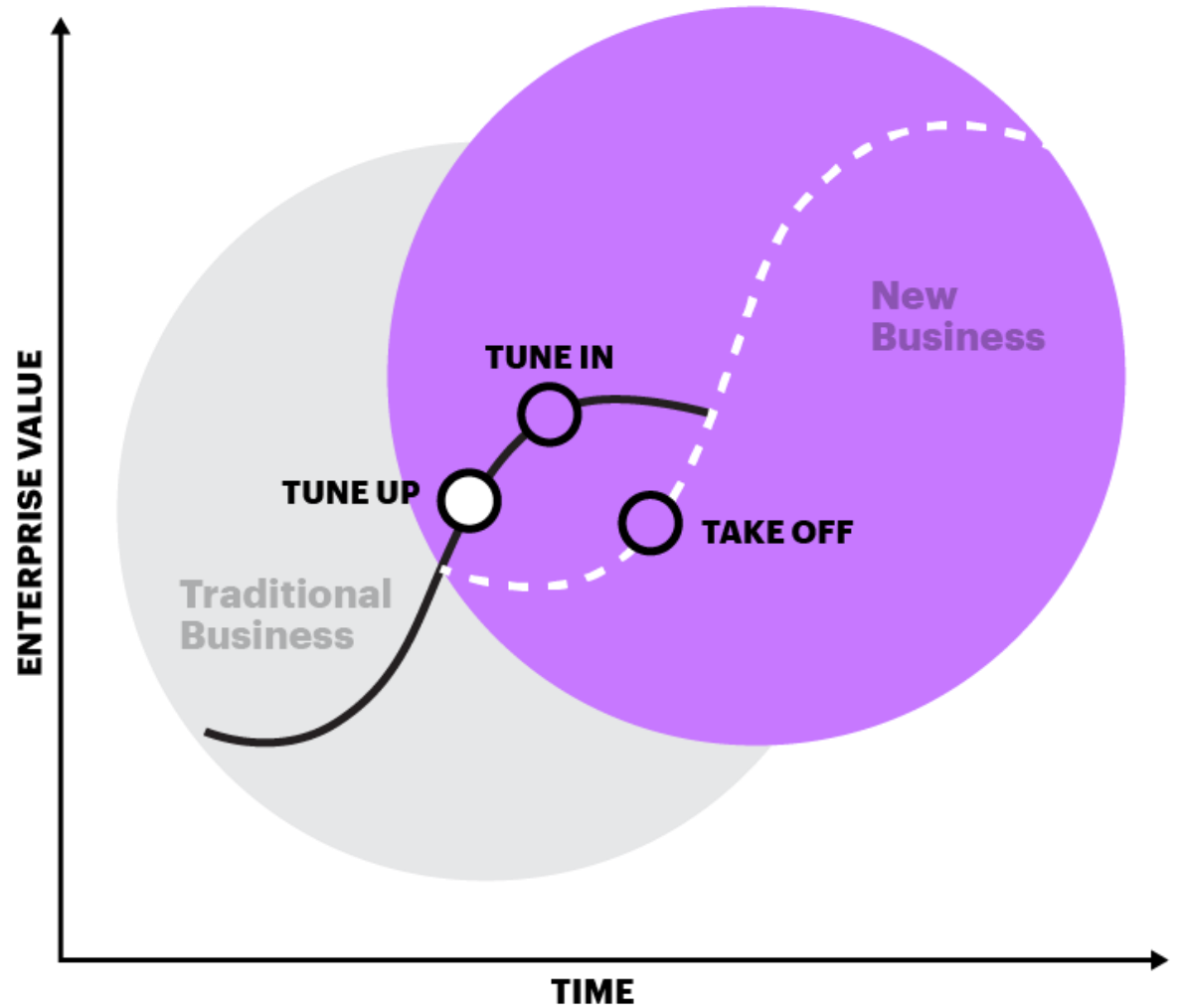
TAKE OFF

01

TUNE UP

Start with the core to meet the demands of the multi-dimensional media landscape.

- **Transform** your supply chain to overcome inefficiencies and unlock trapped value.
- **Collect** richer data and create a platform-based approach.



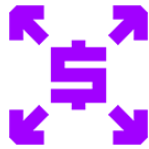
REIMAGINING THE CONTENT BUSINESS

Content companies need to become “intelligent enterprises” and reinvent their fundamental content capabilities to compete at speed. The main transformations are:



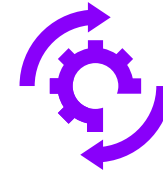
Product

How to engage the new “cross age” generation of people expecting round the clock access to best stories and traditional viewers?



Monetization innovation

How to transform the linear core business, converging it with emerging but still niche digital business without increasing cost of sales?



Reinvent production and content supply chain

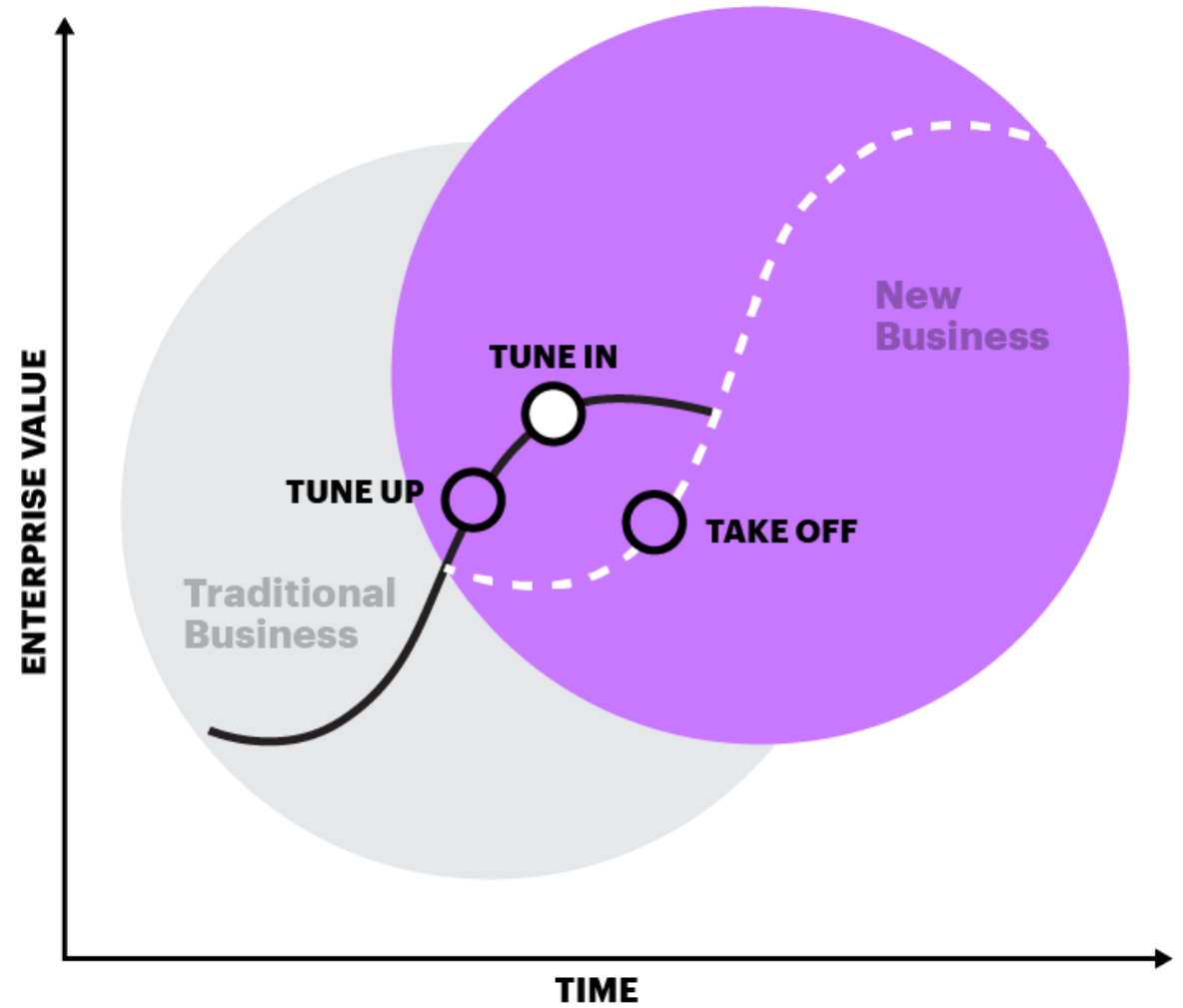
How to reduce hourly production cost making the content more “intelligent” and valuable?

02

TUNE IN

Put the consumer at the heart of your growth strategy as you invest in technology to fuel future growth.

- **Use** new channels and technologies to get closer to existing audiences.
- **Identify** new target segments.
- **Develop** the new content, channels and delivery mechanisms that will drive new revenues.

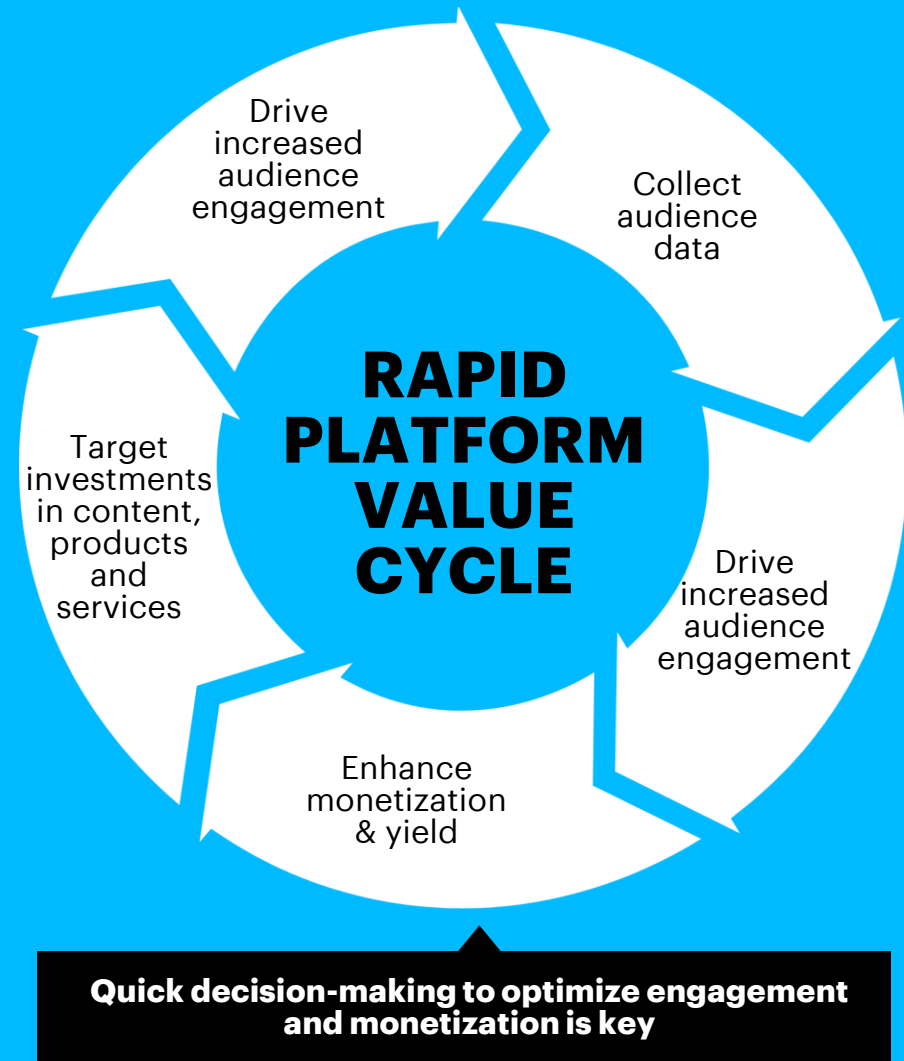


CORE TECHNOLOGY INVESTMENTS

Media and Entertainment companies have strategic advantages, which, if “digitalized”, are well-placed to create value in their core & eventually new businesses:

- ✓ Distinctive Editorial **Voice & Tone**
- ✓ Cross-Media **Advertising**
- ✓ Ad Buyer **Transparency** to Improve **Outcomes**
- ✓ **Content** Creation & Acquisitions
- ✓ **Brand Awareness, Audience Reach** and **Engagement**

Deploy a platform-based approach to leveraging data

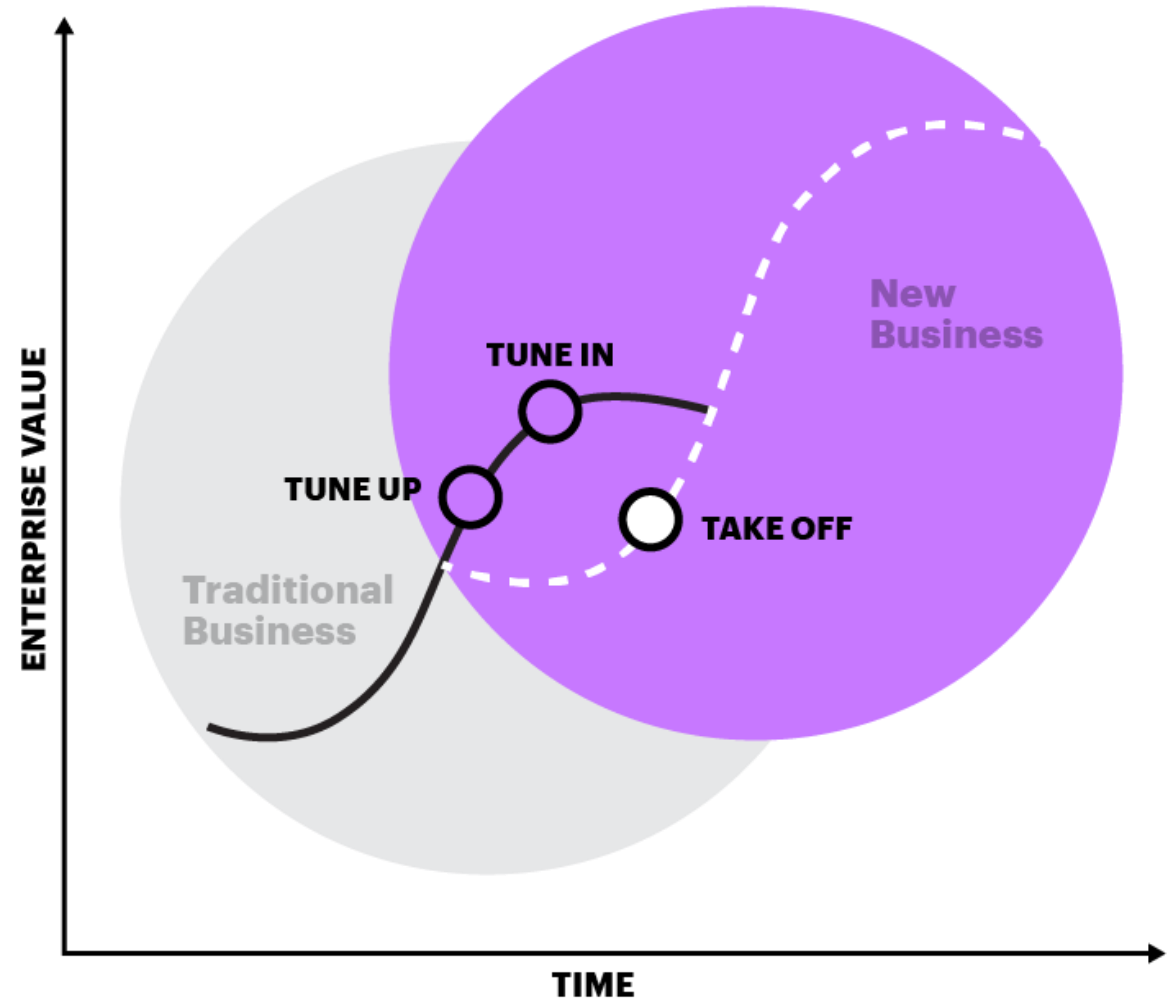


03

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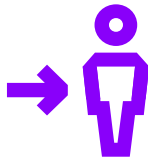
Win the hearts, minds and share of wallet of tomorrow's consumers as an agile and multi-dimensional media company.

- **Design**, pilot and rapidly industrialize new content, services and tailored offerings.
- **Enrich** the audience experience and scale the New.
- **Explore** B2B, B2C or platform partnerships to drive value.



MEDIA AND ENTERTAINMENT STRATEGIES

Digital disruption provides an opportunity to reimagine what it means to be a “media” company- and fulfil this vision in fresh and innovative ways. There are a number of possible choices, all equally good, that should be considered:



Direct to consumer

Corner a content market to develop a direct-to-consumer offering.



Digital first

Develop digital first offerings to reach new audiences across super-platforms.



Lifestyle ecosystem

Influence a consumer market beyond content and across their lifestyle.



D2C-as-a-Service

Offer leading D2C capabilities as a service.

Pivot to the future of media today

Accenture is helping media businesses design, pilot, and scale new products and offerings faster, allowing them to tap into growth and rotate to the New.



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