



Engaging customers in new experiences

In the traditional media and entertainment (M&E) model, creativity, distribution and monetization were linear. For the most part, consumers were passive, waiting for content that was made available at a time dictated by others. Digital has created a new world order that is more atomized, disintermediated, complex and, above all, dynamic. As a consequence, M&E consumers are more empowered. They have steadily rising expectations around how products and services should be delivered. Just a few years ago, consumers were delighted to be able to stream a movie or TV show on multiple devices. Now, a consumer expects personalized experiences across their daily life, from mobility and financial services to communications and entertainment.

Bringing technology and creativity together

In this new world, creativity and storytelling are still at the heart of this business; however, new technologies drive the innovation imperative. On many levels, consumer experiences need to be contextual – based on time, place and person – and native to the form factor. This impacts the very essence of content creation, including the production skills that underlie it. In film and television, for instance, “green-lighting” production decisions were made by film screenings combined with gut instinct and guesswork. In the digital age, predictive modeling plays a starring role in the creative process: from whom to cast and what storylines will resonate with audiences.

Deep customer knowledge key to success

The integration of multiple data sources is critical for M&E companies to anticipate consumers’ desires and help them discover content and services. At the same time, internal silos need to come down across the enterprise to allow for the creation of a single, enterprise-wide perspective on the customer.

Successful M&E companies will shift from demographic-based targeting to using the disparate data they collect to create “persona”-based views of key customer groups. These views bring targeted experiences to life by designing new processes and experiences that are tailored to defined tastes, lifestyles, expectations and aspirations.

Armed with a new granularity of insight, more and more M&E companies will turn to technology to transform media experiences. On one level, their engagement will be more agile, delivering real-time responses and recommendations to customer wants, and ensuring greater exploitation of content and rights. On another level, the touch points and interfaces will evolve. For example, International Data Corporation (IDC) predicts that by 2020, nearly 50% of new mobile apps will use voice as the primary interface.¹

Reshaping engagement

Connected, empowered consumers now expect a seamless, omnichannel and digital-first approach to engagement with their service providers. As a result, M&E companies must spend considerable energy and resources on their relationships with

consumers, particularly millennials and digital natives. Chatbots, for instance, as a way for consumers to interact with providers, will play an even greater role than they already do today. Consumers will manage frictionless relationships even without the need to use an app, visit a website or make a phone call.

Engagement is not only outward-looking. Employees are also consumers and will expect the same seamless experiences. By activating the next generation of collaboration tools and processes, across their enterprise, M&E companies create a virtuous circle of understanding between their customers and their employees.



Building a better working world

1. “IDC FutureScape: Worldwide IT Industry, 2018 Prediction,” IDC, October 2017.



EY Global Media & Entertainment Leaders



John Harrison
Global M&E Sector Leader
john.harrison@ey.com
+1 212 773 6122



Janet Balis
Global M&E Advisory Leader
janet.balis@ey.com
+1 212 773 1422



Ian Eddleston
Global M&E Assurance Leader
ian.eddleston@ey.com
+1 213 977 3304



Will Fisher
Global M&E TAS Leader
wfisher@uk.ey.com
+44 20 7951 0432



Alan Luchs
Global M&E Tax Leader
alan.luchs@ey.com
+1 212 773 4380



Martyn Whistler
Global M&E Lead Analyst
mwhistler@uk.ey.com
+44 20 7980 0654

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EYG no. 01338-184GBL

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