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Save the drama for the movies
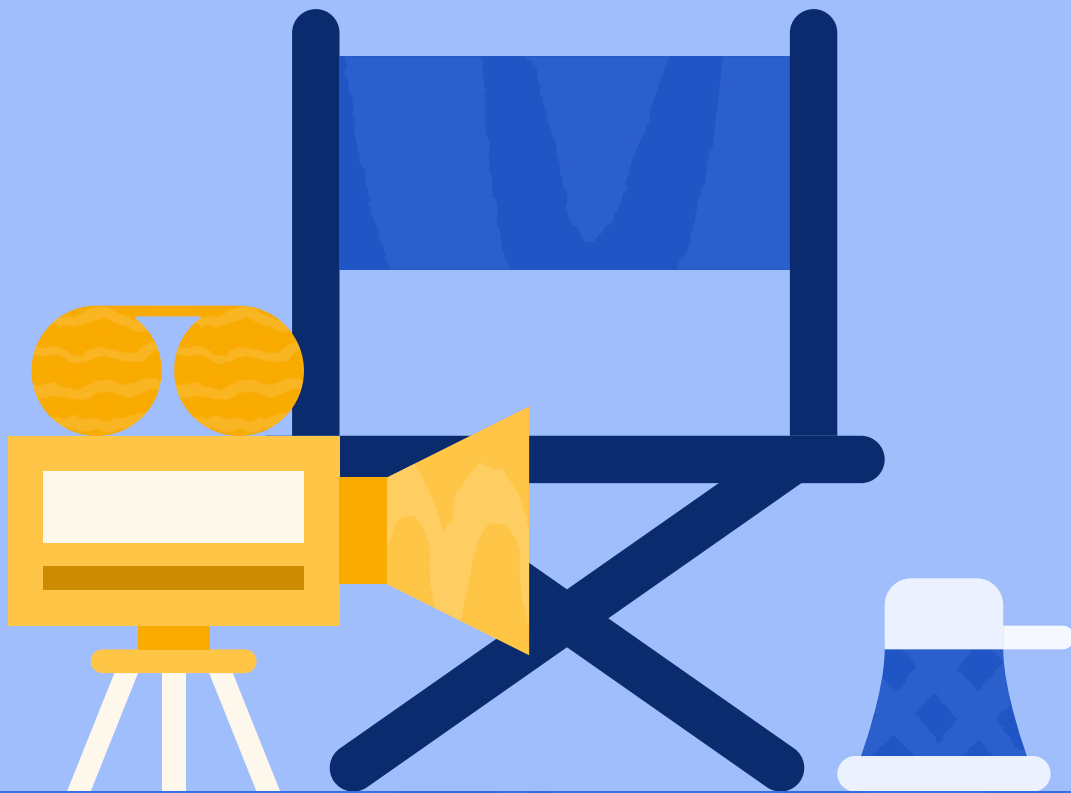
Smartsheet – The Smarter Partner
for Media & Entertainment

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The media and entertainment (M&E) industry is experiencing rapid change of unprecedented magnitude.

COVID-19 saw global M&E revenue drop by 3.8% year-over-year in 2020[1], as live events became impossible and TV and film production took a hit. This strained the industry financially, and even though the world has returned to a new normal, the pressure is now on for M&E businesses to innovate fast.

Behind the glitz and glamour, new technologies and trends are intensifying competition. Immersive streaming and 5G are on the horizon, COVID-19 has supercharged the streaming takeover – 82% of people subscribe to a video streaming service[2] – and Generation Z's focus on music, video games, and social media rather than TV and movies is forcing the industry to rethink its future.

One thing is for certain: today's consumers are constantly demanding more and better for less, and M&E companies need to work harder than ever to thrive in a tough market that's only getting tougher.

People in M&E are having to wear multiple business hats. To alleviate the pressure, retain increasingly fickle customers and get ahead in the market, businesses need to streamline, standardize, and innovate their operations. But they can't do it alone. Businesses need the support of the right partner to achieve greatness.

That's where Smartsheet comes in.

Smartsheet is the dependable partner for M&E organizations that are serious about improving workflow, creating connections between teams, and innovating their processes.

Whatever comes your way, Smartsheet won't let you down.

[1]PWC, Omdia, Global Entertainment and Media Outlook 2021-2025, **https://www.pwc.com/gx/en/industries/tmt/media/outlook/segment-findings.html** [2]Deloitte, Digital media trends survey, 15th edition, **https://www2.deloitte.com/us/en/insights/industry/technology/digital-media-trends-consumption-habits-survey.html**

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It's tough out there

Evolve your content distribution
strategy in the fight for market share

Failure isn't an option

We know that in the world of M&E, businesses can't afford to fail. Every project is complex, with multiple elements to manage and get right. The industry has no time for plot holes; miscommunication costs money.

Smartsheet makes sure your projects stay on track, and reduces the chance of error. How? It tells you everything as it happens.

A single source of truth, Smartsheet is run on the cloud so that project stakeholders inside and outside your business can access the same real-time information and data.

Premium features enable business owners to share specific information with the right people at the right time, so your organization can rest easy knowing collaboration across crews, vendors and programs is secure, while external collaborators can access your sheets for free. There are no hidden surprises or charges.

"We can't fail."

– VP of post production planning & integration at major broadcasting organization

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We know how fast things change

From immersive streaming to 5G to COVID–19 changing consumer behavior, today's M&E market is particularly fast–moving and unstable. But it's also full of opportunities – and Smartsheet helps you maximize them.

M&E companies can't be complacent, especially when it comes to streaming. Customers are happy to jump for the right content at the right price; 33% of people both added and canceled a paid streaming service since the pandemic started and 46% said that a low enough price is the most important factor[3] when they look to balance the cost of all their streaming subscriptions.

In the fight for **greater market share**, Smartsheet is a unified platform for M&E companies to manage all marketing activity, from talent and resources to investment and return on spend.

[3]Deloitte, Digital media trends survey, 15th edition, **https://www2.deloitte.com/us/en/insights/industry/technology/digital–media–trends–consumption–habits–survey.html**

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There's a lot of disruption in the industry; the whole model has changed in advertising, and as a large institution, it can be hard for us to keep up… And across the board, Smartsheet has been a solution many times over.

What happens behind the scenes is important too. Gaining strength and momentum in the industry relies on a business's ability to manage its projects and integrate innovation.

By breaking down internal silos, Smartsheet brings people together faster and more efficiently. This accelerates and optimizes your business's processes, which in turn helps you innovate and stand out in the market.

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– Tanya Cuadra, Overtime

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Keep up – and get ahead

Seamless operations are vital as companies face new trends – and challenges. Accelerated by COVID–19, the rise of streaming has shaken up how businesses distribute content; consumers want more original content and to be able to access a broader range of content services in one place.

And so, businesses are under pressure to offer video, games, podcasts and more within one service, or risk losing customers. In fact, 38% of people have said they plan to reduce the number of entertainment subscriptions they have in the next year[4].

As the hard lines between channels and content disappear, M&E companies will have to create new, remixed strategies. Providers also have to consider advertising carefully and how to get payment models right.

There is a balance to be struck between ad–free subscriptions and advertising and advertisers' drive for personalization. Tolerance of adverts varies by content type, with 40% of people saying they would rather pay a subscription than see adverts on video streaming, compared to 45% on music services[5].

[4]Deloitte, Digital media trends survey, 15th edition, h**ttps://www2.deloitte.com/us/en/insights/industry/technology/digital–media– trends–consumption–habits–survey.html** [5]Deloitte, Digital media trends survey, 15th edition, **https://www2.deloitte.com/us/en/ insights/industry/technology/digital–media–trends–consumption–habits–survey.html**

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Before Smartsheet, I'd spend every day just fielding phone calls from people checking on an event start time or finish time... That's now captured in Smartsheet really clearly... For me alone that's an hour a day I'm saving...

Smartsheet is the supportive partner M&E businesses need as they adopt a more blended approach to **content distribution**, whether that's streaming or coordinating an old–school movie release.

As a single source of truth from planning to approvals, businesses can combine strategies easily and stop distribution information from getting lost in translation.

Sometimes, literally. Smartsheet has been used to streamline major media organizations' localization processes, improving communication across teams, and reducing errors in elements such as the sharing of film name translations.

"Before Smartsheet, I'd spend every day just fielding phone calls from people checking on an event start time or finish time... That's now captured in Smartsheet really clearly... For me alone that's an hour a day I'm saving..."

– Steve Barnes, Fox Sports Australia

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Blaze a trail

Drive innovation in production
and post–production processes
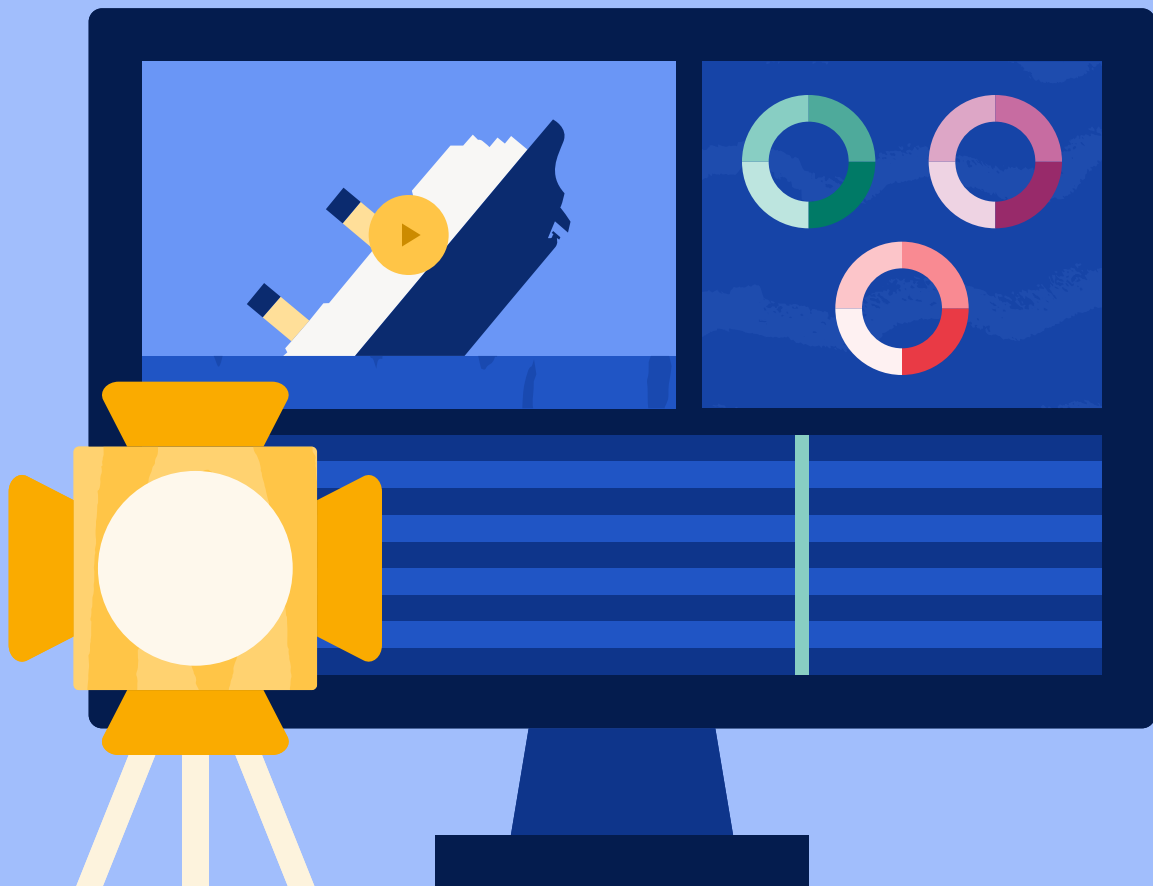
Make confident decisions

To stand out in the industry, M&E companies have to embrace innovation. But complex management systems can slow growth as business leaders can't quickly and clearly identify how innovation fits into their business.

By bringing your people, processes and technology together, Smartsheet connects the work being done across your organization and unifies real–time insights for leadership. This enables media companies to simplify their business model, effectively stripping out the middle layer and reducing unnecessary manual oversight. As leaders gain greater control, they can focus on making confident decisions to **innovate processes** and grow faster. Smartsheet won't hold you back.

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For live entertainment businesses, innovatively designed and smooth–running events are the end goal. But achieving this demands extensive planning and collaboration across hundreds of different partners.

For sports architecture firm Populous, which works on events such as the Olympic Games and National Hockey League (NHL), success came from innovating its work management first. By standardizing its processes and using Smartsheet's collaborative, connected, scalable platform, Populous was able to make confident decisions – and most importantly, deliver.

"We needed to bring our methods and our tools up to the level of events we were being asked to deliver. All of our innovation was in design, not in the delivery methods and processes we were implementing. We've gotten so much value out of having information available to the whole team, all the time, that I can never see going back."

– Marc Klein, Principal, Populous

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Progress faster

The war for eyeballs is increasing the need for custom content and innovative experiences. In fact, 45% of US subscribers revealed that they paid for a specific streaming video service to watch new original content not available anywhere else.[6]

But customers are fickle and will cancel a service as soon as they've binged the shows they want. The churn rate for streaming video services between October 2020 and February 2021 was around 37%[7] – and churn impacts return.

To accelerate progression – and remain attractive to customers – M&E organizations need to lead their strategy with custom content. Smartsheet aligns your assets and resources, timelines, and approval processes in a scalable way, so that you can focus on delivering **custom content experiences** and be a competitive choice for consumers.

Being able to manage entire production and post–production processes in one place allows you to focus on elevating experiences, rather than wasting time on draining manual tasks. From managing contractors to prioritizing production schedules, Smartsheet connects the dots – and gives you the flexibility to stay agile and work the way you need to.

[6]Deloitte, Digital media trends survey, 14th edition, **https://www2.deloitte.com/us/en/insights/industry/technology/digital–media–trends–consumption–habits–survey.html** [7]Deloitte, Digital media trends survey, 15th edition, **https://www2.deloitte.com/us/en/insights/industry/technology/digital–media–trends–consumption–habits–survey.html**

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Smartsheet adapts to your needs

New technologies are quickly transforming the M&E landscape. From immersive streaming via 4K and VR to the standardization of wireless technologies and 5G, there are a lot of challenges on the horizon.

5G wireless technology is set to radically transform the M&E industry, providing unprecedented real–time visibility and greater control over products and services. More than nine in 10 executives believe that wireless technology is "very" or "critically" important to the success of their organization today[8].

But it poses challenges too. Business models will need to evolve and companies will have to integrate more technology, faster (e.g., edge computing, AI and Internet of Things (IoT) devices), bringing the cost of integration and security into even sharper focus.

As everything is changing, Smartsheet gives your team the ability to adapt, integrate with new systems, assess resourcing risks and stay on top of evolving process changes. Smartsheet provides you with the capabilities to scale as the M&E landscape evolves.

[8]Deloitte, 'Enterprises building their future with 5G and Wi–Fi 6', June 2020

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Raise your game

Make acquisitions to combat
the competition
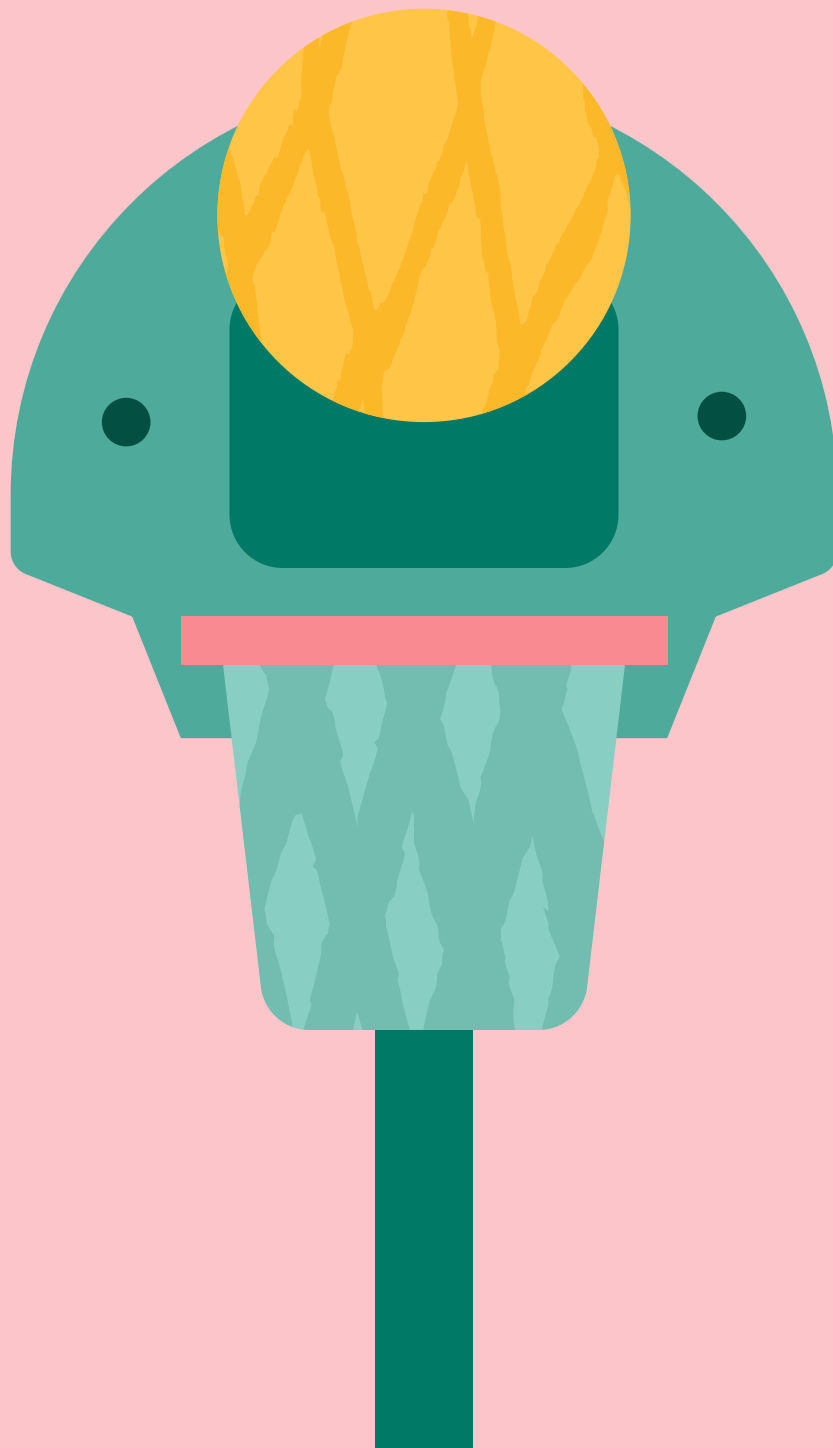
Scale up together

As businesses prioritize innovation and try to grow in the market, they will need to scale. But this can throw up problems behind the scenes if you don't have the right tools in place.

Smartsheet is a no–code platform that is easy to integrate, use, and most importantly **scale** across your business. It supports your business's sustainable growth.

Crain Communications, the media company behind AdAge and Automotive News, turned to Smartsheet to standardize workflows across its business.

It had been using disparate tools that led to siloed information and created issues with version control. This often saw employees waste time sifting through email threads to find out information. Crain needed a scalable solution, and Smartsheet delivered.

Smarsheet's easy–to–use tool seamlessly connects different departments working together on projects which reduces time wasted on email, while automated alerts mean that Crain no longer has to rely on a slow and costly ticketing system for internal questions and requests.

"The fact that we actually have a tool that's so easy to use helps us stand up solutions quickly and enables us to maintain a Crain standard, it makes it a lot more fun."

– Sean McDuffie, Project Manager and Business Solutions Architect, Crain Communications

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Mergers don't have to be complicated

Consumers are hungry for original content; the number of original scripted TV shows created in 2019 was double what it was in 2010[9].

To keep up – and retain subscribers – many M&E businesses look to acquire others that can level–up their original content. And there's been a revival of media megadeals. In May 2021, AT&T announced a $43 billion deal to merge WarnerMedia with Discovery in a bid to create a content library that competes with Netflix and Disney. That same month retail behemoth Amazon announced it was buying MGM Studios for $8.45 billion.

[9]FX Networks, Deloitte Insight

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However, merger deals fall flat between 50% and 85% of the time; a common culprit is the failure to integrate well.

Smartsheet **cuts through the complexity of mergers**. How? Our platform clearly aligns roles and responsibilities, creates repeatable deal strategies and supports the various sub–projects a merger demands. Most importantly, Smartsheet easily combines business operations which is essential for effective integration and merger success.

Smartsheet is the Smarter Partner for Media & Entertainment

Simple to use, integrate, and scale, Smartsheet cuts through complexity to help you improve workflows and achieve your goals.

From increasing market share, innovating faster, and keeping up with the competition, Smartsheet is here to help you grow. It's powerful. **It's reliable. And best of all – it's drama–free.**

To learn more about Smartsheet for M&E – and connect with a sales representative – **contact us today**.

Visit **smartsheet.com/contact/sales**

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