

IDC Worldwide Media & Entertainment Digital Strategies



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The Media & Entertainment program focuses on digital strategies, trends, and market drivers impacting the industry. The objective is to provide guidance on the digital ecosystem categorized by production, distribution and monetization services, key vendors and technologies.

Trends Shaping Media & Entertainment (M&E) in 2023

Transitioning Strategies for Cloud Services ([Doc #US50244823](#))

- What are the most effective ways to leverage SaaS & Managed Services for the business cycle including production, distribution and monetization and who are the leading vendors and why?
- What broadcast applications stand to benefit the most from transitioning to cloud and why?
- How do M&E clients retrain current workforce and hire new skilled workers that comprehend cloud services and advanced technologies such as artificial intelligence (AI), machine learning (ML), and data analytics, and understand how best to apply them?

AI/ML Impact On The Business Cycle ([Doc #US49840522](#))

- How can AI/ML benefit media producers and broadcaster's the most throughout the cloud-based business cycle?
- When will AI/ML be fully implemented throughout the content creation, production and distribution cycle? How will Generative AI impact production, distribution and monetization?

Data: The NEW Currency for Media & Entertainment ([Doc #US49081522](#))

- How can media producers and broadcasters use data to drive content creation, workflow efficiencies and monetization?
- What are the challenges in using data for content creation, workflow efficiencies and monetization?

CTV Platform Convergence ([Doc #US50291923](#))

- Integration with CTV Operating Systems
- Production Tool Integrations & Metadata
- Interactive Services Integration: Social, Data & Gaming
- Distribution Integrations & Destination Profiles
- Leveraging shoppable Ads & ecommerce
- Hybrid Monetization – Subscription, Advertising & eCommerce.

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