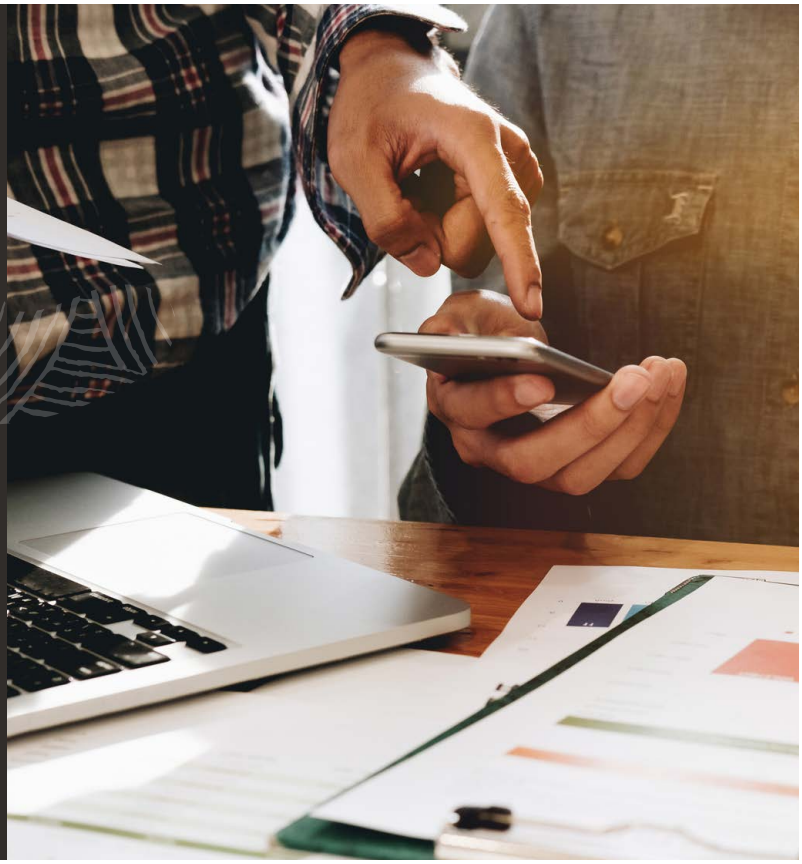

The Cloud Addresses Key Trends in Media, Publishing and Entertainment

Staying Ahead in Today's Media World

Perhaps no industry has seen so much change by the cloud economy as media, publishing and entertainment. We can expect that change will continue as consumers will be flooded with rich content and an array of choices on how to consume and pay for it. Consumers today have myriad options, the ability to discover them will be a critical factor for continued success.

Key Priorities for Today's Media and Publishing Companies:

- Gain visibility into your business to make better, timelier decisions.
- Get up and running quickly, and speed time to value.
- Streamline your order management process.
- Enable ecommerce channels.
- Ensure a successful deployment with the right partner.

Given the key trends impacting the industry, investing in the appropriate technologies to address them effectively is critical for continued success. By learning about the trends, the businesses thriving amidst them and the technology available to address the trends, advertisers are arming themselves with the knowledge they need to remain competitive.

- Content Discoverability
  Amidst this sea of options for consumers, the ability to discover content will become a critical factor for success. Barriers to entry for content creation have continued to fall and distribution models have increased, which makes content overwhelming for many consumers. As technology creates more searchable video with richer resolutions, we expect video-focused content to dominate over digital and print.
- Deep Polarization Between Premium and Non-Premium Consumers
  With barriers to entry down, more players are entering the market at every minute. With ad supported free video driving cord cutting, millennials are making different choices. This will create two classes of consumer, those who will pay for content and/or consume advertising and stay loyal, and those who will not. We expect traditional cable bundlers to become more agile with skinny bundles leveraging their offerings in the live sports they own.
- Demand for Richer Content Experience
  As technology evolves and the choice in providers and delivery models proliferates, media, publishing and entertainment companies will need to provide even greater experiences, with a greater understanding of their preferences. Content providers will need a deeper understanding of their consumers through data management platforms that store consumer preferences and demographics.
- The Fight for Premium Consumers
  As the gap between premium and non-premium consumers widens, there will be significant pressure to acquire and keep the premium consumers. That's going to result in a battle for access that will play out across social and other digital channels.
- Increasing Cross-Device Targeting and Technology
  Ad supported technology providers ("ad-tech") will see greater demand for cross-device technology and targeting. Increased sophistication with Smart TVs, mobile phones and display advertising brands will require ad campaigns that target consumers in multiple locations across singular demographics.

NetSuite continues to invest in our Media and Publishing offering to address the changes coming to media, publishing and entertainment businesses in the year ahead, so stay tuned for additional insights throughout the year. To learn more or see past posts, visit www.netsuite.com/blog.

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