



Buyer Requirements & Initiatives

Operational Transformation & BPS Requirements – Media

Report Abstract

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23 pages

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Who is This Market Analysis For?

NelsonHall’s “Operational Transformation Pressures & Initiatives – Media” report assists organizations in understanding the operational transformation requirements and initiatives of the media sector.

This report is an analysis of the results from a survey of 60 media enterprises carried out by NelsonHall.

The report is designed for:

- CXOs within the media sector looking to understand developments within the sector and the operational transformation and BPS initiatives planned by their peers
- Vendor marketing, sales, and business managers wishing to understand the initiatives needed by the media sector
- Financial analysts and investors specializing in the services sector who are looking to understand the operational transformation pressures and initiatives within the media sector.

Key Findings & Highlights

NelsonHall’s analysis of Operational Transformation & BPS Requirements for Media enterprises consists of 23 pages. The report identifies that:

- The current economic environment has had a significant adverse impact on the revenue of the majority of media companies
- Less than half of current operating models and processes in the media sector are highly adequate to support the organization’s strategy in business-critical areas such as content creation and fulfillment and distribution management
- Operational transformation is highly important to 95% of media companies.

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

Scope of the Report

The report analyzes the operational transformation requirements and initiatives of the media sector and covers:

- Assessments of the adequacy of current operating models and processes to support the organization’s business strategy
- The level of need for operational transformation overall and by process
- The benefits sought by media companies from operational transformation
- The operational transformation initiatives planned by media companies
- The extent to which media companies will adopt standalone transformation vs. outsourcing as a transformation enabler
- The key technology-related transformation initiatives planned.

The sectors covered in this series include:

- Banking
- Life & health insurance
- P&C insurance
- Healthcare Provider
- Energy
- Utilities
- High-tech
- Automotive
- CPG
- Pharmaceuticals
- Retail
- Logistics
- Travel & transport
- Telecoms
- Media.

The regions covered include:

- U.S.
- U.K.
- Continental Europe.

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 relationship managers shown opposite.

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