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Ventana Research: Who We Are

About Us: We are a market advisory and research services firm in the technology industry.

Vision: To illuminate the value of technology through our unique insights.

Mission: We pride ourselves on delivering uniquely insightful independent research and services through a tailored, trusted and empathic client experience.

Advocacy: We stand behind equality, diversity and inclusion that is a human right for everyone.


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The Ventana eXperience Difference

**Experience**
We deliver a superior client experience using a high-touch and proactive engagement approach with a world-class team dedicated to our values.

**Expertise**
We have decades of experience in our subject-matter expertise and market research provided through our analyst and product team.

**Digital**
We offer a digital first approach to our community with on-demand access to a client portal for flexible self-service access to market insights and team.

**Comprehensive**
We provide a portfolio of connected Consulting, Advisory, Research, and Education (CARE) products that are tailored to meet our clients’ needs.

**Commitment**
We ensure our clients’ success by dedicating ourselves to provide the highest level of excellence in a reliable and teamwork-based approach.
Ventana Research Community of Educational Content

- **Community**: A digital environment of 100k members gaining value from thousands of educational insights in many mediums and types of education and research.

- **Analyst, Industry & Market Perspectives**: Our subject matter and firm authored written and presented insights on topics and vendors guide path on use of technology.

- **Educational Insights**: Continuous publishing of research perspectives, white papers and presentations on the technology industry.

- **Market Research Insights**: Library of market research insights in form of reports, insights and best practices on technology and vendors.
Ventana Research: Market Research Excellence

- **Market Agenda**: We provide an annual and continuous plan to our research direction.

- **Analyst, Industry & Market Perspectives**: Firm and subject matter authored written or presented insights on topics and vendors.

- **Benchmark Research**: Continuous in-depth primary research on market and trends in over 25 topical areas of focus.

- **Dynamic Insights**: Continuous self-service research providing digital guidance to participants for their potential actions.

- **Value Indexes**: In depth vendor and product research built on an RFI/RFP format that categorizes and ranks technology vendors.
Our areas of expertise help media and entertainment organizations examine how to innovate and transform their organization and processes.
**Marketing**
Digital experiences and engagement strategies ensure market growth.

**Office of Revenue**
Optimal commerce and channel strategies require applications for achieving outcomes.

**Customer Experience**
The processes and applications that streamline customer journey and lifecycle of engagement.

**Product**
Digital experiences and product lifecycle with information to support enterprise strategy.

**Operations and Supply Chain**
Demand driven supply chains require product, service and planning application investments.

**Office of Finance**
Proper fiscal governance requires finance and ERP investments.

**Human Capital Management**
Effective use of people requires investment into applications and technology for people and workforce.

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**Digital Technology**

**Digital Business**

**Business Outcomes**
Media & Entertainment

Industry Assertion

By the end of 2024, two-thirds of media organizations using digital commerce systems will conclude they need to abandon existing technology deemed ineffective in supporting engaging customer and product experiences.
Media and Entertainment Industry

The need to modernize their digital computing environment requires business and technology investments that can innovate and streamline consumer and subscription processes. To ensure your digital effectiveness requires insights to how the entire subscriber and billing processes provides the most effective revenue and financial outcomes. Effective digital environments that maximize customer investments and provide the subscriber experiences desired by consumers for optimal engagement. Unify processes through applications and with marketing investments requires analytics.
Challenges For Media and Entertainment Industry

1. Portfolio of digital investments to engage consumers
2. Effectiveness in using online technology for outcomes
3. Modernization of applications in media processes
4. Differentiated services through subscriptions
5. Expected efficiency in digital and consumer experiences
Business Trends in Media and Entertainment Industry

1. Content Mobility and Creator Economy
   - Mobile sharing and Video-on-demand using live content across media and devices where every consumer can create and curate content.

2. Businesses Reach via Social Media
   - Using media channels to advertise products and services is digital and with consumer targeting and metrics can reach individuals.

3. Digital Mediums for Consumers
   - Podcasts and short-form videos gain engagement enabling creators’ new methods to engage consumers.
Media & Entertainment

Industry Assertion

Through 2025, the establishment of CX application suites on a common platform in media industry will become the focal point to optimize customer and organization engagement.

Keith Dawson
VP & Research Director
Technology Trends in Media and Entertainment Industry

1. Metaverse Virtualization to Augment Reality
   - Virtualize of consumer and business life enables new immersive experience engagement where advertising to methods to work and enjoy life.

2. Artificial Intelligence and Analytics
   - AI infused analytics assess media value chain guiding creators and consumers to what they need to know and act upon.

3. Digital Data Privacy and Security
   - Digital engagement has regulations and requirements to ensure cyber-related privacy and security of data and individuals.
Our Portfolio of Services for Industries

We provide a portfolio of services called CARE designed to help organizations in the following areas: helping with their business technology needs across processes, guiding evaluation and selection activities related to the technology industry and assist specific investments in technology industry to reach full market potential.

Consulting

Strategy & Planning

Consulting where we deliver expert guidance with our experience, expertise and market research through workshops and assessments for better business outcomes.

Advisory

Decisions & Guidance

Advisory through our proactive and informed expert advice and insights for optimization of decisions through our Ventana On-Demand service designed for value every month of the year.

Research

Observations & Insights

Research enables insights from our industry analyst team and market research with our Benchmark Research, Dynamic Insights and Value Index research products that provide facts for decisions.

Education

Knowledge & Power

Education in a range of business, technology and vertical industry topics through our publishing of digital content in mediums and styles for impactful insights across an entire organization.
Customer Satisfaction in Media and Entertainment
Utilize Technology and Best Practices for Engagement and Experiences

Subscription Billing for Media and Entertainment
For media and entertainment organizations, the delivery of high-quality, personalized experiences is essential. This requires understanding complex customer relationships and preferences, in addition to managing diverse revenue streams. Seamless, accurate subscription billing tools are crucial for success.

Tax Provision in the Media and Entertainment Industry
Make the Process Fast, Accurate, Easier and Auditable
“Today’s subscription business models are complicated by billing methods such as usage-based charges, promotions, late fees, and managing different customer tiers. Effective tax automation can simplify and accelerate the process, allowing companies to focus on providing excellent customer experiences.”

© 2022 Ventana Research
Supercharge Media and Entertainment Industry
Maximize market and product investments
Embrace strategic guidance and market education

blog.ventanaresearch.com  @ventanaresearch  In/ventanaresearch

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