

4

Media & Entertainment Industry Trends & Highlights

1

In the past 12–24 months M&E firms have

Increased number of analytics users

77%

Started using new metrics

67%

Expanded number of data types analyzed

63%

Expanded techniques used

81%

2

M&E companies are very concerned...

About changes in how audience prefers to consume media

81%

About inability to fully protect intellectual property

79%

About competitive threat of companies entering the market

77%

3

Types of audience data currently analyzed by analytics-centric organizations

- 96 Online audience behavior
- 95 Social media
- 94 Finance or accounting
- 93 Location data
- 92 Customer support
- 91 Mobile consumption
- 89 Content reviews
- 89 Consumption not on a mobile device
- 88 Marketing automation
- 85 Sales data

4

Only **38%**

of M&E companies completely agree that audience data available to them for decision making is complete

Discover how to use **audience behavior to enable data-driven decisions** that align with recommendations from industry leaders.



IBM, the IBM logo, and ibm.com are trademarks or registered trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the Web at "Copyright and trademark information" at www.ibm.com/legal/copytrade.shtml.