The Industry:  
A new media paradigm  

The media and entertainment industry is facing a completely new content paradigm. Three themes emerged from the 2015 Accenture Pulse of Media Study related to the media and entertainment industry.
The Content “Renaissance”
The democratization of content production, new financing mechanisms and alternative channels are spurring a content renaissance. While content democratization is an established trend, better capture and editing technology and the availability of more distribution channels have enabled further democratization, allowed content producers new ways to tell stories, and shortened time to production.

New financing mechanisms and non-ratings driven OTT distribution channels are offering content producers greater creative license. Amidst this creative explosion we are witnessing a second generation of OTT services, commissioning their own original content and breaking established content procurement rules. New forms of storytelling, such as augmented experiences, and a world of connected devices will open up whole new outlets for creativity and ways to distribute and consume content. As the content renaissance unfolds, rights holders are trying new monetization models and continuing to experiment with content windows.

Delivering broadcast availability with broadband flexibility
Portable devices and apps downloaded on a customer’s device are functioning as the new TV channels and content aggregators, reaching the digital generation. As this occurs, an evolution is underway from the legacy of a proprietary STB to safeguard Pay TV access at a single point of entry to the delivery of content to any screen through the provision of bandwidth and apps.

Looking ahead, three trends are in play. First, convergence of the distribution networks is shifting the focus from standard delivery to providing the best content for the device being used. Second, as media companies move towards IP delivery, it is critical that they are able to manage consumption at scale. Third is the increasing prominence of infrastructures capable of delivering content at 4k resolution. In the midst of these trends is an evolving regulatory environment with implications on how broadband companies monetize their pipes in the future.

Reaching the digital generation
Traditional media companies can no longer think of themselves as just media companies. The business models of new technology-centered media companies are dependent on technology from creation to monetization and are forcing traditional players to become more tech savvy.

Indeed, the evolving media value chain will require traditional content providers to act more like digital product distribution companies, driven by enhanced intelligence to effectively reach the digital generation.

As context becomes more critical to staying relevant with this generation, data holds the key to differentiation. The ability to measure, analyze and take action based on viewing behavior and contextual data will determine tomorrow’s winners. Capabilities to use data and analytics to help consumers search and discover content are also becoming increasingly important, particularly in ways that enable discovery across platforms.

To help achieve a level of personalization at scale, media companies know the race is on to effectively track and measure what the consumer is doing across multiple devices and modes of engagement. Being able to connect user behavior across PC, mobile, TV and future platforms will not only help personalize content but also optimize monetization.

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74% of millennials use a smartphone as their second screen while watching TV.