

COMMUNICATIONS & MEDIA

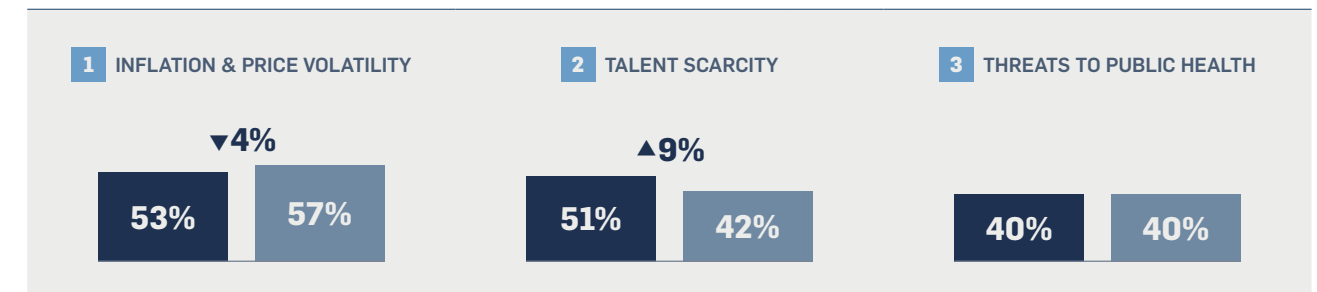
The shift to digital has placed the communications & media industry under severe stress. To address the rise in demand, CEOs are investing heavily in building resilient and efficient infrastructure, as well as fostering a strong workforce and underlying governance to be able to provide affordable, equitable access to all.

“It is imperative that we bridge the digital divide, but the answer isn’t just more broadband, it’s accessibility and affordability of devices, digital education, digital infrastructure – those are the things that will change the world.”

Hans Vestberg,
Chairman and CEO of Verizon

THE MOST PRESSING CHALLENGES

■ COMMUNICATIONS & MEDIA ■ CROSS INDUSTRY



CURRENT LANDSCAPE

TOP RESILIENCE ACTIONS FOR COMMUNICATIONS & MEDIA CEOS



The COVID pandemic has elevated connectivity as a necessity to the global economy and the individual. Industry CEOs are therefore tasked with providing this basic necessity in an affordable and equitable manner. As Joost Farwerck, CEO and Chairman Board of Management of Royal KPN N.V., explains, “Our business comes with the responsibility of making our infrastructure available, accessible, and secure. Internet has become a lifeline. It serves as an engine for progress to connect everyone to a sustainable future.” Yet, talent scarcity issues can inhibit progress. CEOs are, therefore, investing heavily in upskilling and reskilling their current workforce, while investing in enhancing diversity and inclusion initiatives to attract more top-tier talent in a competitive environment. CEOs are also advancing sustainability efforts, particularly new product and service offerings, to attract new customers and employees, thereby strengthening their competitiveness.

WHERE IS THE INDUSTRY GOING?

TOP SUSTAINABILITY PRIORITIES FOR COMMUNICATIONS & MEDIA CEOS



In a rapidly evolving market, communications and media CEOs are investing in advancing their digital abilities, particularly in cloud-based capabilities, to grow at speed and scale. However, there are also rising governance concerns that the industry is navigating, including responsible media consumption, cybersecurity, and information validation to protect against misinformation.

TRANSFORMATIVE INNOVATIONS

