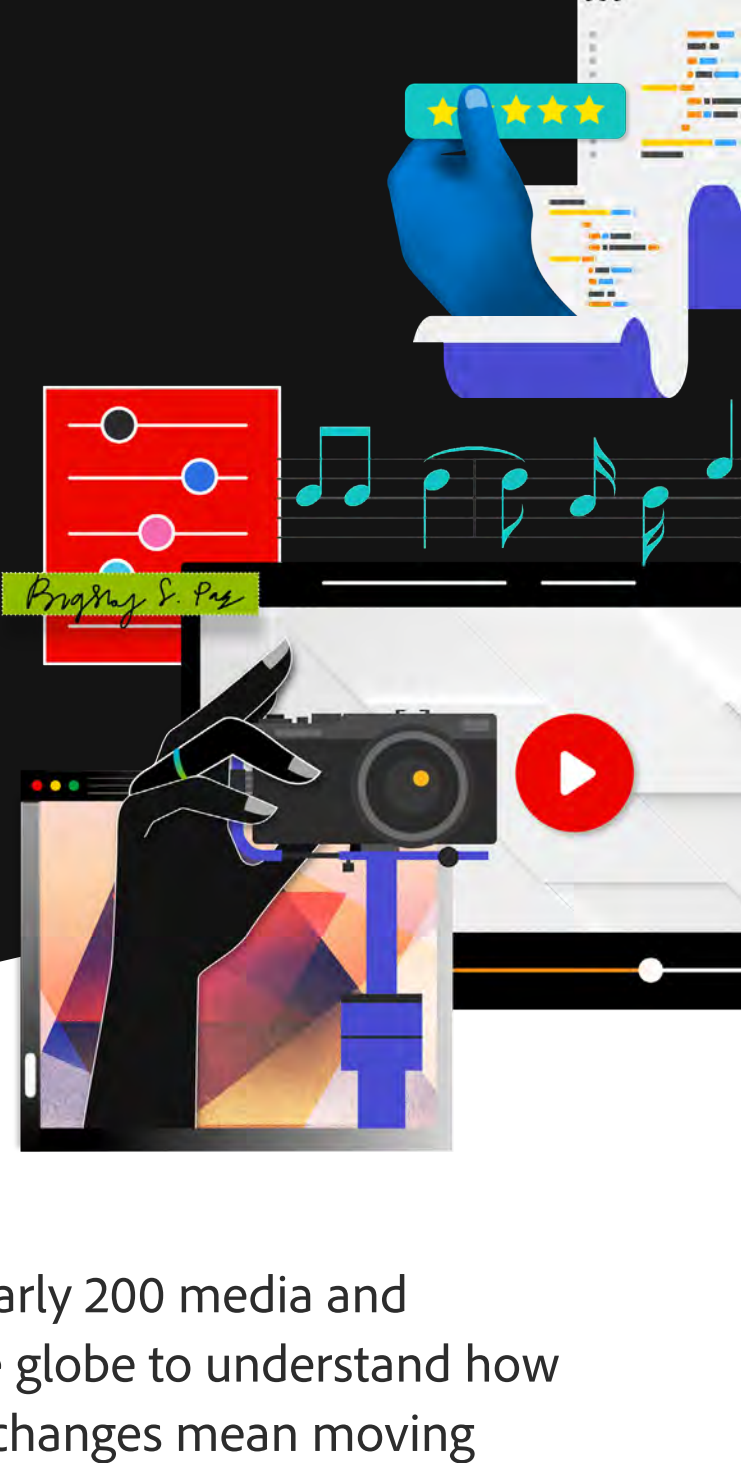




Focus forward: media and entertainment digital trends for 2022 and beyond.

Annual survey results from the M&E industry: what's emerged, what's worked, and where it's headed next.



We partnered with Econsultancy to survey nearly 200 media and entertainment (M&E) professionals across the globe to understand how the industry changed in 2021 and what those changes mean moving forward. The response was loud and clear: M&E brands must rethink their engagement initiatives to competitively meet audience and fan expectations for digital-first, frictionless, personalized experiences at scale.

Today's global media consumers are both digital-first and discerning.

88%

of senior executives agree that the past two and a half years have rewire customers to be digital first

69%

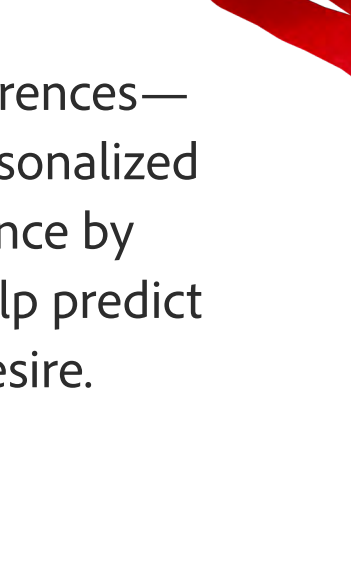
of consumers plan to increase or maintain the same levels of video streaming

71%

plan to increase or maintain the same levels of social media usage

“ When I started about three years ago, it was basically an on-air department, meaning we cut trailers and promos for TV spots, maybe a little bit of social media on the side. That strategy has shifted dramatically. We've exponentially increased our efforts in the digital space. Today, about two-thirds of our output is digital and only one-third is on-air.

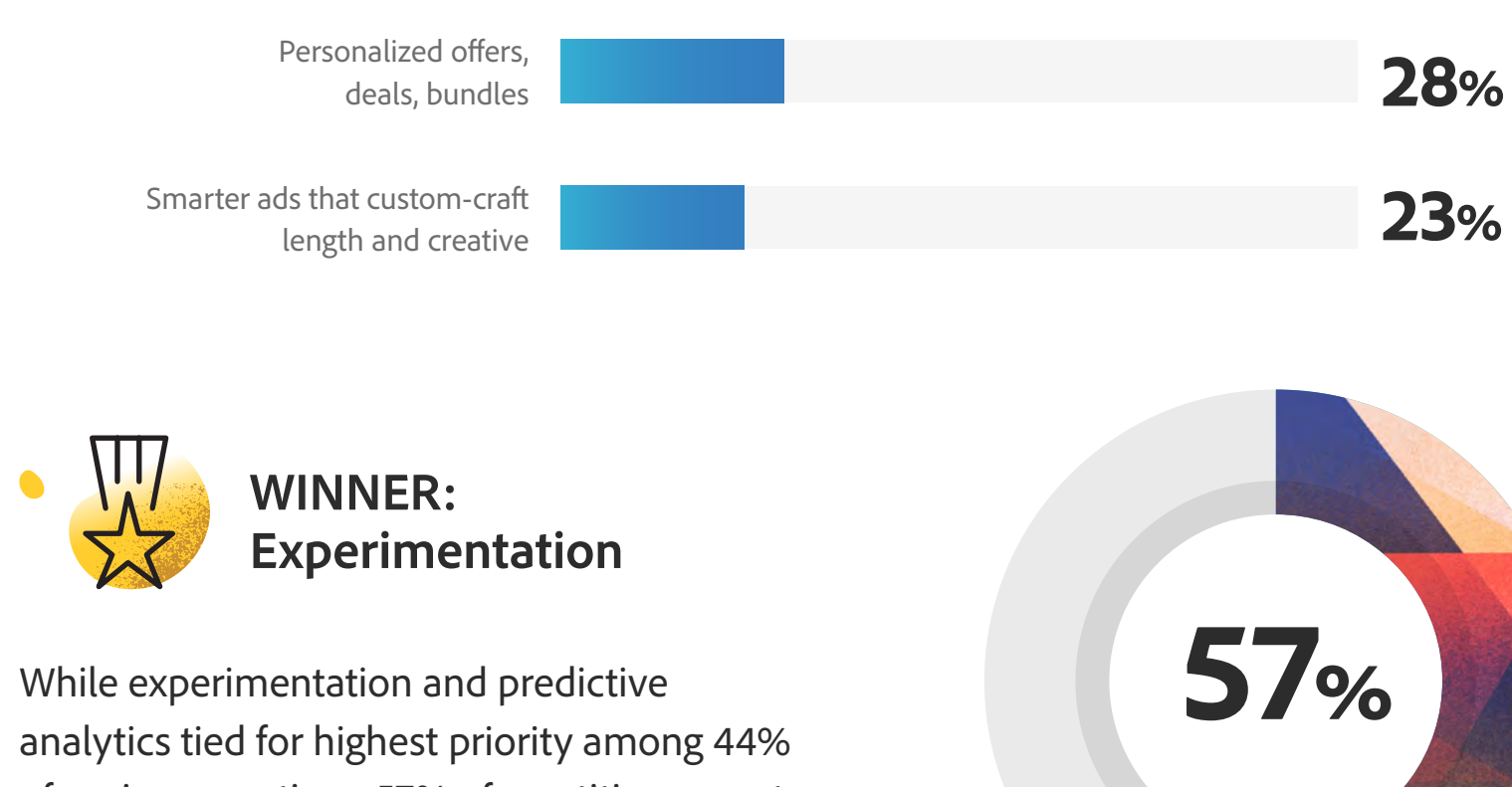
Nicholas Economides
Creative Manager, Fox Networks Group Germany



Notice them, and they'll notice you.

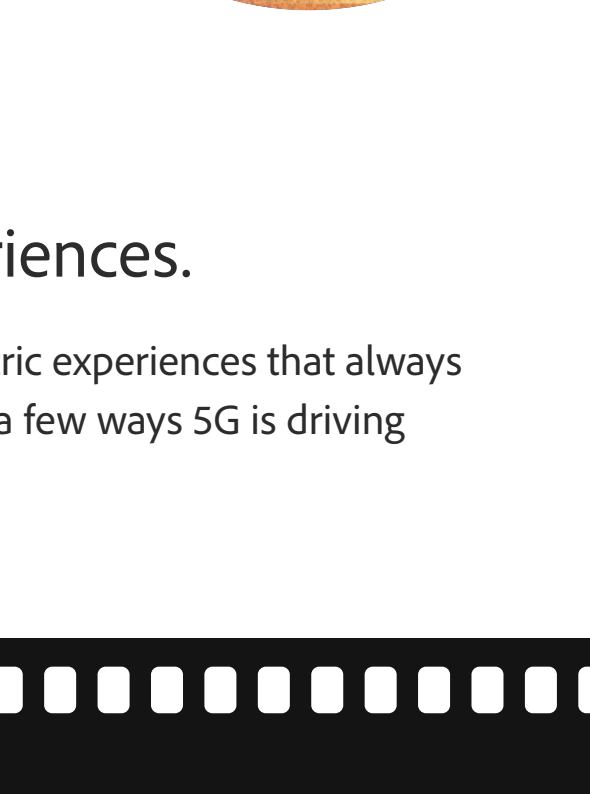
To capture an audience and retain hard-won subscribers, M&E organizations must anticipate preferences—and never miss the chance to deliver meaningful, personalized interactions. Get to know every member of the audience by unifying customer data. And let AI-based analytics help predict when, where, and what type of content consumers desire.

M&E brands are focusing on these top engagement and retention drivers.



WINNER: Experimentation

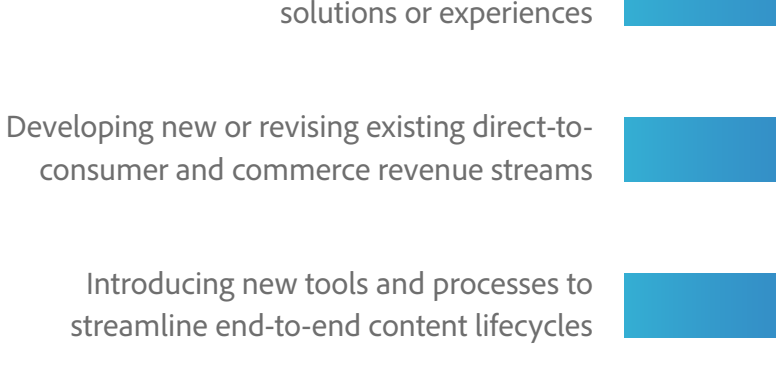
While experimentation and predictive analytics tied for highest priority among 44% of senior executives, 57% of practitioners put experimentation in first place.



5G connectivity is creating new opportunities for interactive experiences.

Faster streaming, improved data and insights, user-centric experiences that always meet the mark, and increased content velocity are just a few ways 5G is driving innovation in content across the industry.

But not all M&E companies are configured for an innovative future.

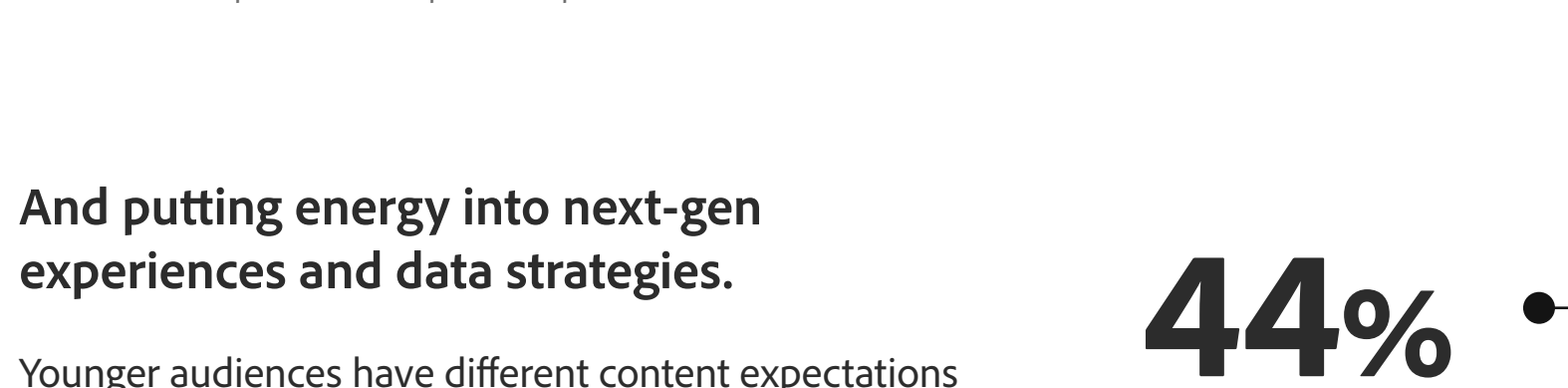


Only 55% of leaders and practitioners feel they're maximizing the opportunities presented by 5G.



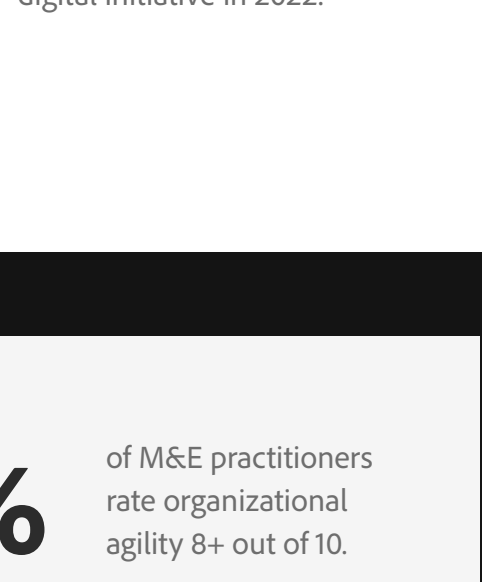
Only 25% of practitioners rate their organization's innovation capabilities 8+ out of 10.

M&E brands are focusing on innovation in 2022 with these top digital initiatives.



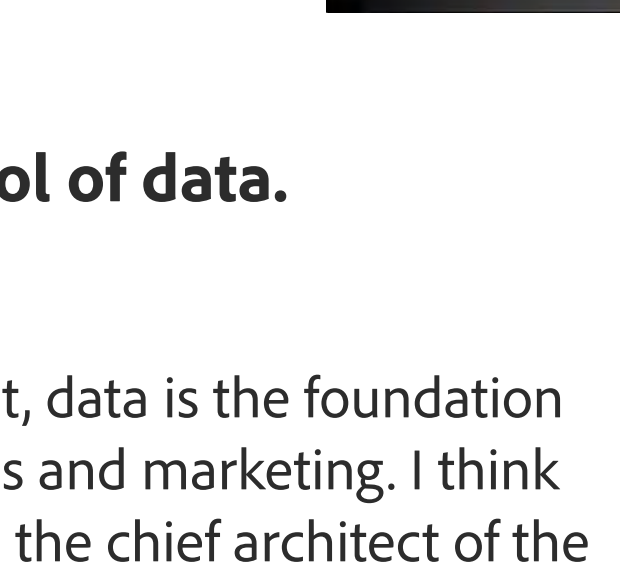
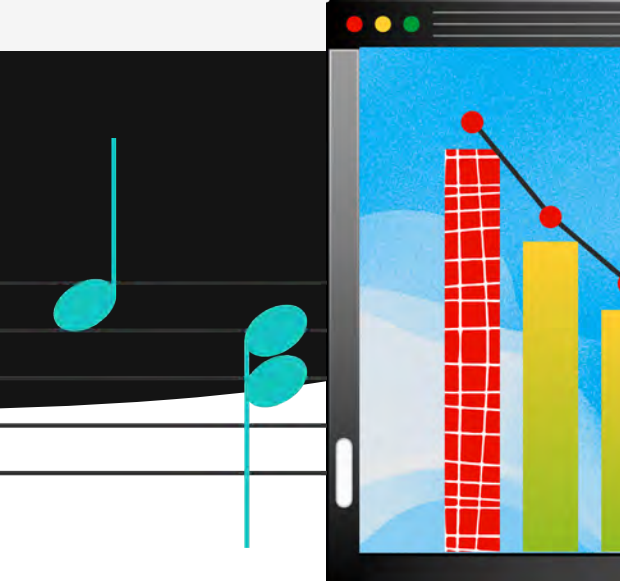
And putting energy into next-gen experiences and data strategies.

Younger audiences have different content expectations that are blurring the distinctions between entertainment, commerce, and gaming. Recognizing this love for authentic, short-form, community co-created content, M&E brands are reimagining their content rosters.



Teams need to reorient for speed.

M&E brands must embrace agile processes and implement workflow optimization solutions to keep development teams connected, increase productivity, and track and optimize content turnaround times.



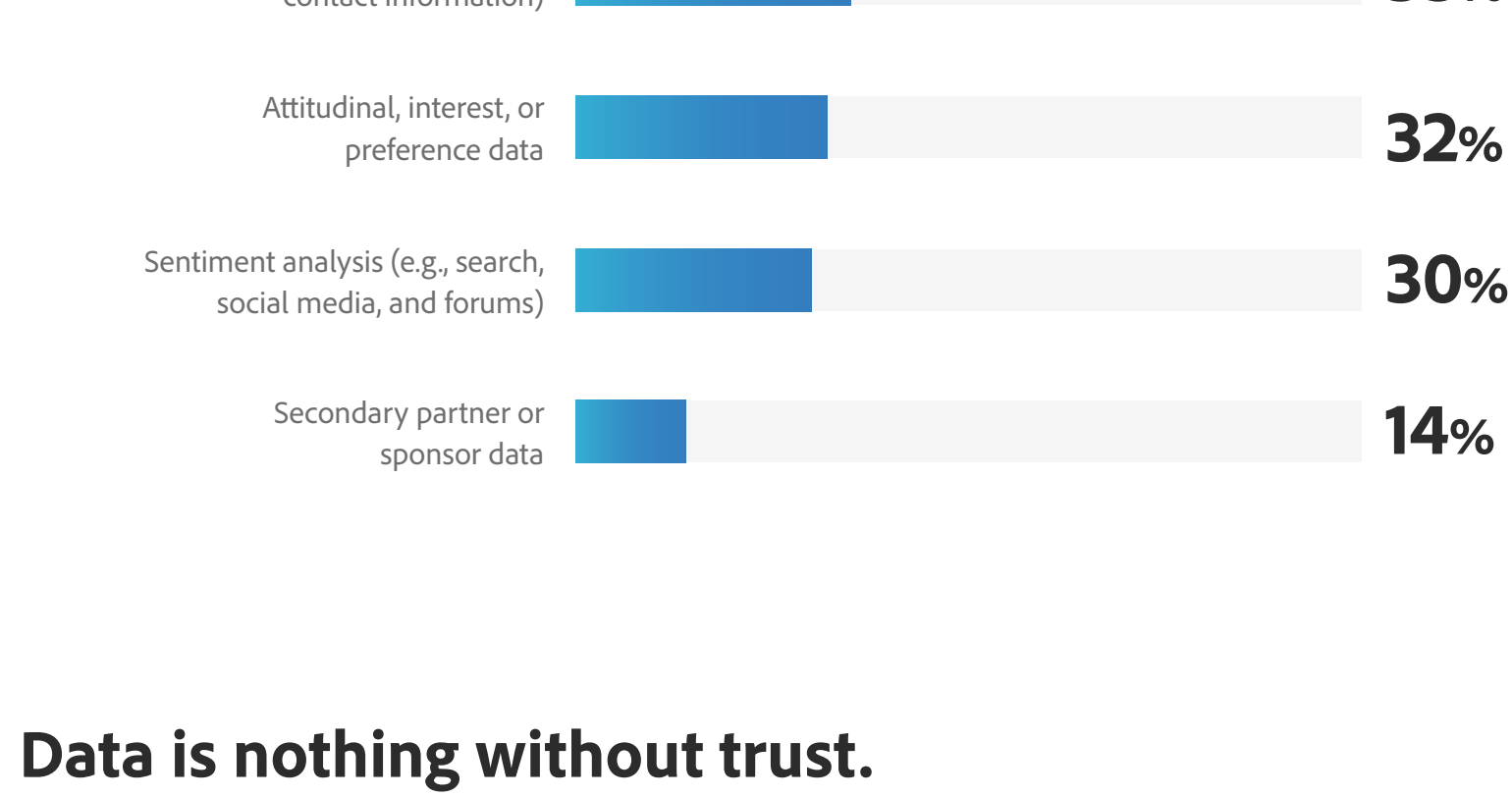
M&E brands are taking control of data.

“ I think in today's environment, data is the foundation for everything we do in sports and marketing. I think you look at it as we really are the chief architect of the consumer experience now and in the future, and that means using data to understand who people are, their behaviors, their needs, their desires, and how they're connecting with your business.

Jennifer Storms
Chief Marketing Officer, Entertainment and Sports, NBCUniversal Media

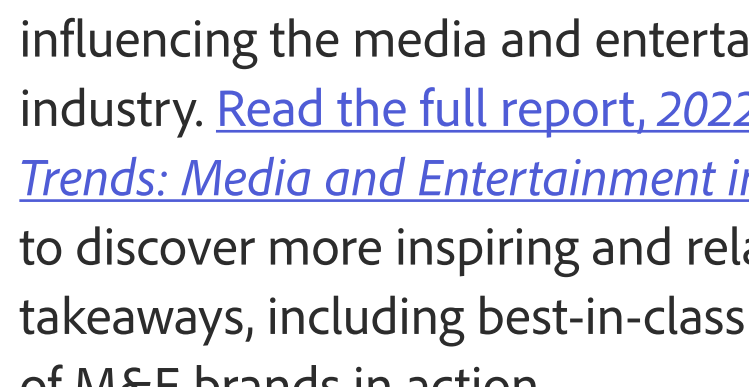
Companies that can successfully collect, interpret, and act on fan and audience insights will be better positioned to achieve experience innovation—and sustain profits and business growth.

M&E professionals identified the data inputs behind their content and experiences.

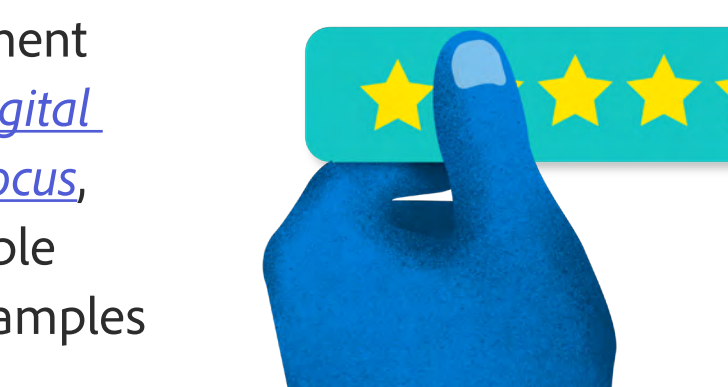


Data is nothing without trust.

To build consumer trust, media and entertainment brands must offer greater value relationships in for exchange personal data.

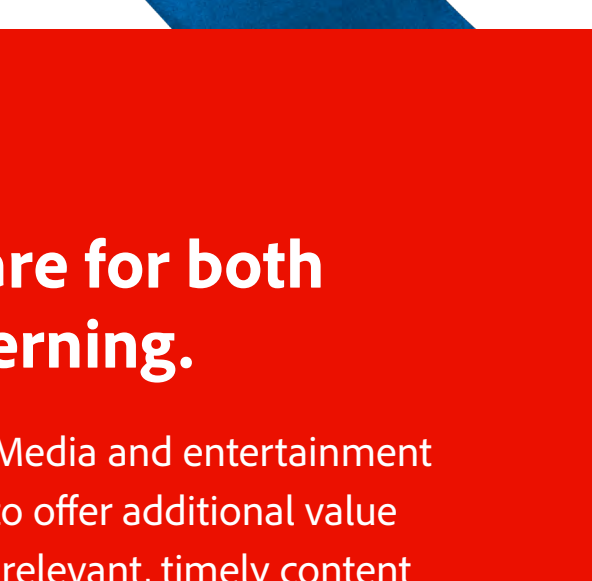


of consumers globally think sharing their information with companies is a 'necessary evil.'



of consumers globally are less comfortable sharing their information now than they were a year ago.

This is just a glimpse into the digital trends influencing the media and entertainment industry. [Read the full report, 2022 Digital Trends: Media and Entertainment in Focus](#), to discover more inspiring and relatable takeaways, including best-in-class examples of M&E brands in action.



How M&E brands can prepare for both the digital and the discerning.

2022 is the year for innovative audience experiences. Media and entertainment brands will need to explore new and creative ways to offer additional value for their subscriber base while proactively delivering relevant, timely content recommendations, perks, deals, and personalized advertising at scale.

Learn how Adobe is helping media and entertainment brands win over fans and hold onto subscribers.

[Learn more](#)

