



Impact Assessment

Impact of Economic Downturn on the Media Sector

Report Abstract

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13-pages

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Who is This Market Analysis For?

NelsonHall’s “Impact of Economic Downturn on the Media Sector” report is a survey of CFOs in media firms to ascertain the extent and nature of the impact of the post-COVID economic downturn on the sector. In particular, the report identifies the impact on short-term media sector financials, enterprise and IT strategies, and operational transformation priorities. The report is designed for:

- Vendor marketing, sales, and business managers wishing to understand the impact of the post-COVID economic downturn on media firms’ operations transformation priorities
- Media sector executives interested in understanding the impact of the post-COVID economic downturn on their peers
- Financial analysts and investors specializing in the services sector who are looking to understand the impact of the post-COVID economic downturn on the media sector’s IT and operational transformation strategies.

Key Findings & Highlights

NelsonHall’s analysis of the Impact of the Economic Downturn on the Media Sector consists of 13-pages. The report focuses on identifying the changes in priority within enterprise strategy, IT strategy, operational transformation, and business process outsourcing, together with forecast changes in functional budgets and IT services spend over the next 12 months.

This report is one of a series of detailed individual sector reports published by NelsonHall.

Scope of the Report

The report analyzes the worldwide impact of the post-COVID economic downturn on media firms and addresses the following questions:

- What is the expected change in media sector revenues & costs in Q3 2022?
- By what percentage will each functional budget be impacted over the next 12 months?
- What approaches to the anticipated rise in inflation will be favored by the media sector?
- What impact will the economic downturn have on enterprise strategy in the media sector?
- What are the key priorities for operational transformation planned by media firms over the next 12 months?
- In which process areas are media firms likely to increase their use of outsourcing to achieve greater operational resilience or address personnel shortages?
- What impact will the economic downturn have on enterprise IT strategy in the media sector?

- What changes are expected in external IT services spending over the next 12 months?

The sectors covered in this series include:

- Retail banking
- Capital markets
- Life insurance
- P&C insurance
- Healthcare Payer
- Healthcare Provider
- Energy
- Utilities
- Electronics & high-tech
- Commercial banking
- Automotive Parts
- Industrial Oil Engineering
- Industrial Products
- Aerospace
- Chemicals & Petroleum Products
- UTILITIES
- Food
- Pharmaceuticals
- Federal Government
- Local Government
- Retail
- Hospitality
- Transportation
- Hospitality
- Telecoms
- Media.

The regions covered include:

- North America
- EMEA
- Asia Pacific
- Latam.

About The Author

John is CEO of NelsonHall, the leading business process services (BPS) and IT services (ITS) research and analysis firm, and is widely regarded as one of the world's leading authorities on achieving business transformation through the application of BPS. John can be contacted at:

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About NelsonHall

NelsonHall is the leading global analyst firm dedicated to helping organizations understand the 'art of the possible' in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall's research is based on rigorous, primary research and is widely respected for the quality, depth and insight of its analysis.

We would be pleased to discuss how we can bring benefit to your organization. You can contact us via the following relationship manager: Guy Saunders at guy.saunders@nelson-hall.com

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