A New Era of Optimism

Accenture’s annual value assessment research found data that signals optimism for the broadcasting industry.

While this signifies optimism in the industry it also highlights a crucial question: Where will the growth come from? Our research findings suggest four value creation themes that we believe can help the broadcasting industry meet ambitious market expectations.

Value Creation Theme One
Premium and Cost-Efficient Content

Value Creation Theme Two
Consumer Optimization

Value Creation Theme Three
Converged Operating Models

Value Creation Theme Four
Exploiting the Data Advantage

Read more about the key trends and value creation themes in the Broadcasting industry, or contact us for help in accelerating your company’s growth.