

Product and channels transformation

Understand and evolve your consumers, products and channels

The Internet is shifting the media landscape, with consumer preferences evolving more rapidly than at any previous time. Success will depend on being able to anticipate customer needs, adapt content and delivery and equip sales forces to deal with a more complex product set.

As we emerge from the recession, businesses are coming under pressure to switch from survival mode to maximising digital growth potential. This will require a re-assessment of customer needs, adapting the product portfolio to meet these needs and reviewing customer payment models.



To remain relevant, companies will come under pressure to look beyond their traditional offering to develop a range of new products and services for the internet and discern what channels are most appropriate for particular types of content. Underlying challenges include

whether subscription, charging for use or making it free and just generating advertising are most appropriate. Sales forces may need to be re-trained to adapt to the more complex offline and online product set. With new entrants snapping at their heels, companies will also need to look at how to improve the customer experience.

The way forward

More timely and incisive customer data will be critical in enabling companies to anticipate changes in products, pricing and consumer behaviour. Companies can then look at where they can add most value, for example do they need to own the customer, the experience and the content or alternatively could they be more effective by buying in or providing specialist content or services.

Forward-looking companies are already moulding their capabilities to the shifts in demand. The key is being able to repackage traditional content for new media channels and exploit what may have previously been non-core sources of value. For example, while professional magazines may have seen a sharp decline in recruitment advertising, many of these publishers can now use their knowledge to offer customers compelling online data products.

A comparable step change has been achieved within the music industry. Having been slow to respond to online demand, the music industry has now returned to growth following the launch of revised product offerings and different pricing models and an increase in its focus on concerts, an area that had once been seen as more peripheral.



Delivering value

PwC is helping entertainment and media companies to analyse and adapt their product set, compare their offering against their peers (old and new) and develop a more effective sales force. We are also working with companies to develop better customer relationship capabilities and improve customer insight, segmentation and experience.

Our services are particularly geared towards identifying gaps in the market, helping clients to prioritise investment and ensuring they can achieve the maximum revenue potential.

Contact us

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