

OPPORTUNITIES IN MEDIA AND ENTERTAINMENT: EVOLVING DATA SECURITY AND ACCESS

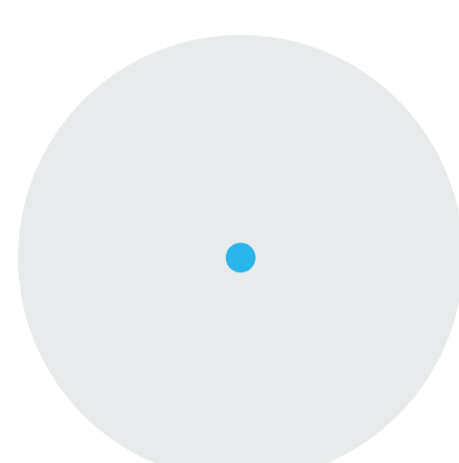
Have media and entertainment firms been slow to adapt to the opportunities of the data economy?

We surveyed 1,000 business and technical leaders across eight countries and five industries to learn how businesses are performing in the data economy.

While some media organizations are succeeding in their data strategies, many still have a lot of work to do.

What's holding them back? And what can they learn from the ones that are getting it right?

THE MEDIA INDUSTRY IS FALLING BEHIND



Just 4% of firms in this industry are classed as Data Economy Leaders—the lowest proportion of all industries polled

DATA ISN'T CENTRAL TO STRATEGY AND PROFITS ARE TAKING A HIT



Just 4% of media firms say they are using data “to a great extent” to achieve strategic business goals



Only 35% of media firms have seen revenues increase in the past three years

DATA ACCESSIBILITY IS AN AREA OF CONCERN

Less than half of media and entertainment firms:

- Have unimpeded access to data no matter where data users reside
- Easily access all available data through a single system/application
- Share and access data from external organizations
- Can access data despite technical issues

LOOK TO THE LEADERS

It's not all bad news. A small number of media firms are thriving in the data economy—they are Data Economy Leaders.

Here's what sets them apart:



LEADERS KNOW THAT A STRONG DATA CULTURE STARTS WITH PEOPLE
We have a C-level mandate to become more data-driven

63%

of Data Economy Leaders

49%

of media firms overall



THEIR TECHNOLOGY IS FLEXIBLE, SOPHISTICATED, AND RELIABLE
The primary solution we use to store and manage data is scalable and elastic

50%

of Data Economy Leaders

25%

of media firms overall

FIND OUT HOW DATA IS TRANSFORMING THE MEDIA AND ENTERTAINMENT INDUSTRY



- The Snowflake Media Data Cloud Enables Disney Advertising Sales' Innovative Clean Room Data Solution
- Enabling the Future of Cross-Cloud Data Collaboration with Snowflake Data Clean Rooms and NBCUniversal
- Warner Music: Data and the Future of the Music Business

ABOUT SNOWFLAKE

Snowflake delivers the Data Cloud—a global network where thousands of organizations mobilize data with near unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. Wherever data or users live, Snowflake delivers a single and seamless experience across multiple public clouds. Join Snowflake customers, partners, and data providers already taking their businesses to new frontiers in the Data Cloud. [snowflake.com](https://www.snowflake.com)