Pulse of Media brings together Accenture’s deep Strategy and Consulting expertise to envision the entertainment experiences required to delight customers in a fluid, digital world. Gaining insights from 28,000 consumers in 28 countries, Pulse of Media checks the pulse of the media and entertainment consumer, the industry and the competition.

Theme 2:

Industry: “If you build it, they will come.”

Technology: from constraint to enabler

The technological competitive edge enjoyed by digital natives has been blunted by traditional media companies’ major investments in talent, technology, and partnerships. Today, traditional companies can go head-to-head with their disruptive rivals. But being able to ‘do digital things’ is not the same as ‘being digital’. New capabilities from ad insertion to greater personalization offer the opportunity for new revenue streams. But in order to capitalize on new sources of value the organization has to evolve as fast as the technology.

Vastly increased flows of data can support that goal. But as the amount of consumer data grows, so do the risks that it creates. Media businesses are among the most hacked in the world. In fact, second only to financial institutions. Consumers are wary of online security too – more than half say that they’re not confident that it’s adequately protected. Making security a high-profile capability is therefore a ‘must do’ for media businesses.

IoT flux across the media value chain

The IoT promises to revolutionise many aspects of day-to-day life. Media’s no exception. Powered by new technologies, the IoT could enable media players to unlock new sources of value across the industry value chain, beyond content. But the competition to take a central role in the IoT is fierce. The dominant position that media players enjoy in the home – predicted to be the most valuable domain - gives them a potential advantage. But the range of connected devices and sensors – and the vast amounts of data they’ll produce – will require a new approach that cuts across traditional industry lines. Media players will need to position themselves at the heart of an IoT ecosystem that harnesses complementary skills, technology and customer know-how to find and unlock new value.

Media unplugged

The trend to cord cutting and cord shaving is entering a new phase as the world becomes truly wireless. Continuing developments in connectivity and power are completely removing the shackles from how, when and where consumers access content. What’s more, access to wireless internet is rapidly turning science fiction into science fact. Solar-powered unmanned aircraft delivering broadband to previously unreachable markets in the developing world is just one example of these astonishing advances. New models for wireless delivery are shifting traditional Pay TV from set top box to ‘BYOD’, with increasing availability of OTT offers. How should media players adapt to a world without wires to compete in new, constantly moving markets?