



VENTANA
RESEARCH

Supercharge Media and Entertainment Industry

Maximize market and product investments

Embrace strategic guidance and market education



blog.ventanaresearch.com



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.ventanaresearch)



Confidentiality Statement

The materials in this presentation are copyrighted property of Ventana Research. Any use of the materials beyond the intended purpose of providing information about Ventana Research is strictly prohibited. This presentation and any part of its content may not be redistributed to anyone except the intended audience and organizations use to understand or evaluate Ventana Research.

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.

Values: **Excellence. Independence. Innovation. Reliability. Research. Teamwork.**

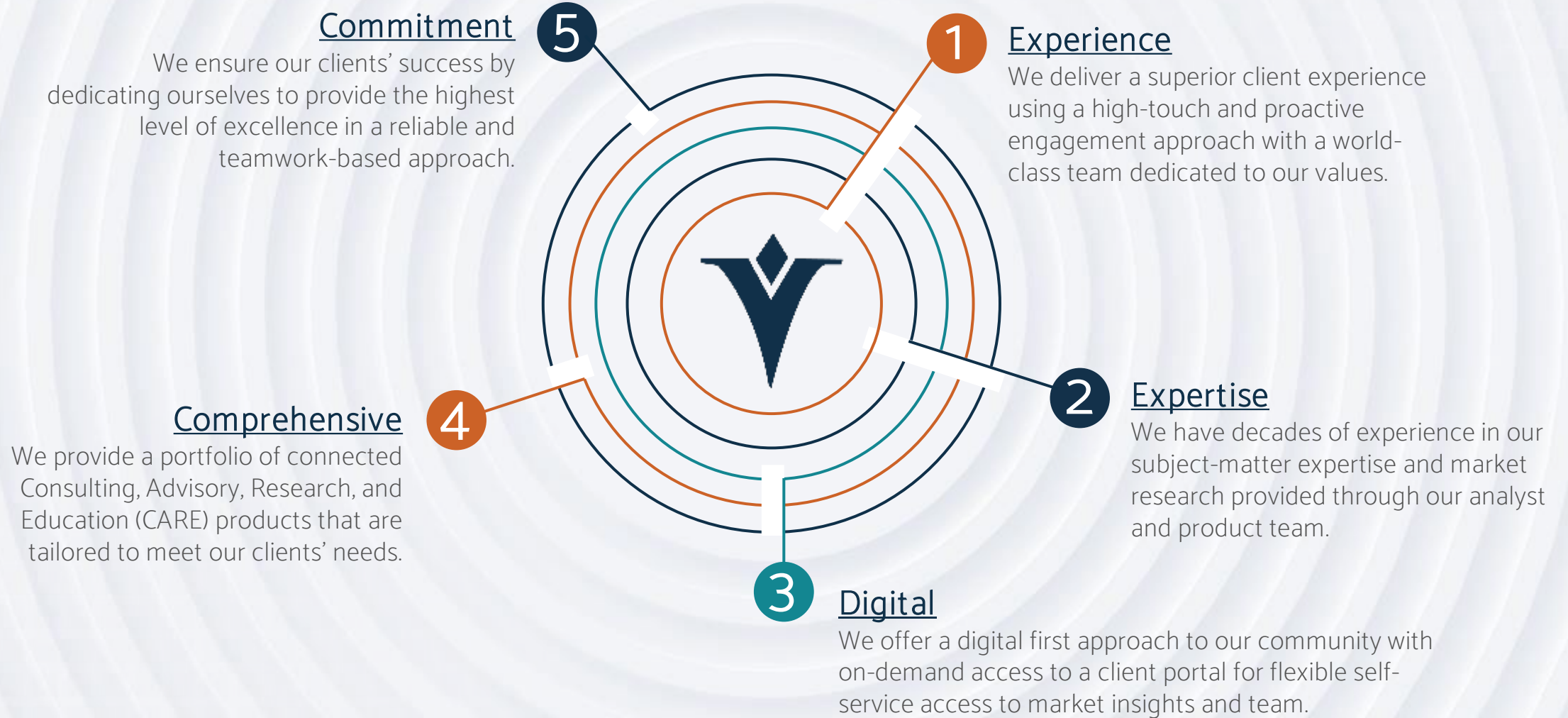
20
Years
Strong

800+
Technology
Vendors in Coverage

100k
Community
Members



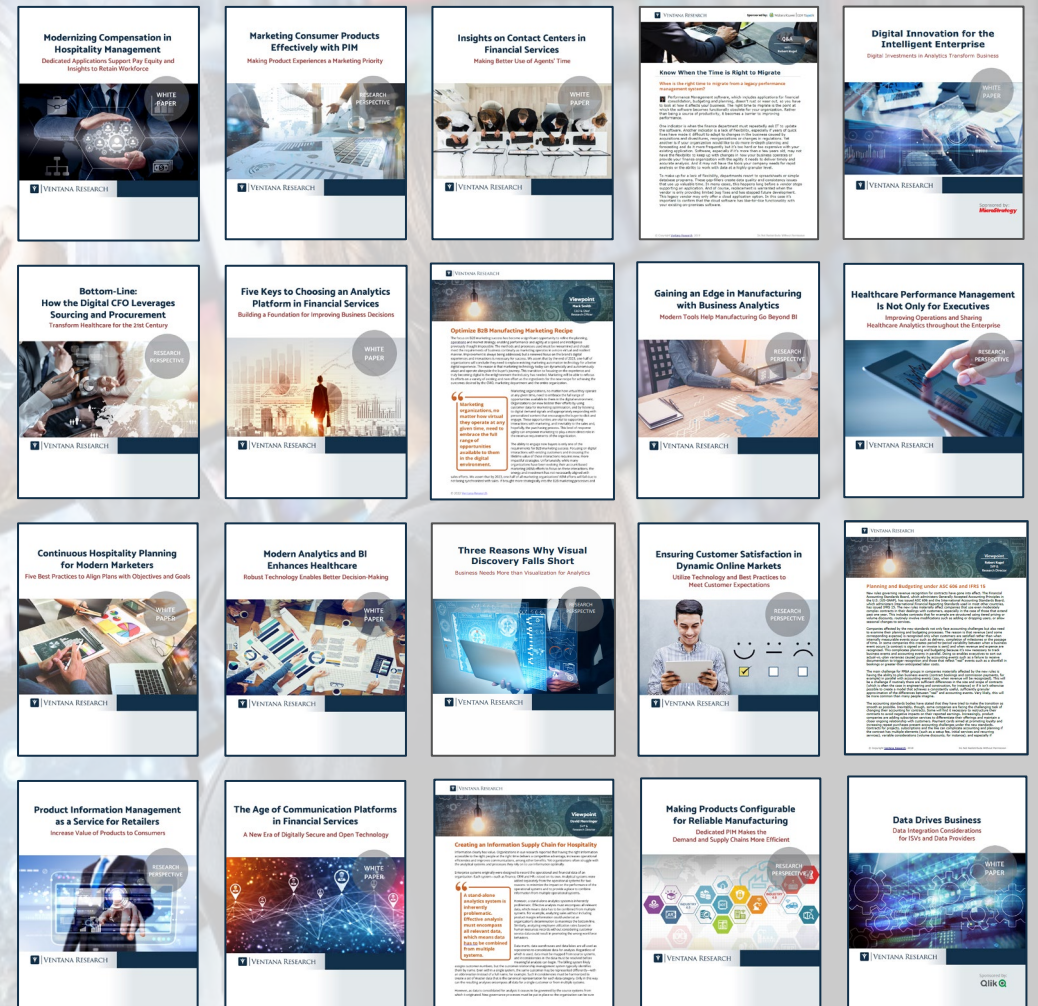
The Ventana eXperience Difference



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.

Community of Educational Content



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.



Areas of Media and Entertainment Industry Focus

Our areas of expertise help media and entertainment organizations examine how to innovate and transform their organization and processes.

Analytics

Data

Customer Experience

Digital Business

Digital Technology

Human Capital
Management

Marketing

Office of Finance

Operations and
Supply Chain

Office of Revenue

Expertise Alignment to Industry Processes & Technology



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.



VENTANA
RESEARCH

Stephen Hurrell
VP & Research Director

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.

© 2022 Ventana Research

 VENTANA RESEARCH

© 2022 Ventana Research

 VENTANA RESEARCH

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.

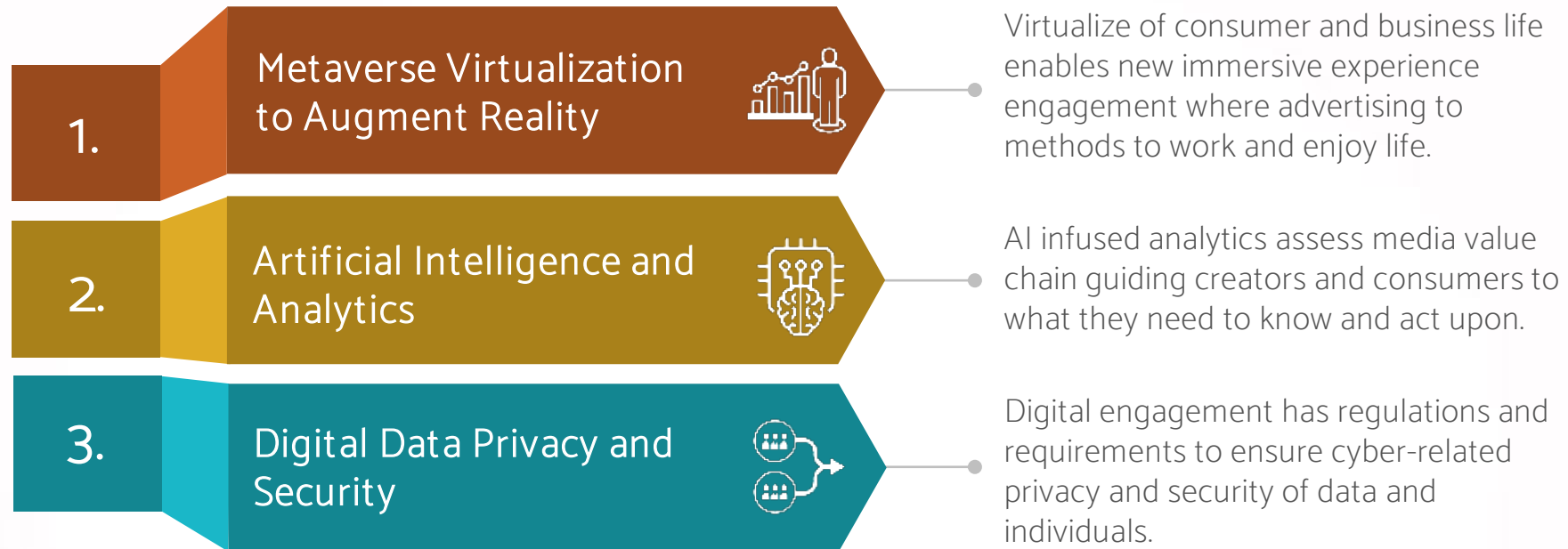


Keith Dawson
VP & Research Director



VENTANA
RESEARCH

Technology Trends in Media and Entertainment Industry



© 2022 Ventana Research

 VENTANA RESEARCH

© 2022 Ventana Research

 VENTANA RESEARCH

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.

Education and Insights on Media and Entertainment Industry



Customer Satisfaction in Media and Entertainment

Utilize Technology and Best Practices for Engagement and Experiences

RESEARCH PERSPECTIVE

VENTANA RESEARCH

VENTANA RESEARCH

Viewpoint
Stephen Hurrell
VP &
Research Director

Subscription Billing for Media and Entertainment

The subscription business model is how media and entertainment organizations have transitioned to provide their digital services to gain a more regular, predictable income stream. However, the subscription model poses challenges, primarily in efficiently handling accounting and billing for subscriptions. Our benchmark research on recurring revenue finds that only one-quarter of organizations that have finance and accounting roles, and fewer than one-half overall, are satisfied with their subscription invoicing process. As for complaints about the process, over three-quarters of organizations said it requires too much effort.

Simple subscriptions (such as for a monthly magazine) are handled easily by any financial system. However, especially for media and entertainment organizations, today's subscription business models are complicated by billing methods such as usage-based charges, promotions, new series and managing subscriber periods. Our research finds that a majority of media and entertainment companies use billing cycles that vary from monthly to quarterly or annually with activation dates that can be daily. Accounting for these variations can be further complicated because the data specifying the details of the subscription may be kept in multiple systems.

Complexity notwithstanding, mistakes in activation can diminish customer satisfaction while underbilling them creates margin leakage. To keep the billing details straight, accounting and operations typically resort to creating data systems to support it.

There is a solution to the complexity problem: software that automates the billing process from activation to collection. This single system of record connects all the steps from subscription (and its contracting and subscription software) through finance and accounting (and their ERP systems). Such a billing system automates the movement of data through each step to save time. Because users enter information just once, the data at every step of the process is also accurate, up-to-date, consistent and controlled for subscription management. In our research, the vast majority of organizations using dedicated subscription billing software said they are satisfied with their system, compared to only one-half of organizations that use spreadsheets.

© 2022 Ventana Research

Tax Provision in the Media and Entertainment Industry

Make the Process Fast, Accurate, Easier and Auditable

VENTANA RESEARCH



VENTANA
RESEARCH

Supercharge Media and Entertainment Industry

Maximize market and product investments

Embrace strategic guidance and market education



blog.ventanaresearch.com



[@ventanaresearch](https://twitter.com/ventanaresearch)



[In/ventanaresearch](https://in.ventanaresearch)

