



TOP DIGITAL TRANSFORMATION TRENDS IN THE MEDIA INDUSTRY



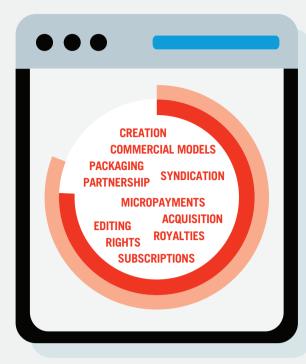
THE MEDIA LANDSCAPE



Radio | TV | Posters | Cinema Print | Music



www | Mobile | Facebook | Google LinkedIn | Twitter | YouTube Digital Assistants | IPTV Digital Out-of-Home





VR | AR | Holographic Media



Apple | Microsoft | Amazon Snapchat | Whatsapp | Instagram Voice Bots | OTT Platforms



TRENDS IN CONSUMER BEHAVIOUR



INSTANT GRATIFICATION

A wait of 40 seconds or more for a video to load will eliminate one third of the audience.

PREMIUM, PERSONALISED CUSTOMER CONTENT
The right content reaching the right people equates to building a much deeper relationship with your audience.





UNIQUE USER EXPERIENCE

Anticipatory UX is becoming a mainstay and a key competitive advantage.



TOP TRENDS IN THE MEDIA INDUSTRY





global services, these create huge challenges and opportunities.

Al & DATA ANALYTICS SOLUTIONS

Predicting consumer trends and prescribing courses of action as the outcomes of using Al and "big data" solutions.

"big data" solutions.

AUTOMATION, CONSOLIDATION & PROCESS EFFICIENCY

With increasing pressure on traditional media there is an unprecedented drive to increase efficiency using technology and industry structural consolidation.

CHANGES IN USER ACCESS & EXPERIENCEVoice command as well as integration of AR/VR will lead to the creation of new interactive formats as well as new opportunities for the advertising industry.

BLOCKCHAIN-BASED TECHNOLOGIESUpcoming media opportunities such as new pricing options for paid content or consumption of content without boundaries.



SUCCESS STORIES



and enhancing cost-effectiveness through a comprehensive cloud migration strategy.

200

and running over 200 websites through flexible application management engagements.

Cost-effectively improving

40%

40% possible cost

reduction by building a

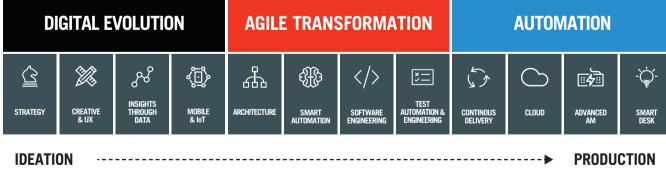
disruptive platform to be used as white labelled company w service by the world's largest global advertising agencies.



of the digital development for a US publishing company with 30 regional st news hubs.

OUR SOLUTIONS & SERVICES

WE MAKE OUR CLIENTS MORE ENGAGING, RESPONSIVE, AND EFFICIENT THROUGH:



WE WORK WITH SOME OF THE WORLD'S LEADING COMPANIES IN:



BANKING

PAYMENTS



HEALTHCARE

INSURANCE



MEDIA



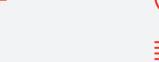
TRAVEL

RETAIL



MANAGEMENT

ASSET & WEALTH





TECHNOLOGY

TELECOMM.

WESTERN EUROPE:
LONDON I FRANKFURT I AMSTERDAM I COPENHAGEN

CENTRAL EUROPE:
BUCHAREST I CLUJ I IASI I CHISINAU I SOFIA I BELGRADE I SKOPJE

NORTH AMERICA:
NEW YORK I ATLANTA I NEW JERSEY I DENVER I SEATTLE

LATIN AMERICA: