Did You Know?

1/3 of digital consumers would be willing to pay for online video services if more premium content was available.

Did You Know?

58% of internet users feel that during peak usage times in the evenings, their internet connection at home slows down unacceptably.

Did You Know?

59% of digital consumers would be interested in using a uniquely encrypted chip on their digital device to protect their security on the internet.

Pulse of Media:
Navigating the Complexity of an Evolving Digital World

Did You Know?
We’re at an Inflection Point for Video Consumption; consumers consume all lengths of video on all devices.

THEME 1
The Golden Age of Video Consumption
How is the consumer relationship with media evolving?

Quantity is Good, but Quality is Better. Content that is professionally produced is upping the game.

Consumers are Kings and Kingmakers. They’re bundling to get what they want. It’s about shows, not channels.

Did You Know?

58% of internet users feel that during peak usage times in the evenings, their internet connection at home slows down unacceptably.

THEME 2
A New Media Paradigm
What are the underlying drivers in the industry?

We’re seeing a Content Renaissance in terms of content production, financing and overall user experience.

Broadcast Availability with Broadband Flexibility; content delivery must be device agnostic.

Reaching the Digital Generation: media companies must be “tech forward”, evolving the media value chain.

Did You Know?

59% of digital consumers would be interested in using a uniquely encrypted chip on their digital device to protect their security on the internet.

THEME 3
Shift from Protection to Innovation
What is the competitive environment?

Service Differentiation with Digital Obsession; media companies seek new content, context and bundling.

Adapting the Way of Online Disrupters. Companies need the right partner and right operating model.

Re-imagined Monetization—from advertising to bundled content—what is the optimal mix?