



# THE MEDIA INDUSTRY

## VIDEO TRANSCRIPT

As the world changed, the lines blurred.

We went from changing the channel to switching up how, where, and when we watch.

From seeing what's on, to streaming what's in.

And as people took control, advertisers took notice.

As the entire industry continues to morph, the race is on to transform content, advertising, media, and studio workflows; to go big, go global, and bridge the gap...faster than ever.

The sequel to the traditional media business is already being written. Will you have a starring role?

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