

TellyCast

**WORKSHARE
CONSULTING**

Content Industry Monitor

Taking the pulse of the global TV industry

Results Summary

Round 1 Q2 2021





About the Content Industry Monitor

The 'Content Industry Monitor' is a wide-reaching industry survey created by a collaboration between WorkShare Consulting and Tellycast.

The survey aims to take the pulse of the global business of TV; this regular survey will analyse YOUR views and find out how the TV business feels about the key issues it faces today.

We've asked everyone from producers to financiers, distributors to networks, and those in between.

This edition deals with the fallout and recovery from the COVID crisis, it also looks at working from home, virtual events, plans for the future and diversity.

TellyCast is the international TV industry's leading weekly podcast with over 20,000 downloads to date.

The show features opinionated international TV industry leaders and experts joining Boom! PR's Justin Crosby to discuss the week's top industry developments.

In each episode we discuss key TV business issues around the world and look forward to the big moments in the week ahead.

New episode every Thursday on Apple Podcasts, Spotify and all major podcast platforms.



WorkShare Consulting was created to bring together expertise from an elite pool of third-party consultants and specialists from a range of industries including media, devices, and consumer trends to name a few.

We firmly believe that by bringing together multiple experts, we can generate a solution that is greater than the sum of its parts.



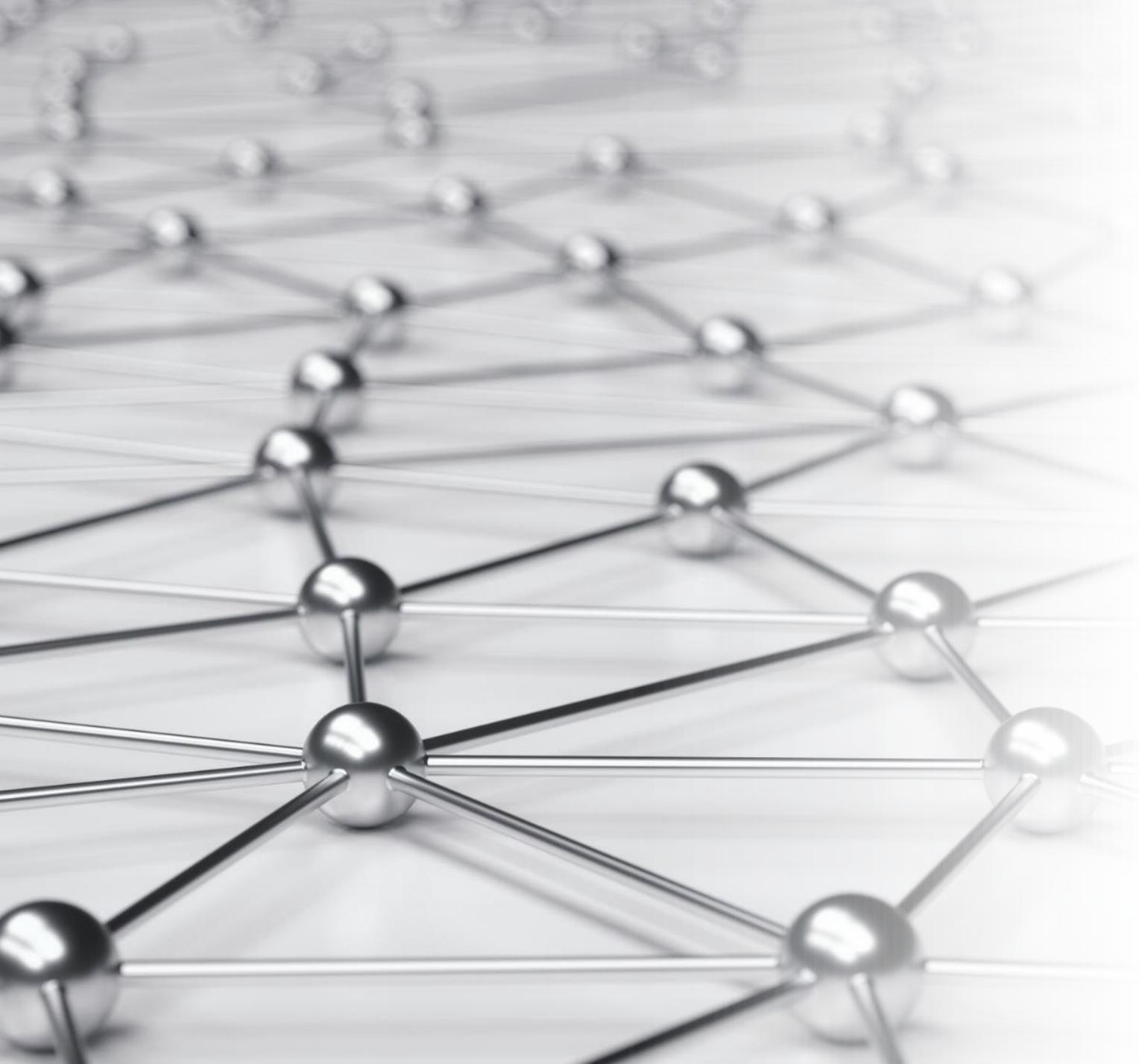
Jonathan Broughton - MD

WorkShare Consulting offers a 100% managed solution and offers services across the media space which include:

- Bespoke Research and Whitepapers
- Consumer Surveys and Analytics
- Data Warehousing and Automation
- Data Exploration and Visualisation



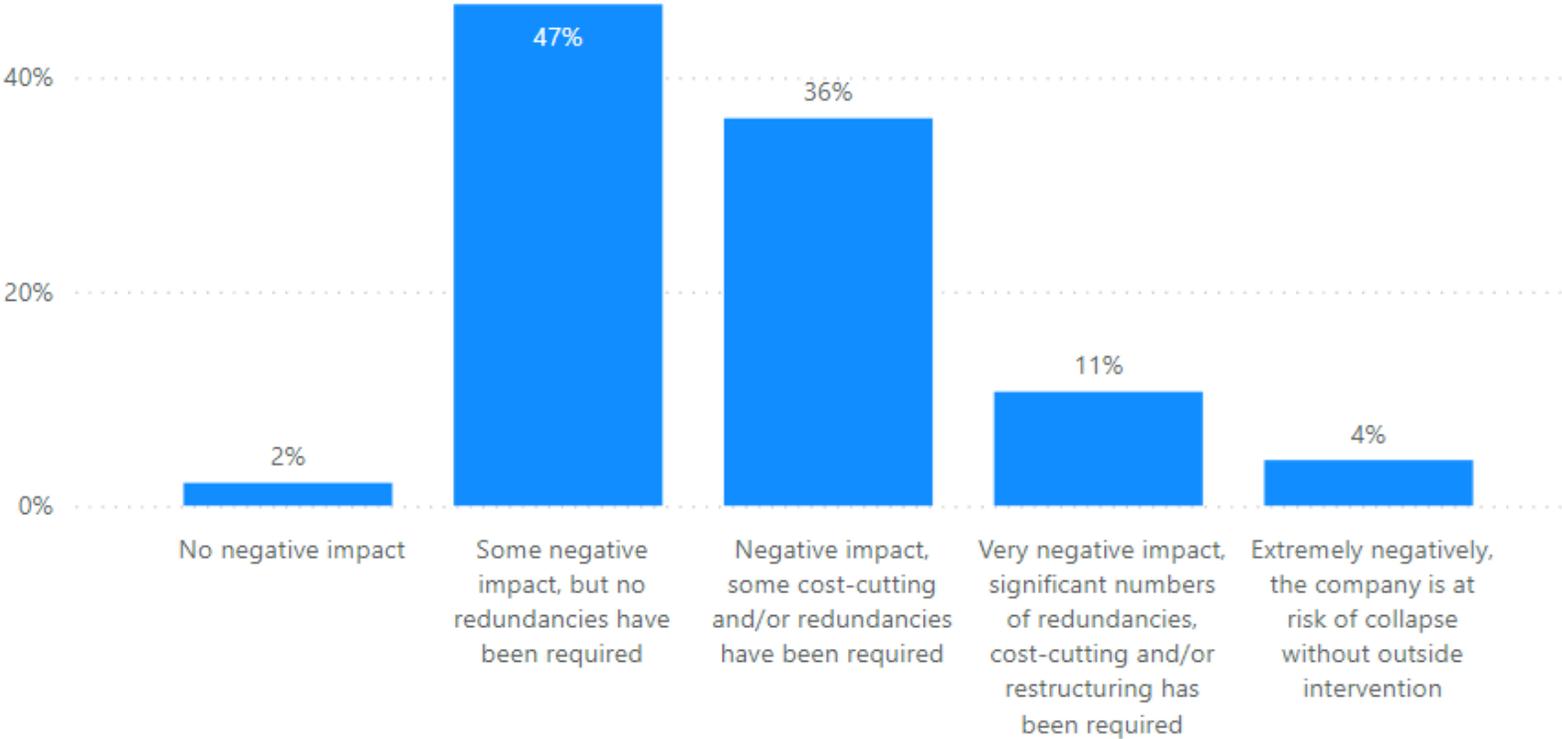
Kit Lian - Chief Product Officer



1. COVID

Immediate Impact of COVID

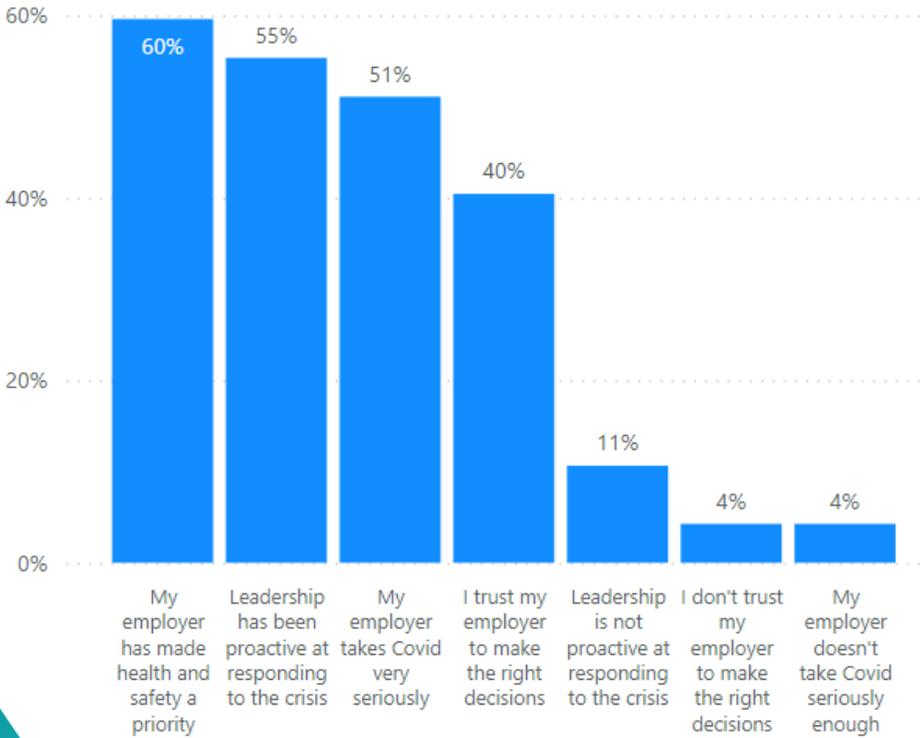
How negatively has Covid affected your business, overall?



Production companies were worse affected than the average, with 31% identifying very or extremely negative impacts due to the pandemic.

Immediate Impact of COVID

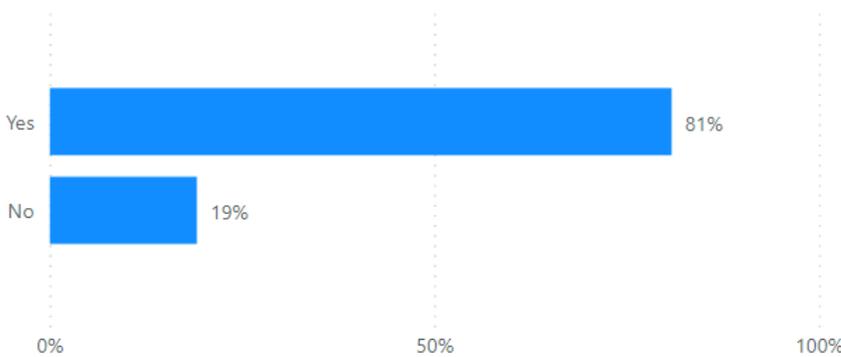
Employer Safety - Measures



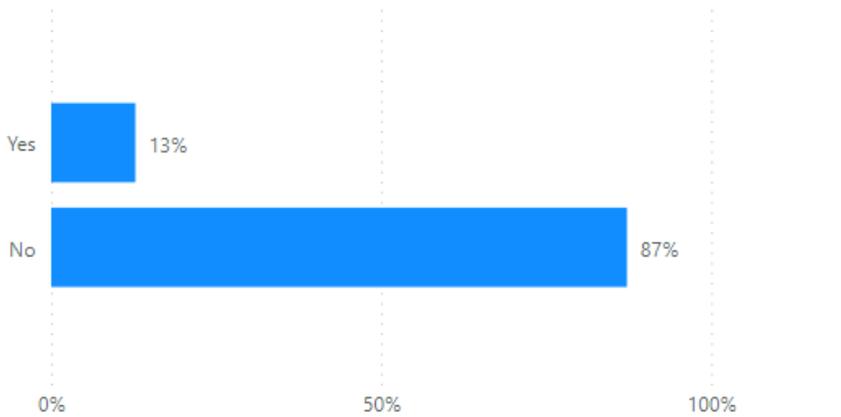
Respondents who felt there was not enough support identified a lack of proactive action, despite stating that health and safety was taken seriously.

Communication and transparent forward planning was hugely important to creating a supportive working environment.

Do you think your employer is doing enough to support staff during the pandemic?

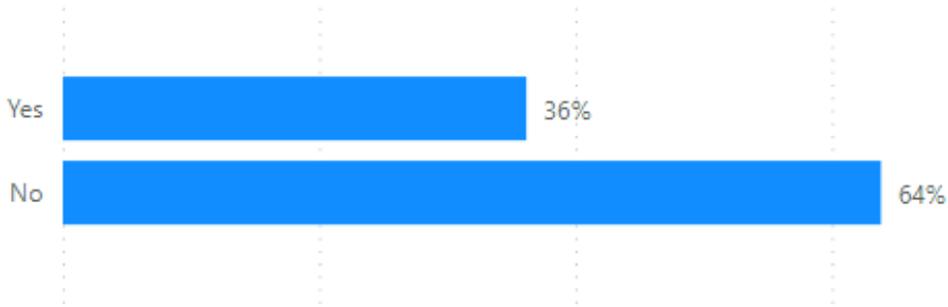


Have you previously been made redundant as a result of Covid?



Immediate Impact of COVID - Government

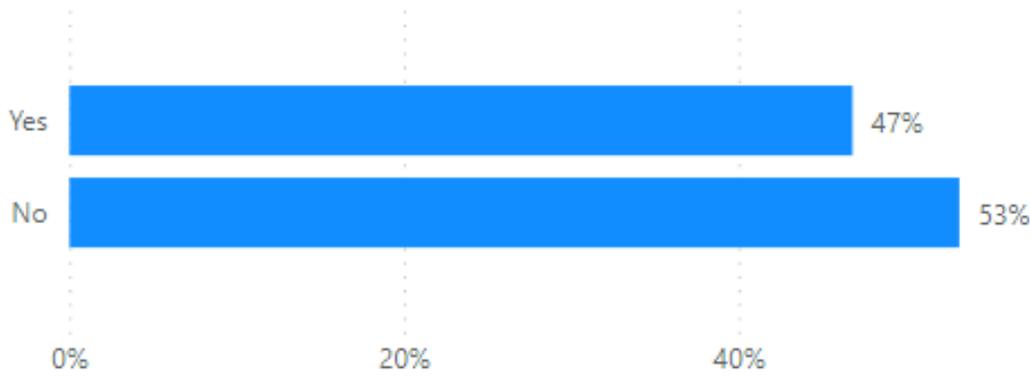
Are you happy with your government's level of support for the local media industry?



Production, trade and research companies were more likely to give a negative response to this question.

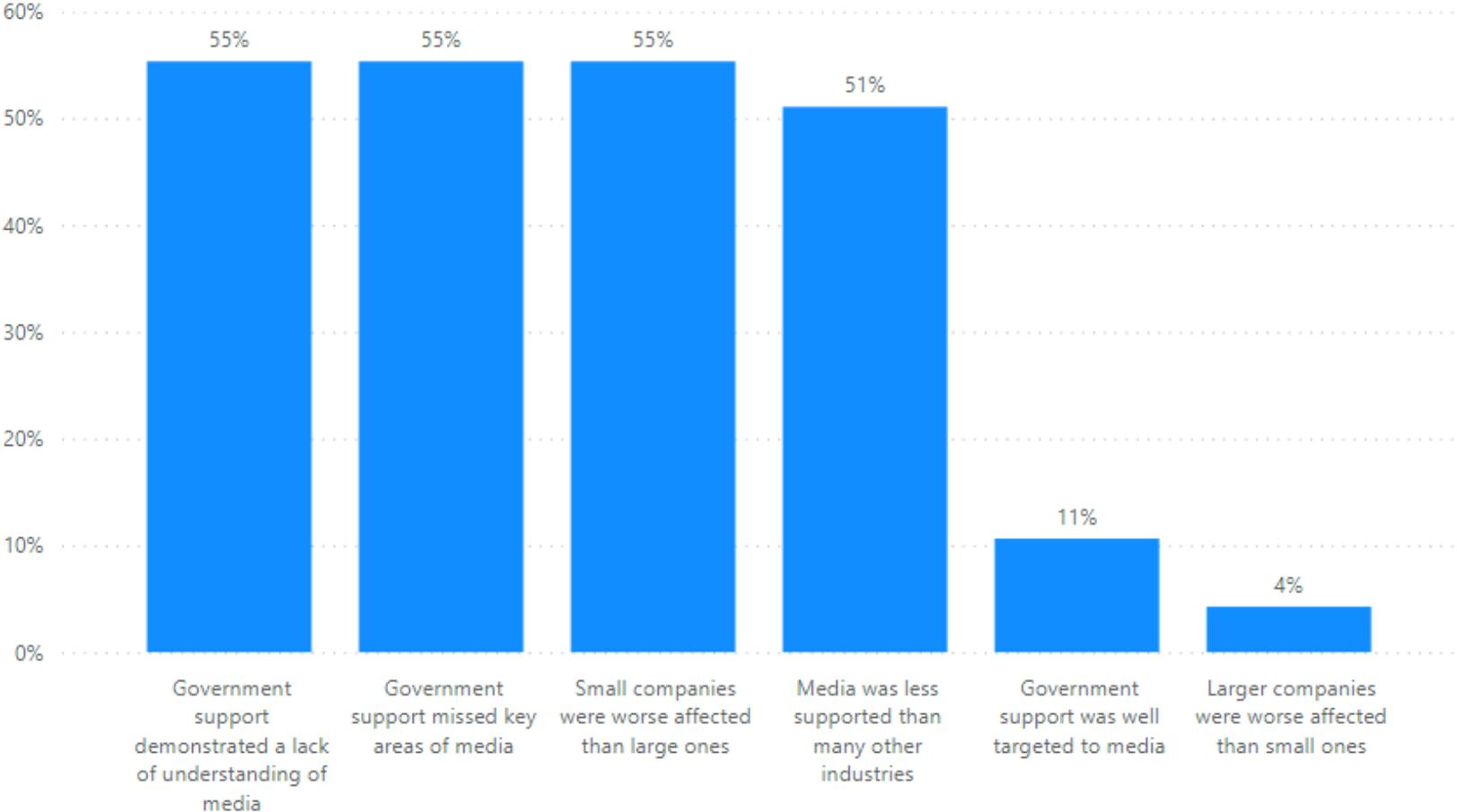
57% of more senior staff (Director level and above) indicated that they did feel that media was not dealt a fair hand compared to other industries.

Do you feel that your government has unfairly prioritised other industries over media during the Covid crisis?



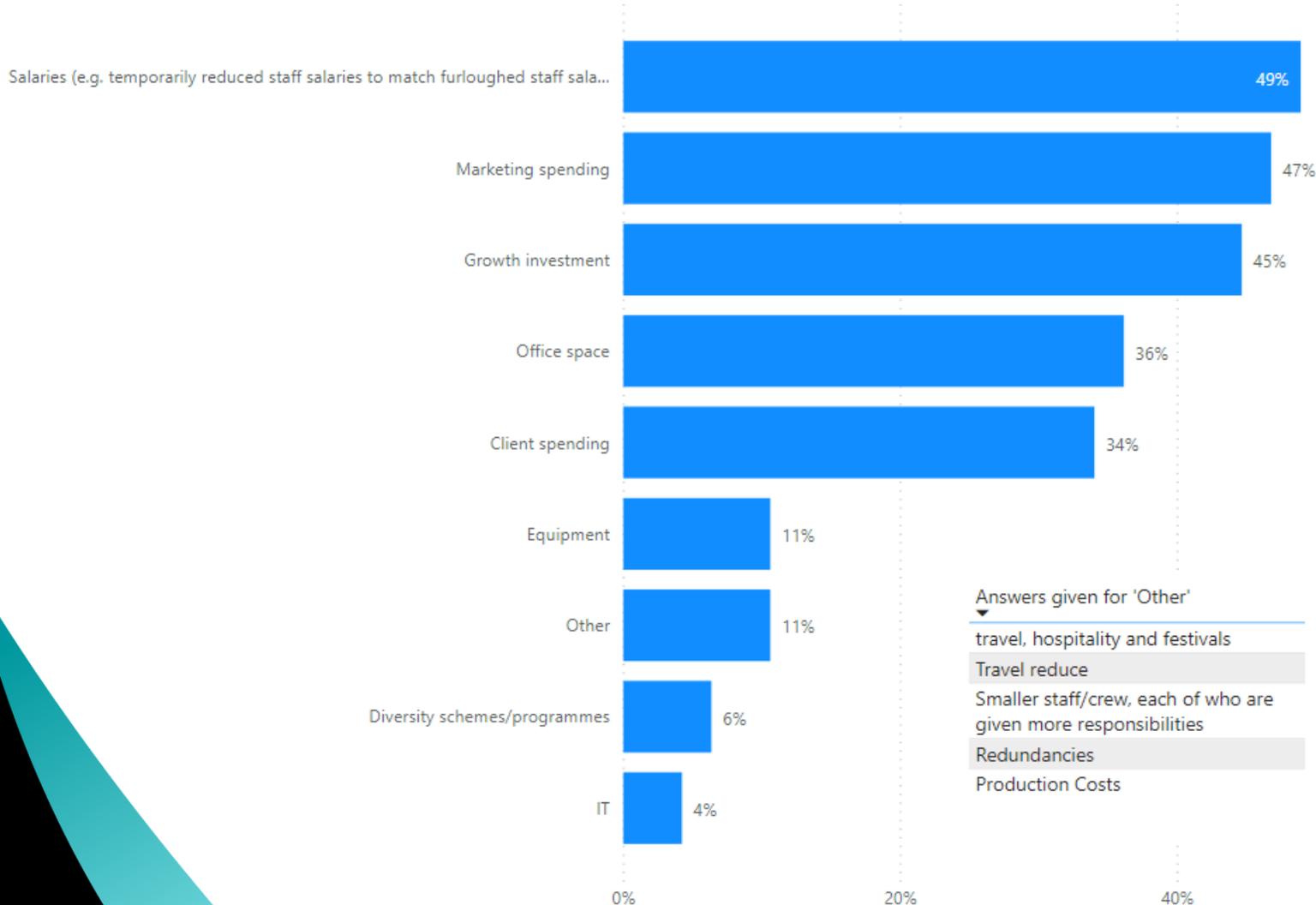
Immediate Impact of COVID - Government

Which of the following statements do you agree with?



Immediate Impact of COVID - Cost Cutting

To your knowledge, where did your current/previous company cut costs due to COVID?

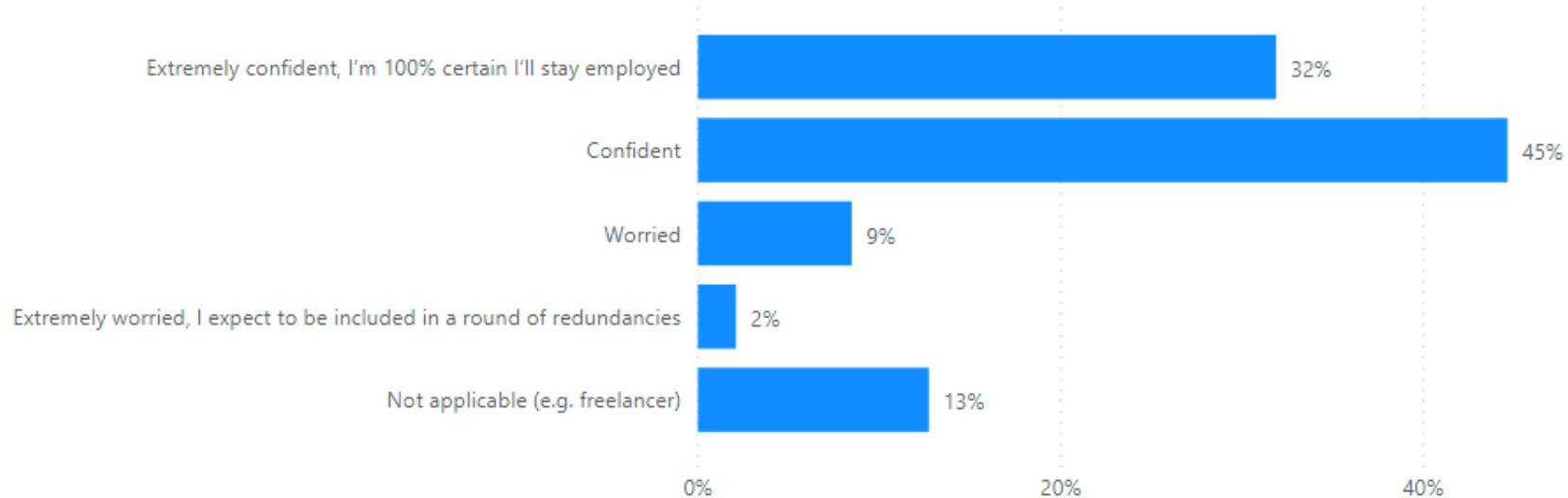


Marketers, researchers and trade press were most likely to see reductions in salaries, investment and office space.

Events companies, distributors and vendors were more likely to cut spend in marketing and growth funds first.

Immediate Impact of COVID - Recovery

How confident do you feel about retaining employment in the next 6 months?

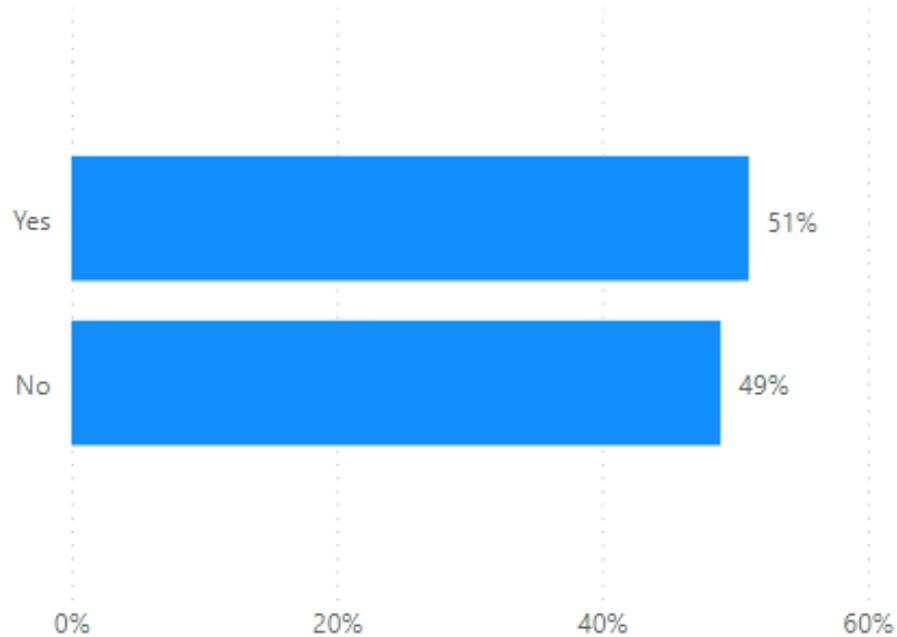


Men tended to answer this question very positively than women, while women were more likely to give a more neutral response.

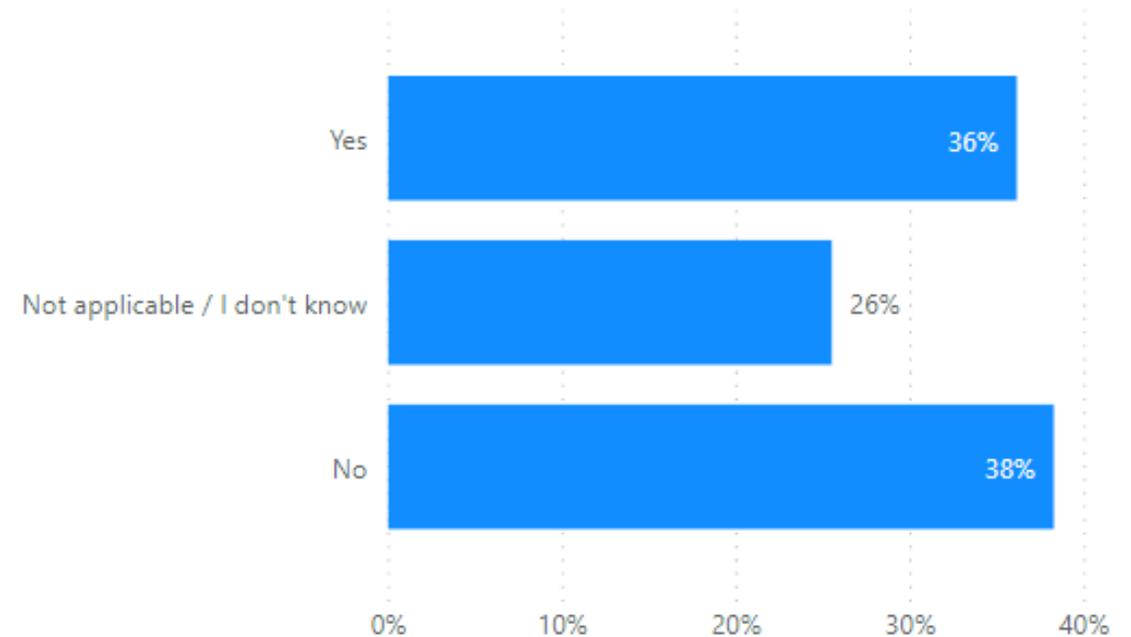
31% of respondents working in production answered with worried, or extremely worried.

Immediate Impact of COVID - Recovery

Do you expect business to return to normal (i.e. pre-Covid) within the next 12 months?



Has your company downsized the office, or are they looking to do so?

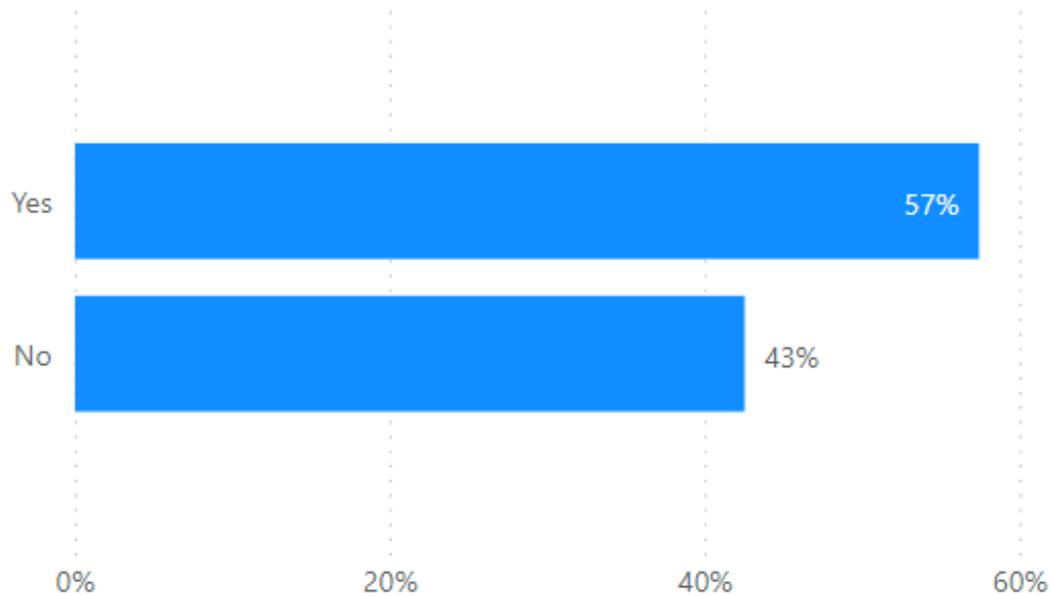


Despite a generally harder impact of COVID, production companies were more likely to expect a speedy recovery than the average.

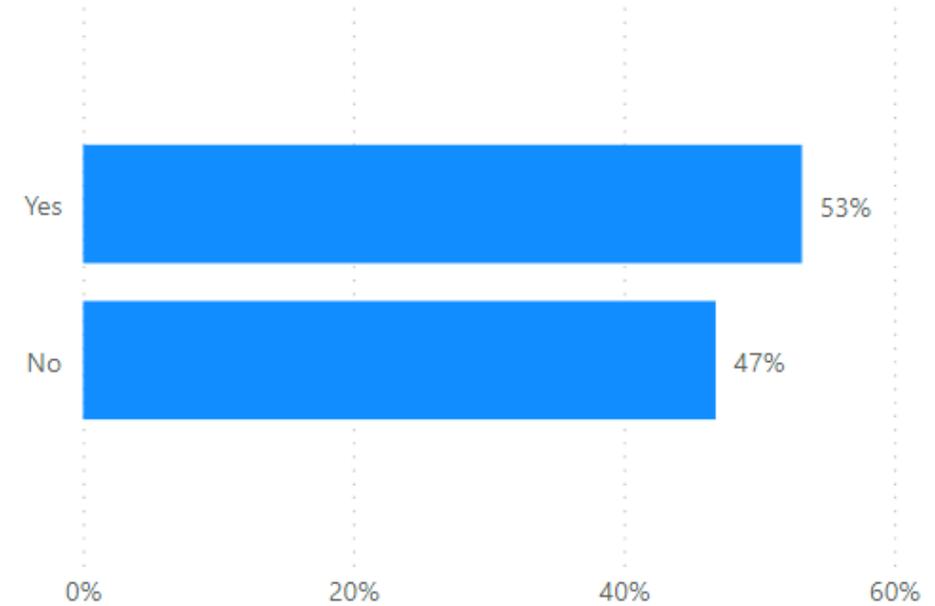
Researchers, trade press, vendors and distributors tended to answer yes to downsizing.

Immediate Impact of COVID - Recovery

Do you think the TV industry will see a slingshot effect towards growth after the crisis ends?



Do you think we will see a 'Roaring Twenties' for the content industry?



Trade press, vendors, events and distributors had generally more negative sentiments.

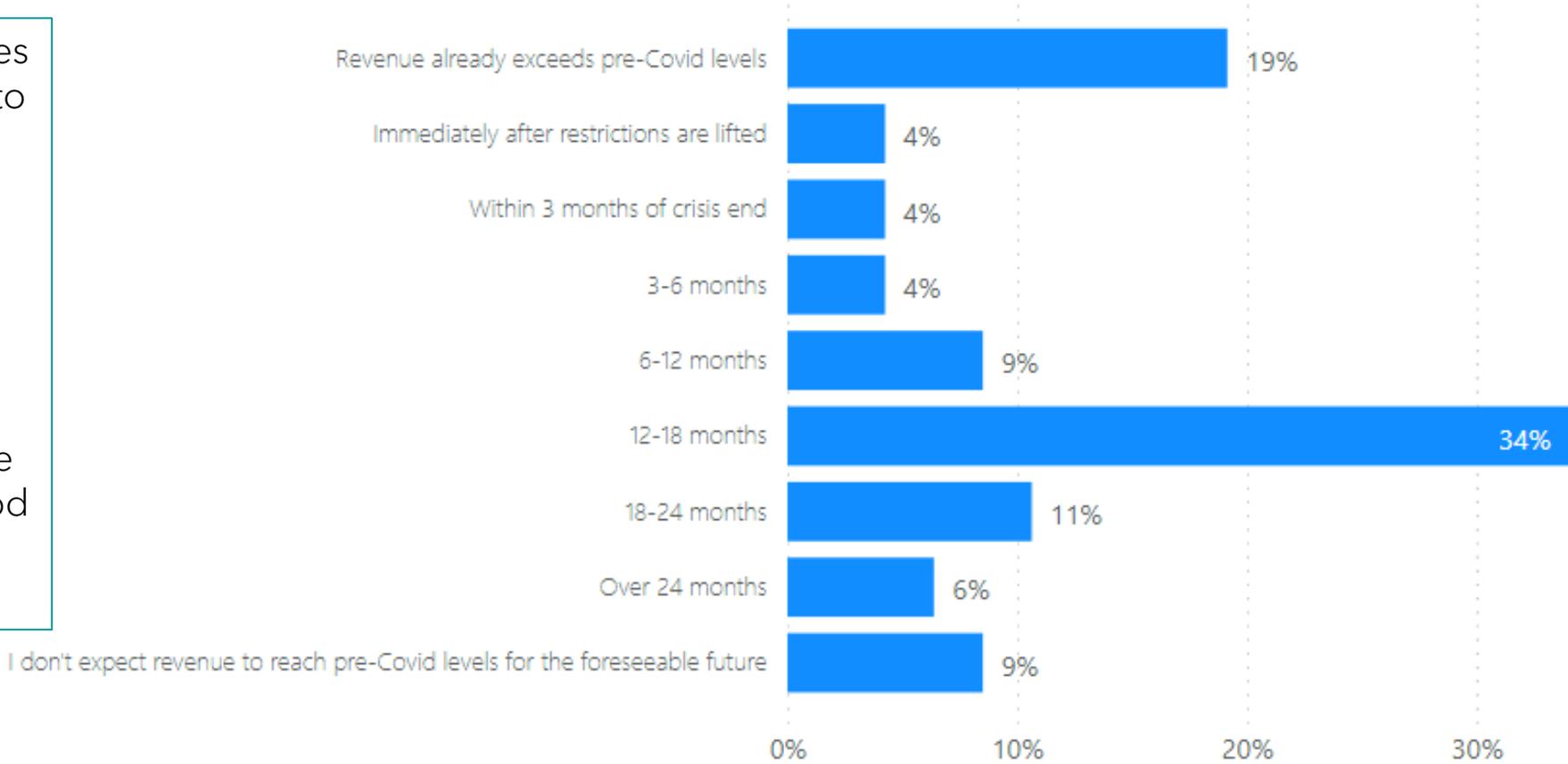
While production companies did not see an immediate recovery, longer term they are more positive.

Immediate Impact of COVID - Recovery

How quickly do you expect your company to be able to return to pre-Covid revenue?

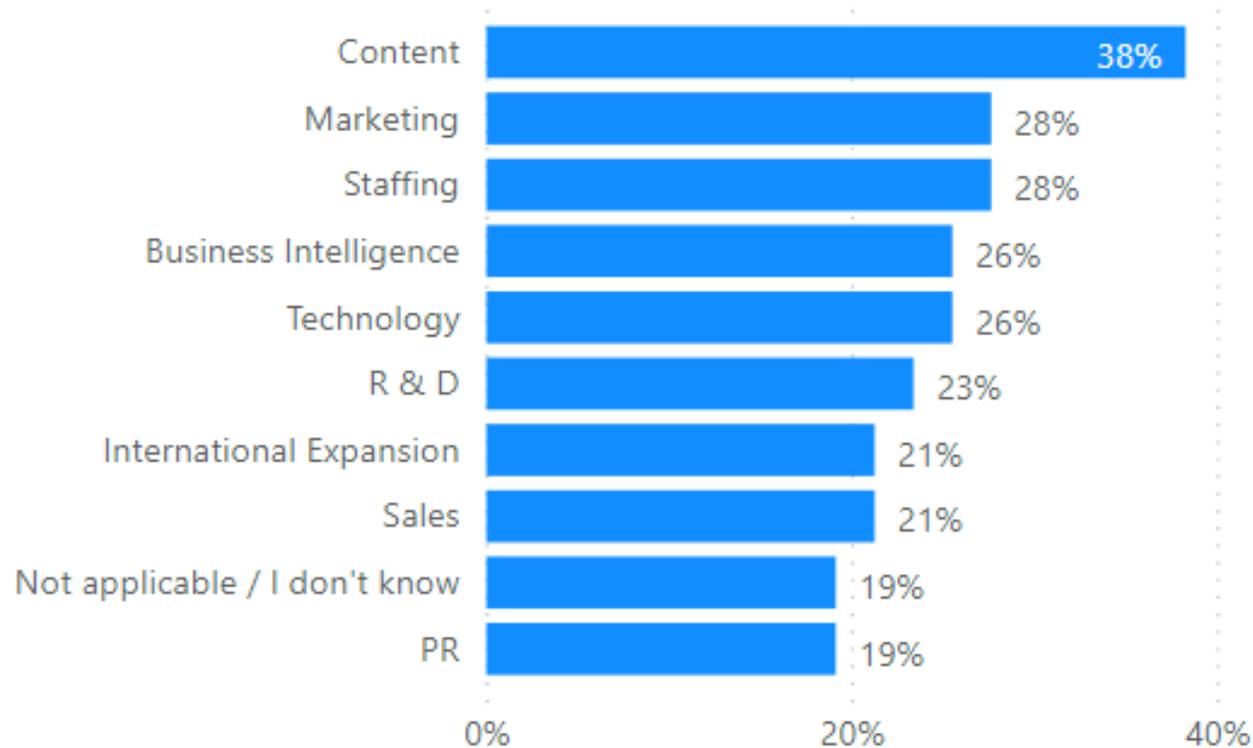
Production companies were the most likely to indicate longer than 18 months as a recovery timeframe.

Researchers and distribution companies were the most likely to indicate that the COVID period for them had been relatively fruitful.



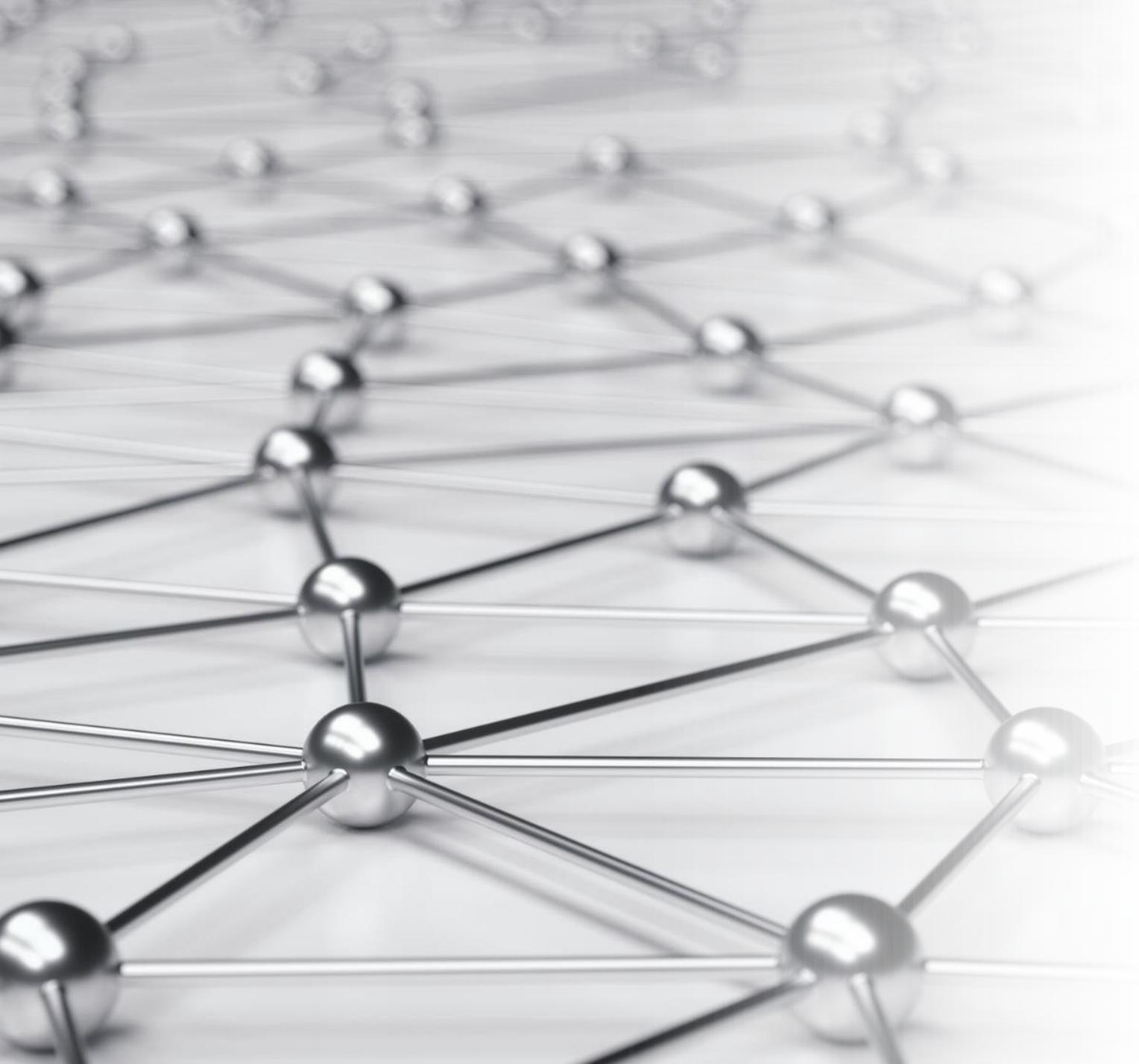
Immediate Impact of COVID - Recovery

What area is your business planning to invest in during 2021?



15% of C-Level respondents were unsure of where spend would be in 2021.

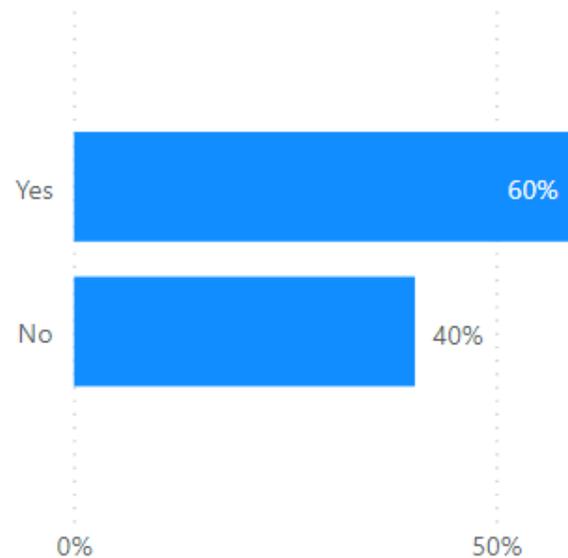
Events and research companies were the most likely to indicate an increase in the spend on marketing.



2. Working From Home

Working From Home

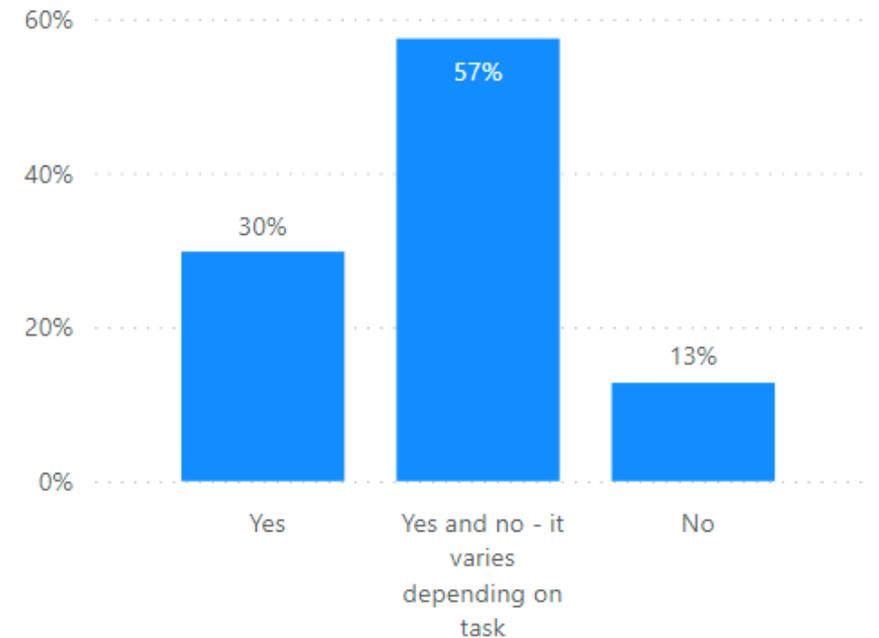
When working from home, do you find yourself working longer hours?



Women were more likely to answer yes than men were, by around 10%.

People working longer hours tended to be more stressed and less productive.

Are you more productive when working from home?



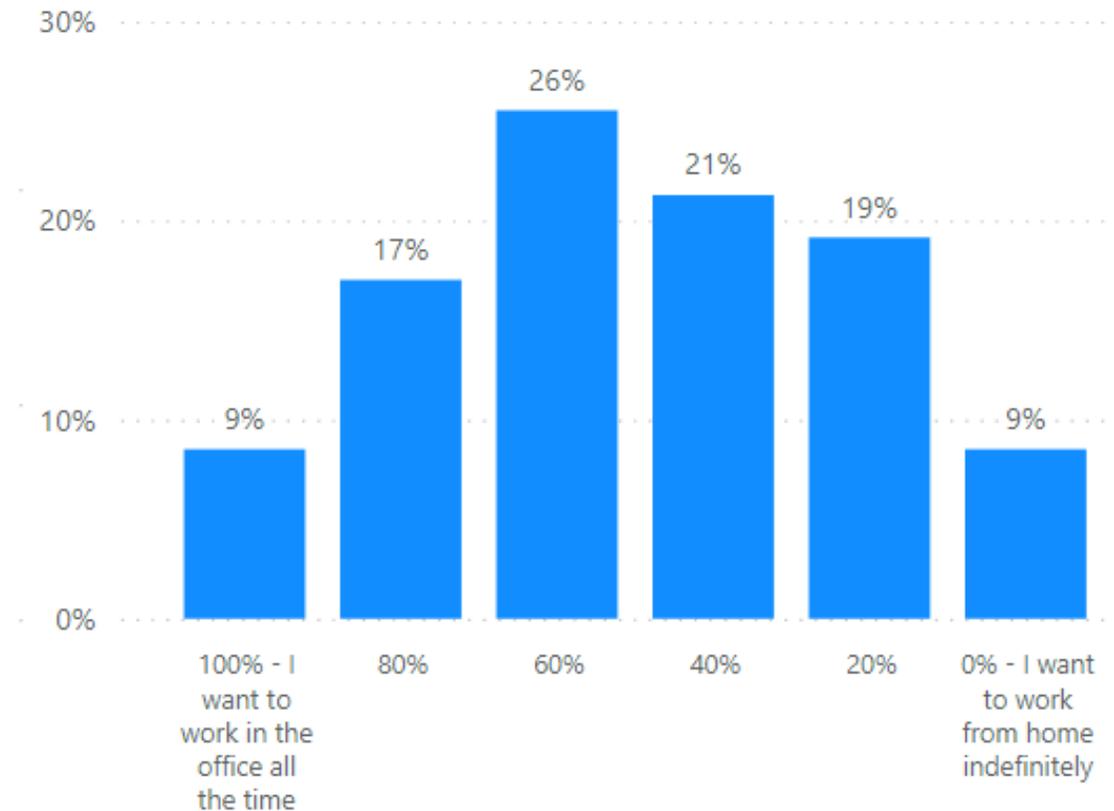
Working From Home

Production and events companies were more likely to identify 4-5 days working from the office as being optimal.

Women were more likely to indicate slightly fewer days in the office as their preference.

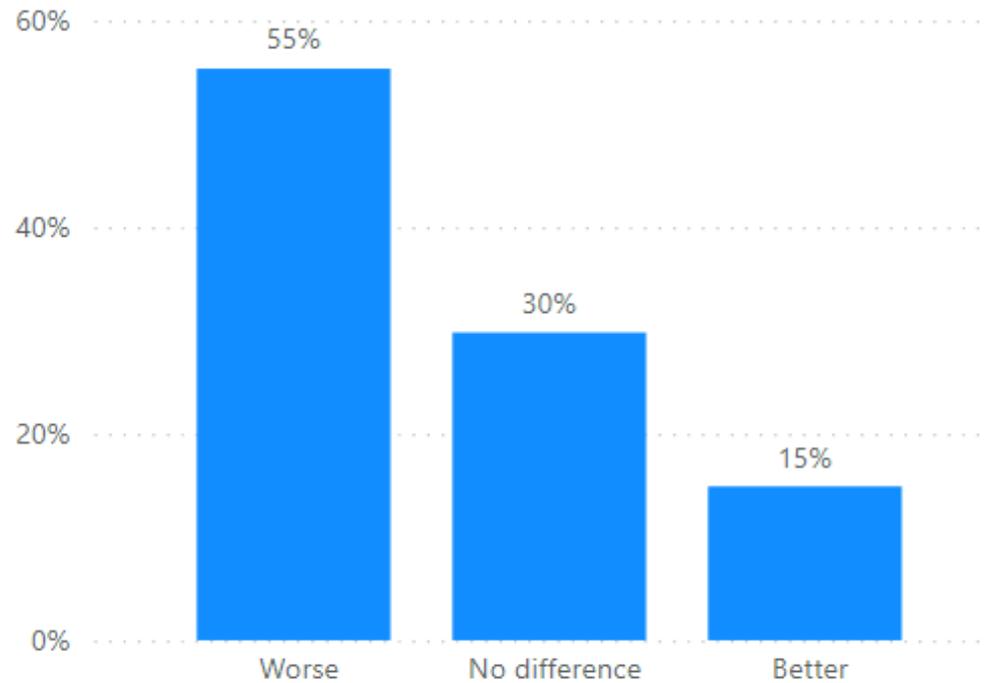
Senior and mid-level staff tended to want to work from the office more, while director level and above presented a mix of results, but generally wanted more days from home.

When the pandemic ends, how much time at work do you want to spend back at the office?



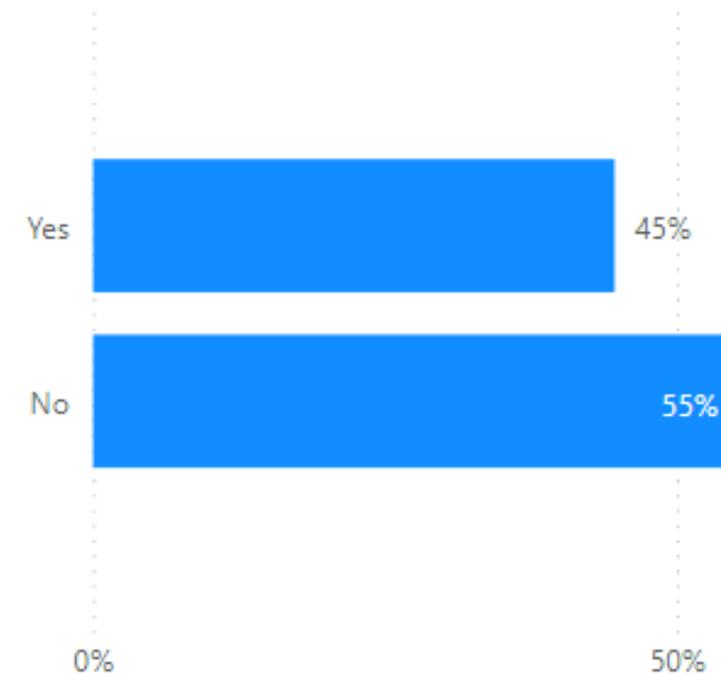
Working From Home

How has COVID affected work related stress for you?

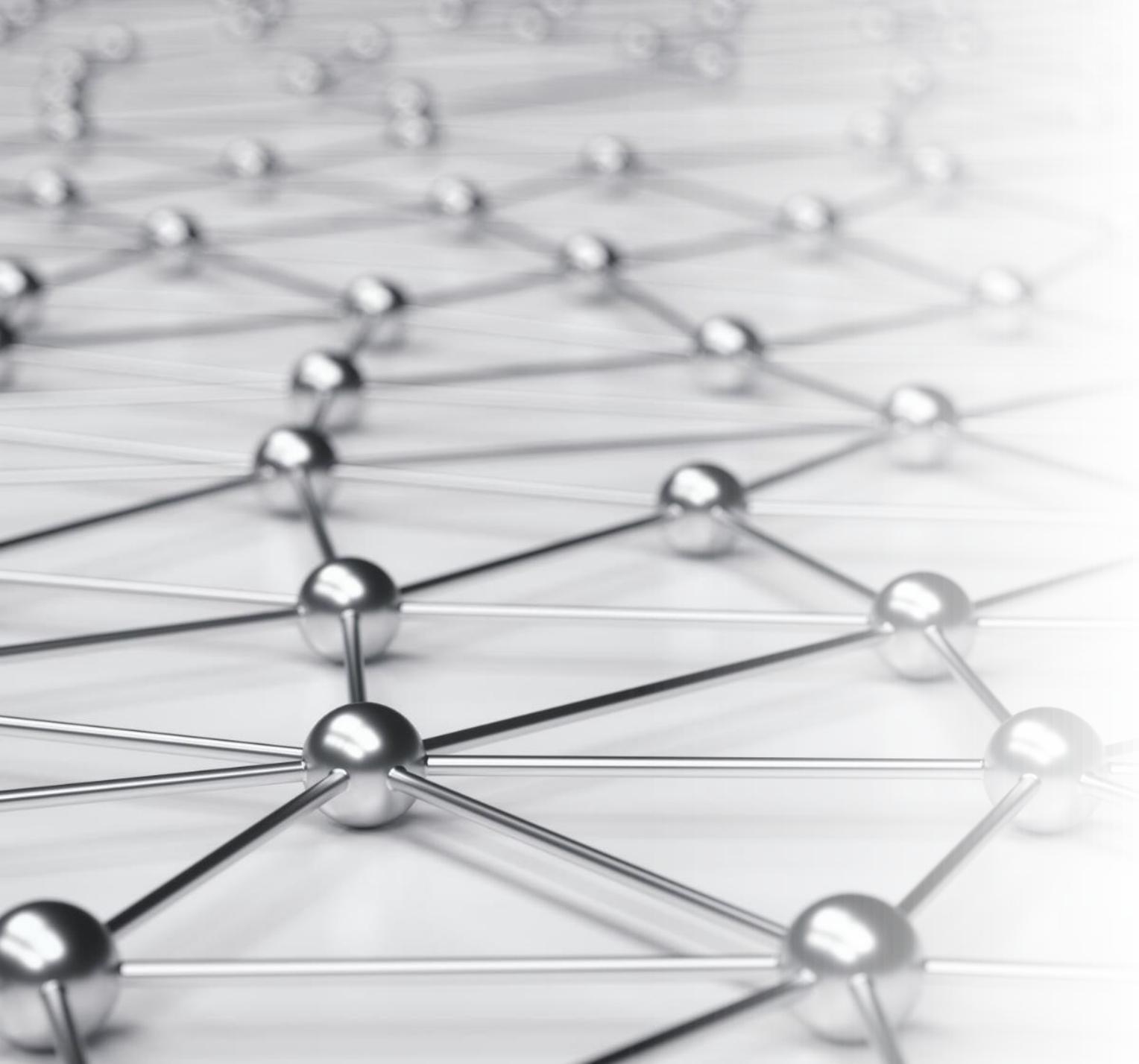


Women were more likely to answer yes than men, by 17%.

Do you feel your work life balance has been negatively affected?



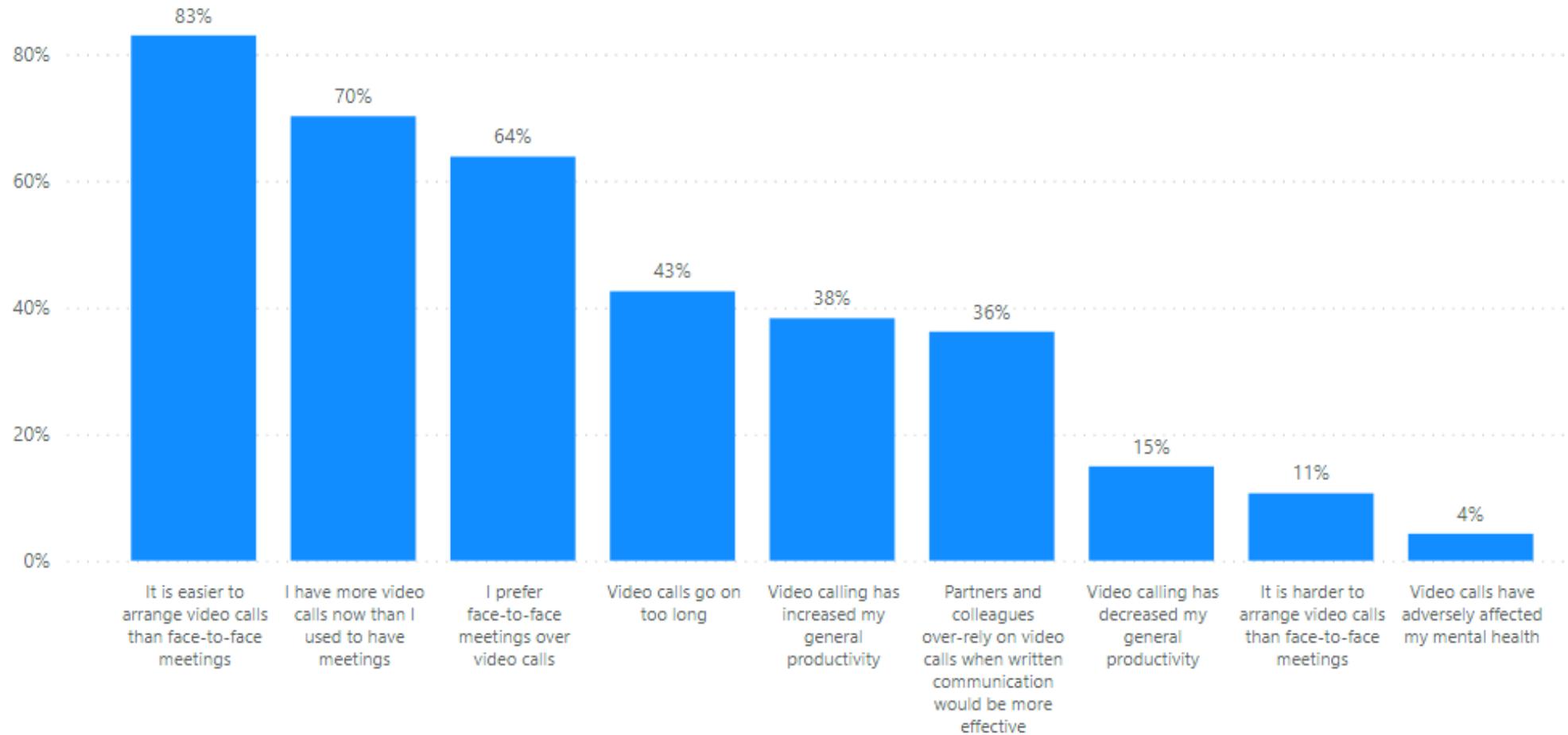
95% of those who experienced a negative work-life balance were working longer hours.



3. Working Virtually

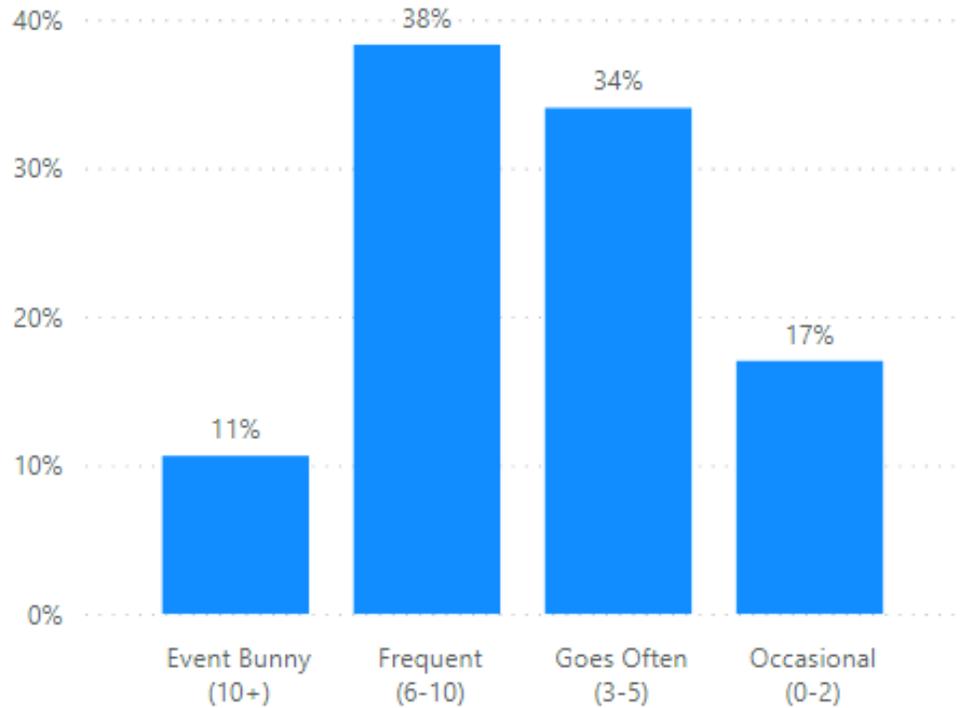
Video Conferencing

Opinions on Video Conferencing

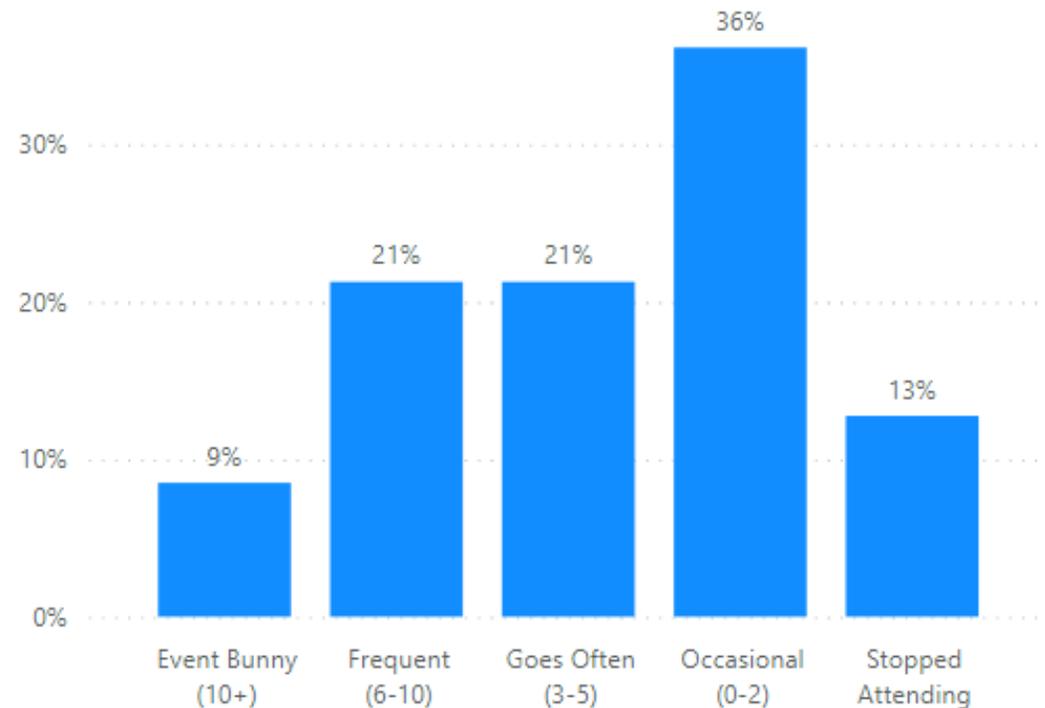


Events

Frequency of Event Attendance before COVID



Frequency of Event attendance post-COVID (including virtual)

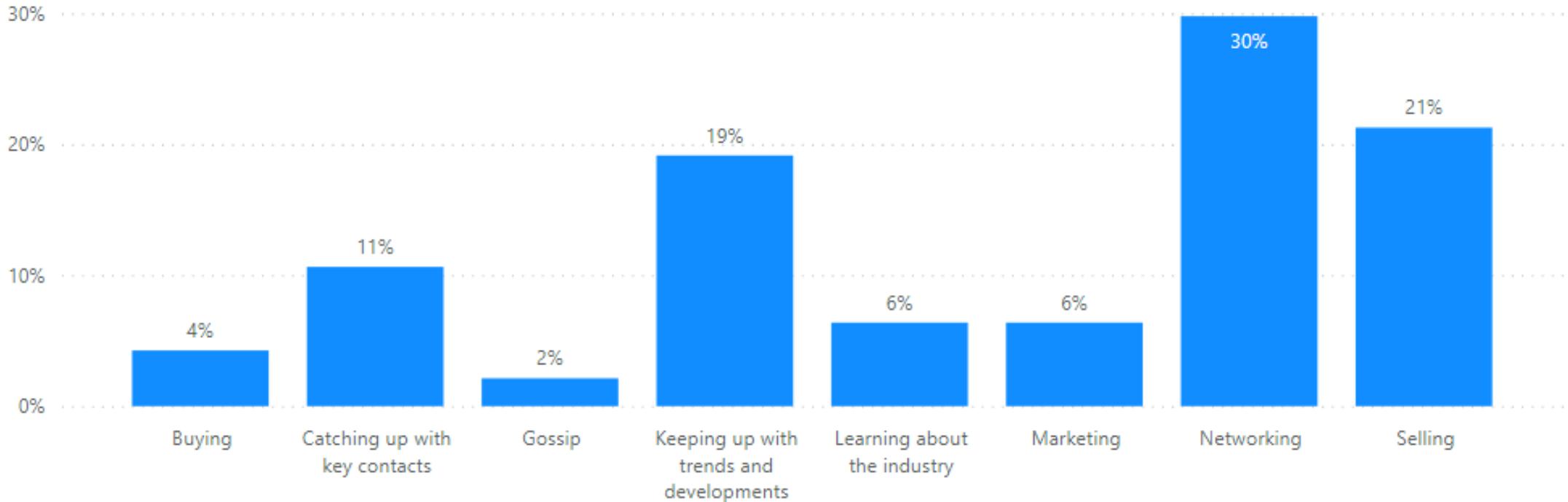


Average attendance decreased overall, despite events being easier to attend. From just over six, the average attendance fell to five.

29% of mid-level staff stopped going to events entirely.

Events

What is the primary purpose for your event attendance?

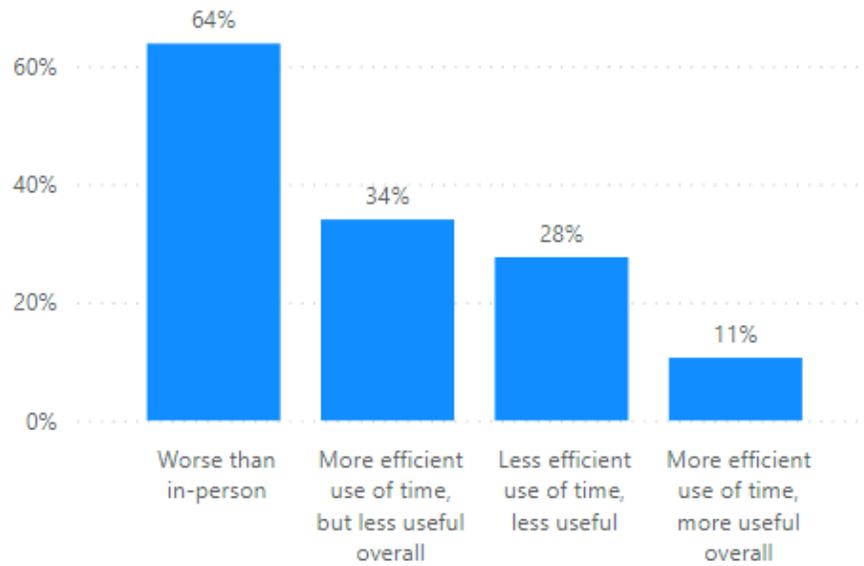


Primary networkers were more likely (29%) to identify as Event Bunnies (10+ events) during COVID, than before (21%). However, 14% of them also stopped attending conferences entirely.

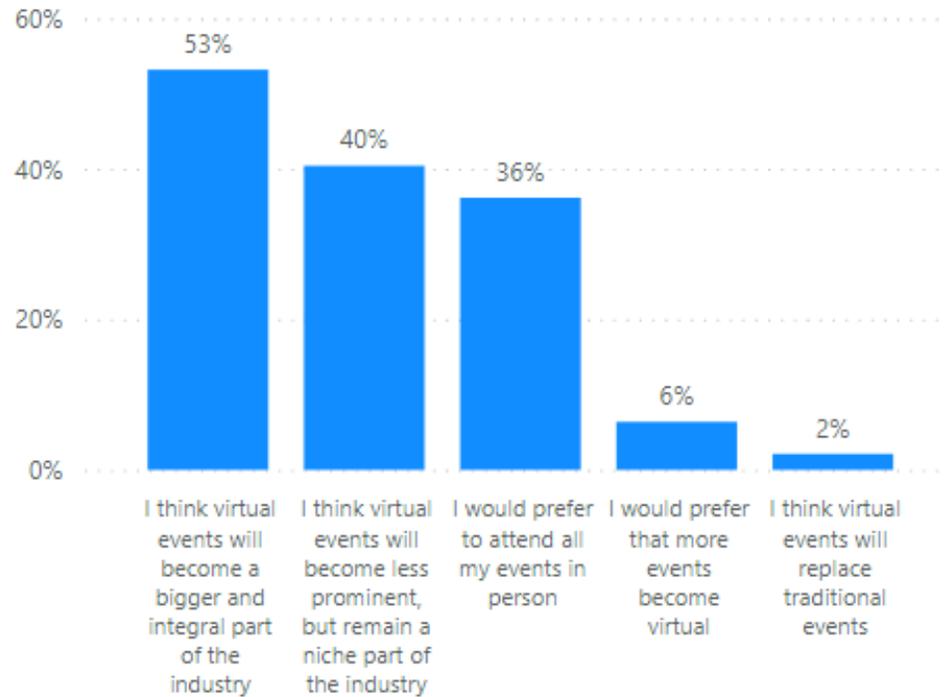
Those who identified their primary attendance reason as marketing, learning or catching up were the most likely to maintain some attendance.

Virtual Events - Vs Physical Events

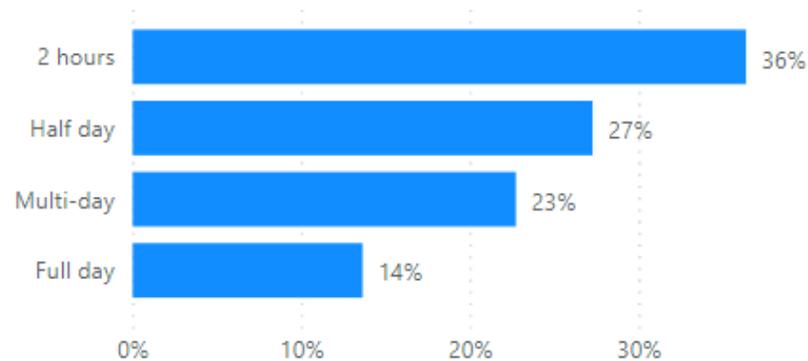
How do virtual events compare to in-person events?



Future of virtual events



What would be the ideal length of a virtual conference?

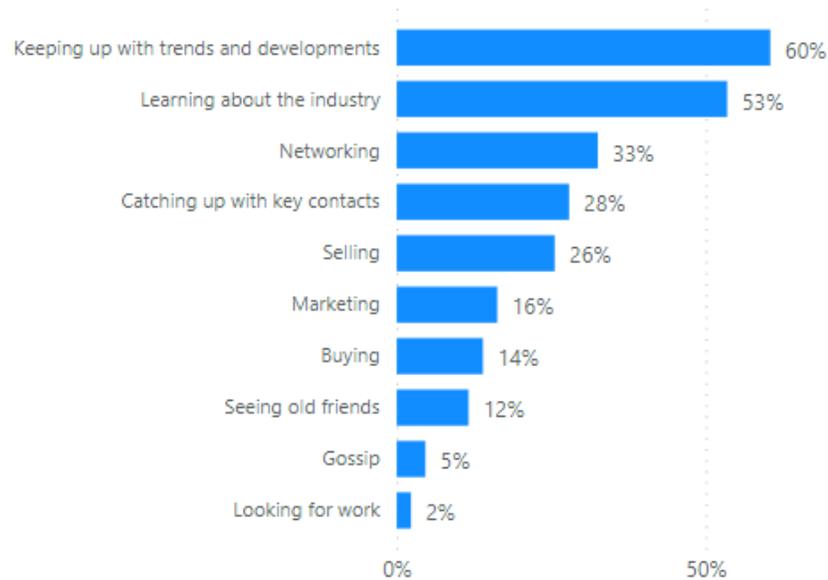


82% of respondents indicated that events would remain, and either be niche, or a larger part of the industry. The least likely to agree with this were the events companies themselves.

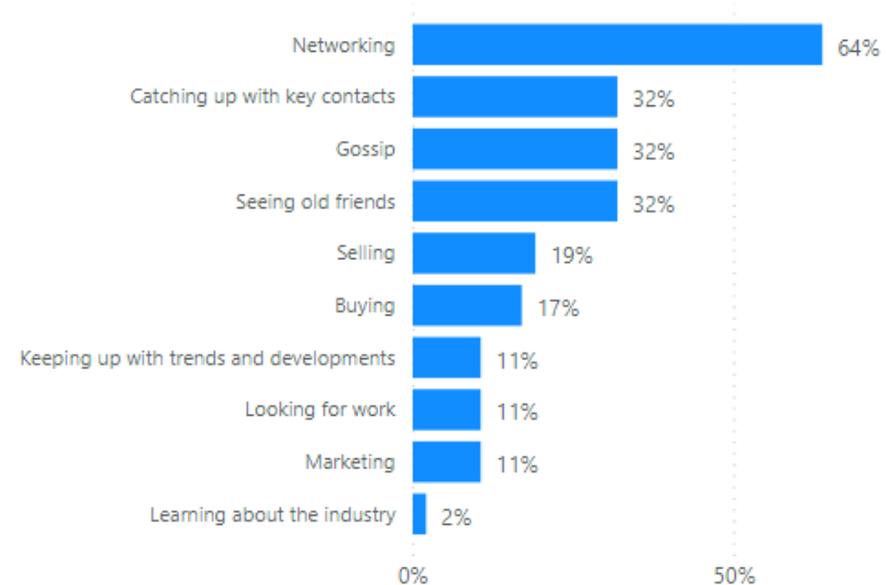
Buyers and networkers wanted longer events, while those interested in learning and trends tended to want shorter conferences.

Virtual Events - Vs Physical Events

In which areas did virtual events perform well?



In which areas did virtual events perform poorly?

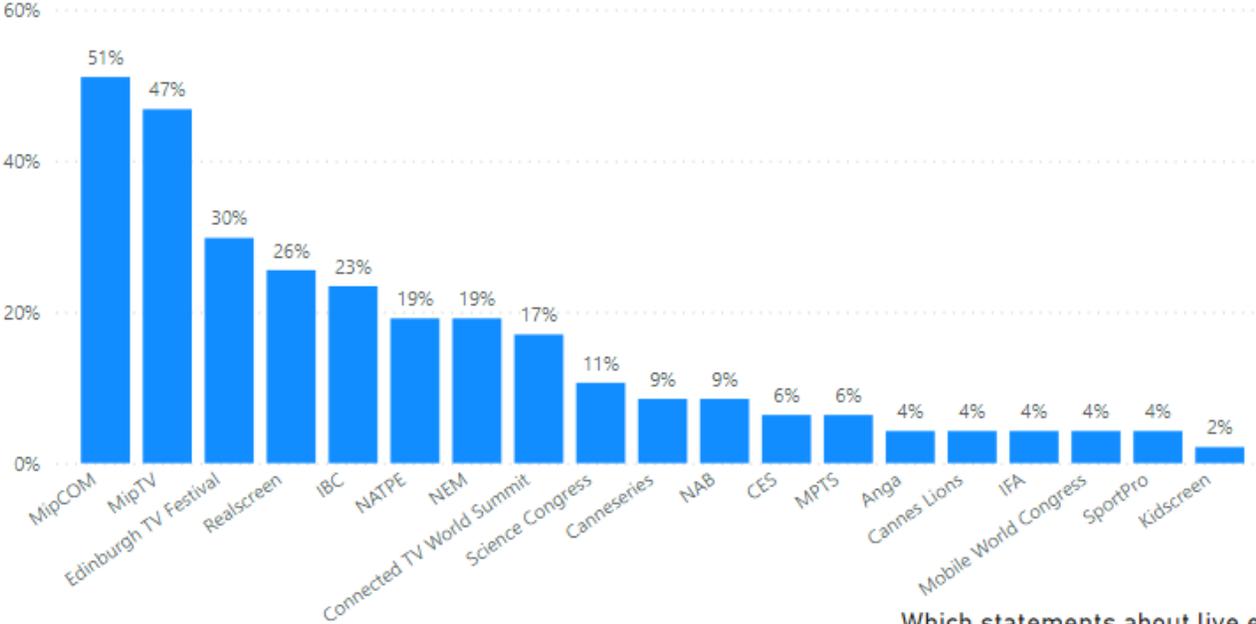


While 26% of respondents indicated that virtual events enabled selling well, this rose to 38% for the production subset, while “poor” responses remained at 19%.

Event goers who identified as primary networkers were more likely to indicate that virtual events did this poorly, while primary sellers indicated that virtual events generally did this well.

When Live Events Return

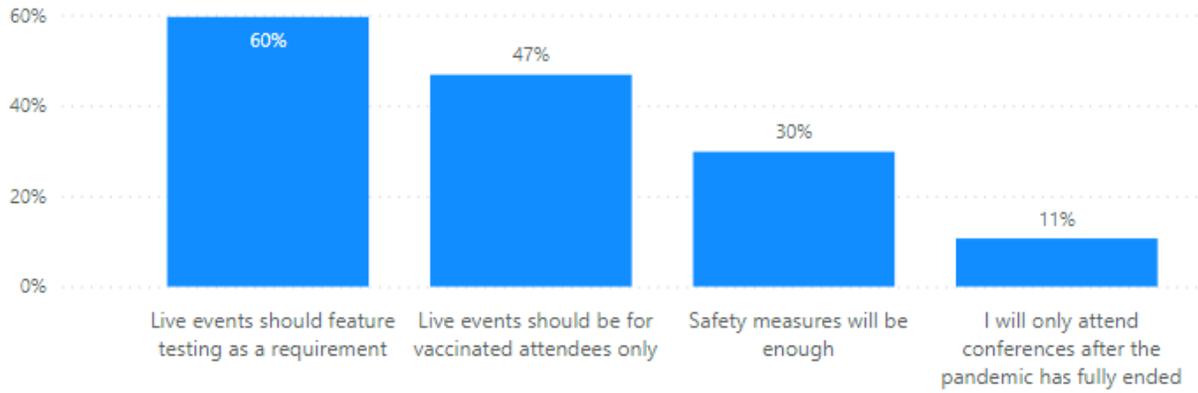
Which events (whether virtual or otherwise) are you planning to attend in the next 12 months?



Respondents who indicated that they were planning to attend larger events tended to indicate that they wanted more stringent safety measures in place; 64% of MipTV and Edinburgh TV Festival respondents indicated that events should be for vaccinated attendees only.

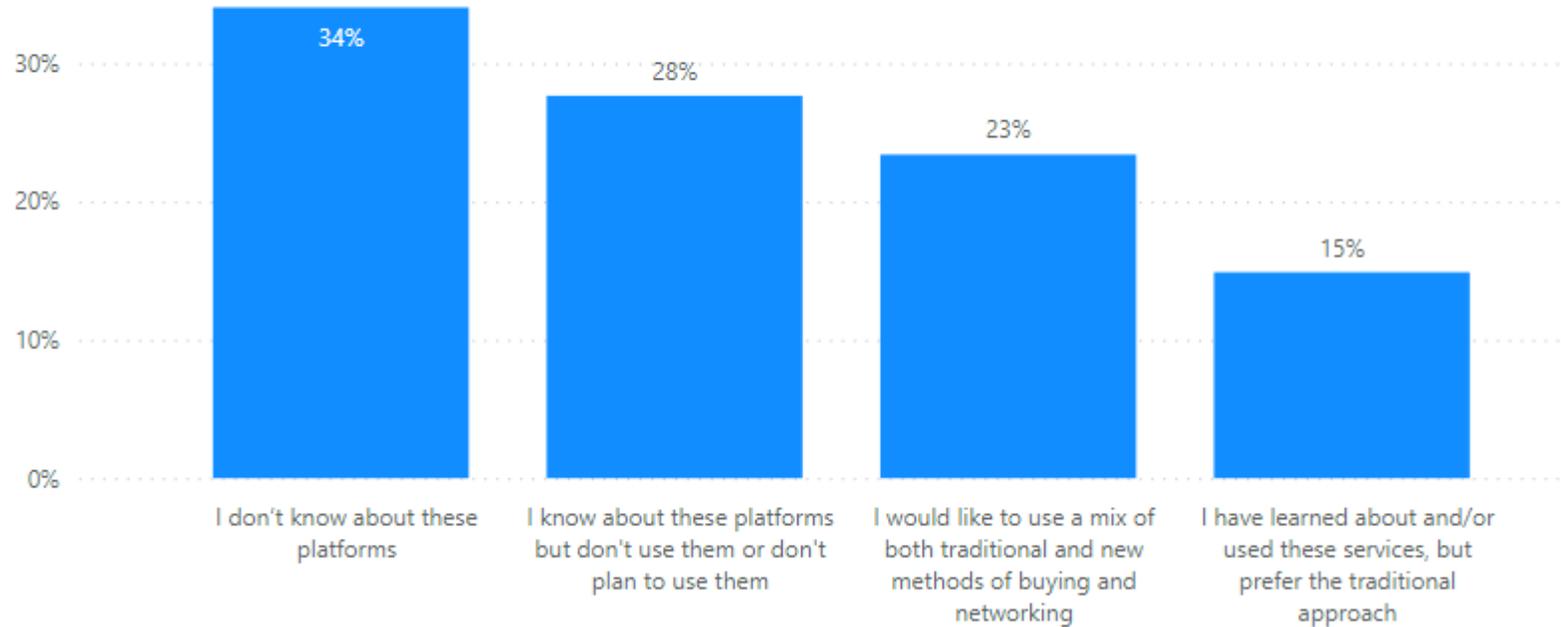
Those who attended conferences the most were more concerned than those who attended the fewest conferences. 20% of Event Bunnies indicated that they would not attend conferences until the pandemic has run its course.

Which statements about live events do you agree with?

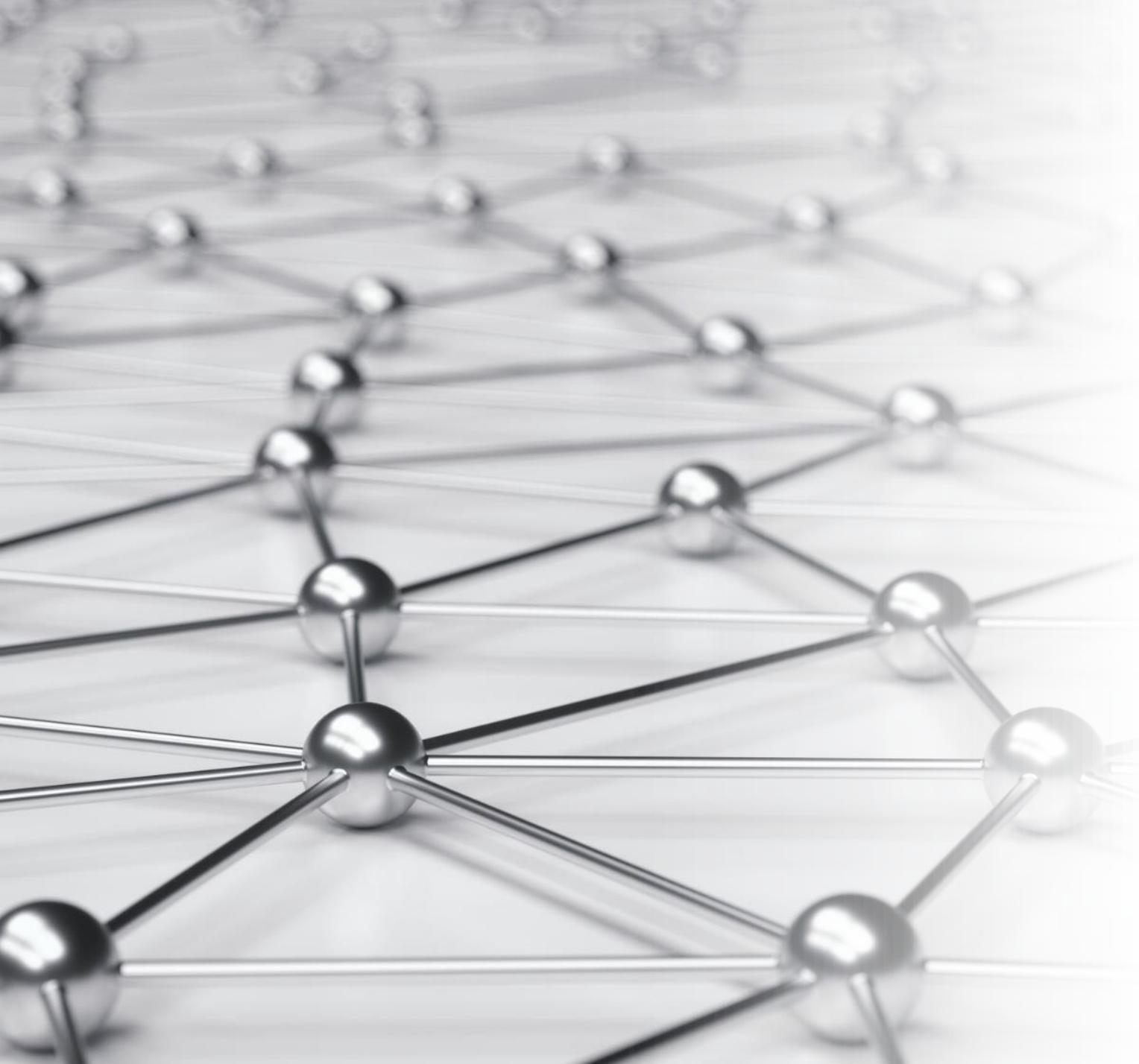


Digital Sales Platform

Digital sales platforms that facilitate content deals may provide a channel to some aspects of how the industry works, examples include Vuulr, Filmhub and Allrites. Which of these statements apply to you?



Among production companies, 38% said they would like to use a mix of virtual and traditional sales mechanisms, while 44% said they had not heard of them. Distributors generally knew about the platforms, but did not want to work with them.



4. RoadMap - Plans for the Future

Future Planning - Topics

Opportunities

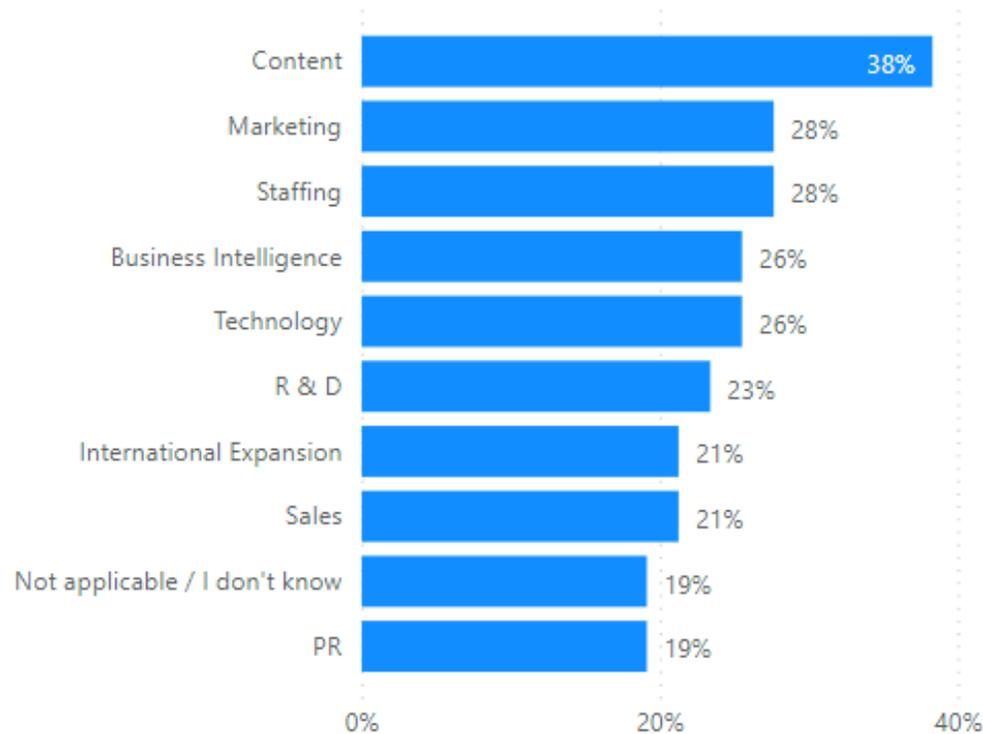
Attribute	High	Medium	Low	Don't know
4K/8K	27%	19%	27%	27%
5G	48%	16%	20%	16%
Automation/AI	30%	39%	22%	9%
AVOD/SVOD/Hybrid	72%	21%	3%	3%
Brexit	5%	5%	59%	32%
Changing finance	22%	35%	30%	13%
Changing technology	76%	17%	7%	
Data and privacy	21%	25%	38%	17%
Device Partnerships	30%	30%	26%	13%
Digital content sales platforms	33%	33%	21%	13%
Diversity / Diversity Quotas	30%	26%	33%	11%
Globalisation – financing and selling	44%	30%	19%	7%
International expansion	64%	32%	4%	
New Streamers	82%	3%	6%	9%
Partnerships with social video	28%	40%	12%	20%
Pay-TV decline	5%	48%	33%	14%
Peak TV	13%	38%	25%	25%
Role of premium sports	13%	26%	39%	22%
Talent Crunch	5%	33%	24%	38%
Vertical integration	28%	20%	28%	24%
Virtual events	32%	32%	24%	12%

Threats

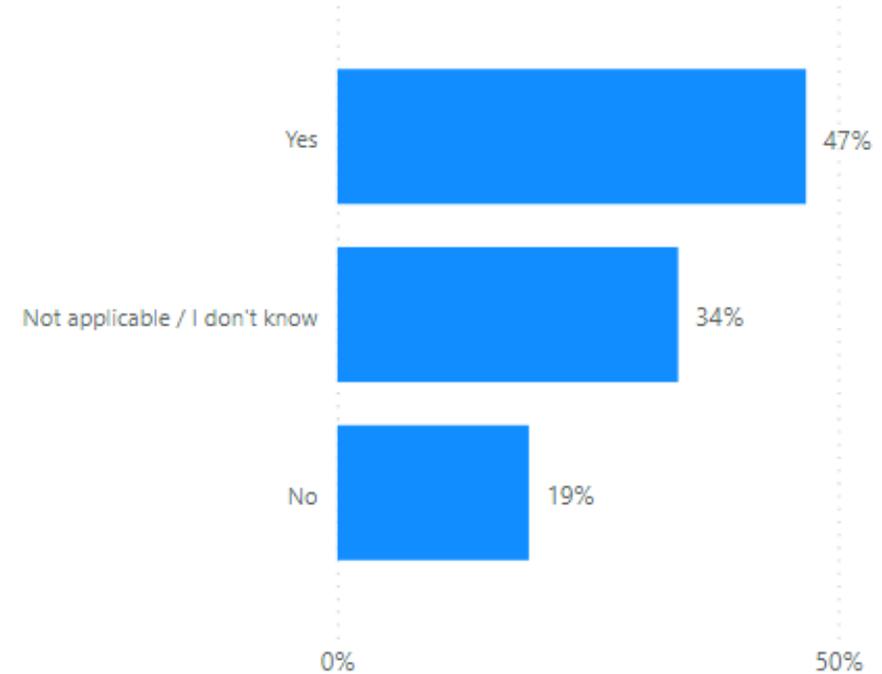
Attribute	High	Medium	Low	Don't know
4K/8K	4%	8%	46%	42%
5G	13%	13%	46%	29%
Automation/AI	13%	38%	38%	13%
AVOD/SVOD/Hybrid	21%	42%	29%	8%
Brexit	37%	19%	30%	15%
Changing finance	35%	31%	31%	4%
Changing technology	44%	22%	30%	4%
Data and privacy	19%	35%	35%	12%
Device Partnerships	5%	27%	32%	36%
Digital content sales platforms	20%	32%	36%	12%
Diversity / Diversity Quotas	15%	19%	56%	11%
Globalisation – financing and selling	19%	30%	41%	11%
International expansion	22%	26%	48%	4%
New Streamers	26%	30%	41%	4%
Partnerships with social video	10%	24%	24%	43%
Pay-TV decline	27%	50%	15%	8%
Peak TV	4%	30%	26%	39%
Role of premium sports	14%	9%	36%	41%
Talent Crunch	32%	24%	32%	12%
Vertical integration	13%	43%	35%	9%
Virtual events	25%	29%	33%	13%

Finance and Investing

What area is your business planning to invest in during 2021?



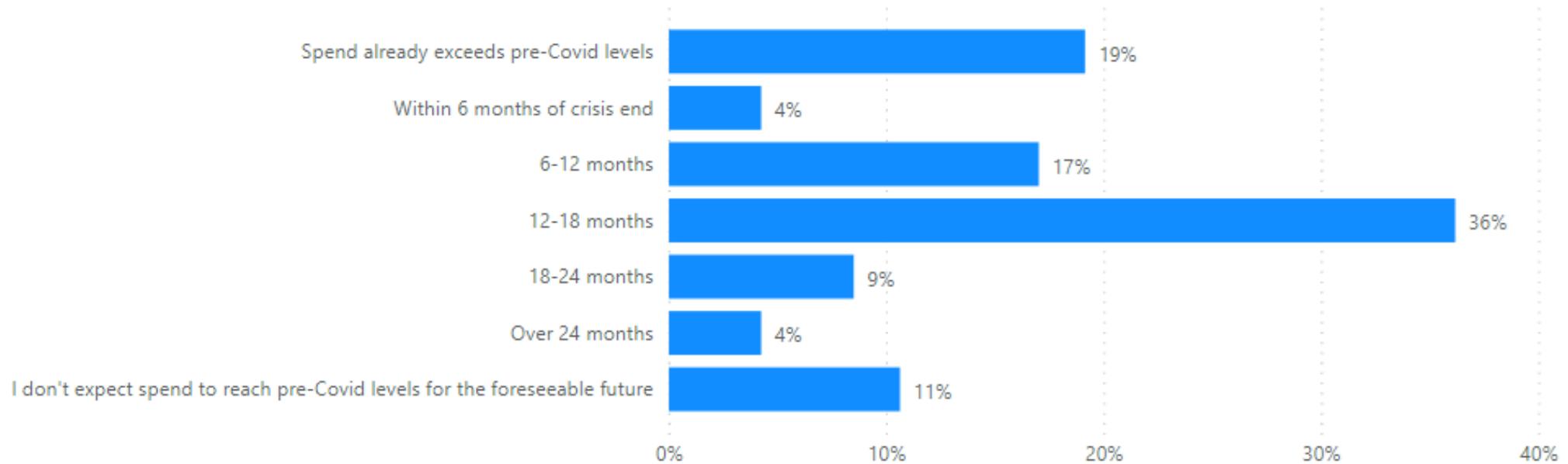
Will your company be spending more overall in 2021 compared to 2020?



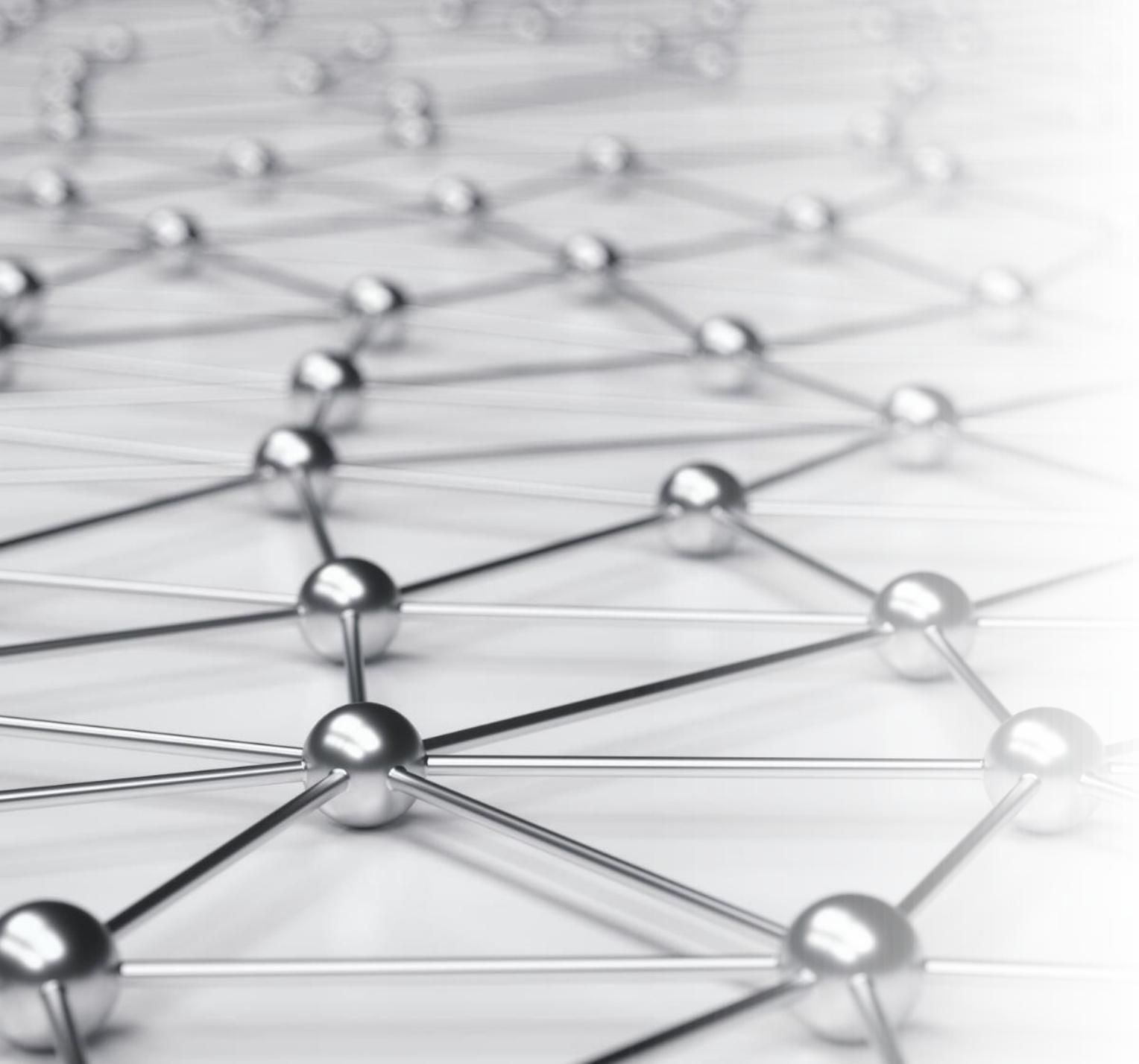
Those who said they would not be spending more in 2021 indicated that a few key areas would still see investment, notably business intel, technology and international expansion. Of those who indicated they would increase spend in 2021, content, marketing and staff were core.

Finance and Investing

How quickly do you expect your company to be able to return to pre-Covid spending?



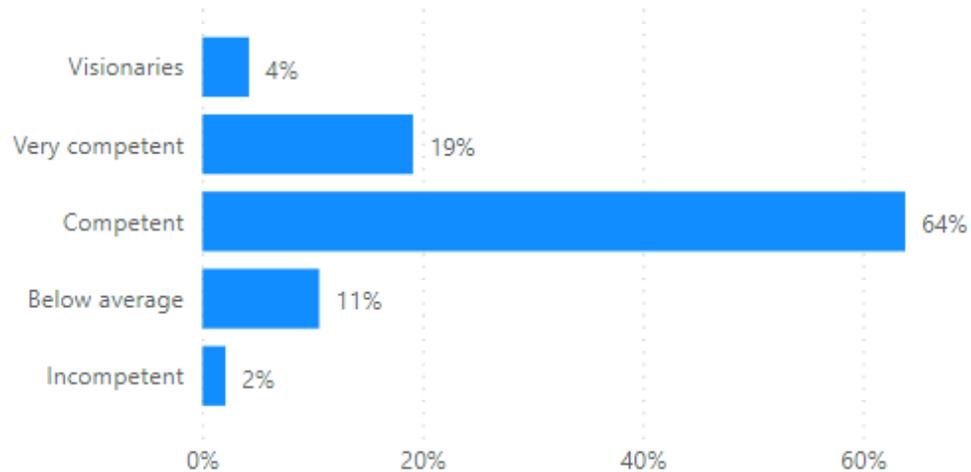
Research, distribution and broadcasters indicated that their spend was already higher than before COVID. The majority of production companies indicated that they anticipated a return to spend in 6-12 months.



4. Leadership and Equality

Leadership

How effective are leaders in the TV industry, in general?



Respondents from production companies were more likely to indicate that leaders were visionary *and* more likely to indicate incompetent leaders. Among research, events, marketers and trade press, industry leaders were generally seen as average, but never incompetent.

What do leaders need to improve at?

vision

various

understanding people

Understand better disruptive technologies and adapt faster.

Thinking about the industry and not about themselves

Reach

pointing to the future/living in the future? Tv is dead/need to move on

Oversized ego is often an issue. Getting rid of toxic personalities in your team may be hard - but is really important, I reckon.

Organisation

Openness to change

Most leaders recognise change, but media moves so fast we're always playing catch-up. Take a breath and plan ahead!

Looking long term and not being reactionary focusing on just the latest trend

Listening rather than talking!

Leadership and people management

empathy, awareness of the intl landscapes and challenges

Digital skills

Developing modern leadership skills, increasing the % of women in leadership roles and actively developing diversity

Communication

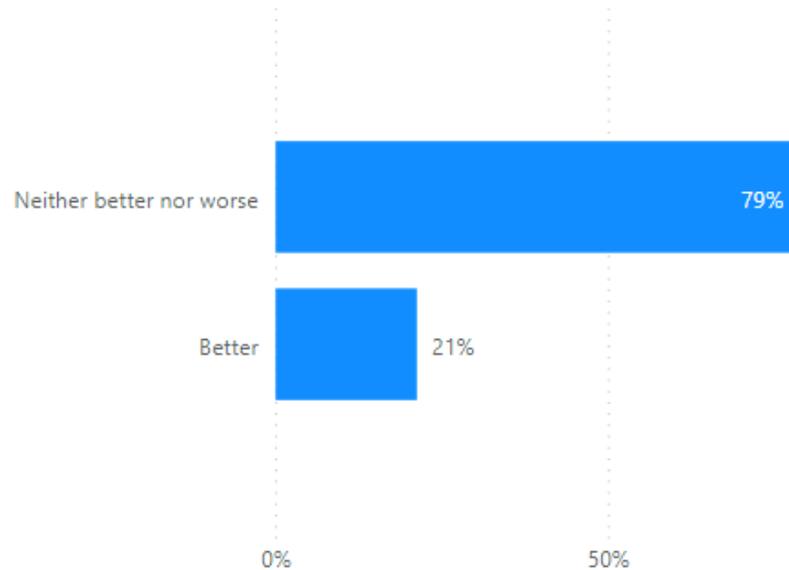
bring existing companies into the future and don't lament how they are losing relevance

Being realistic

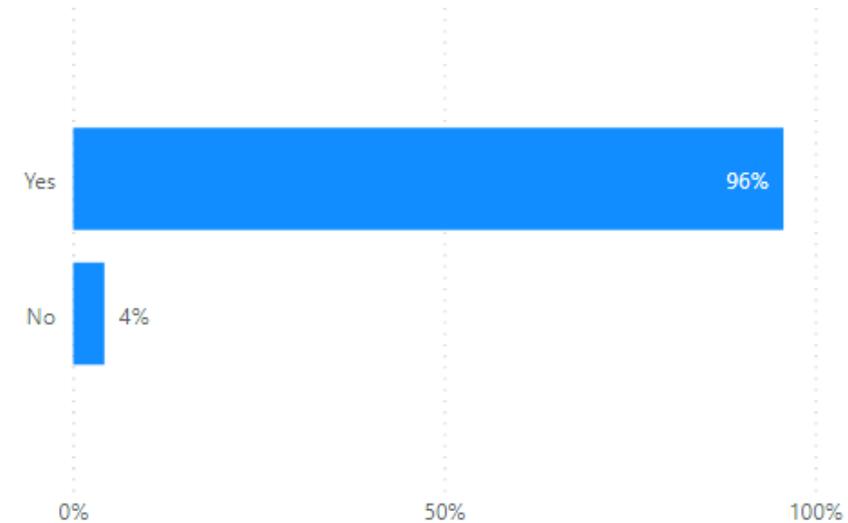
Backing talk with actions and being more accountable

Leadership

Do women make better TV bosses than men?



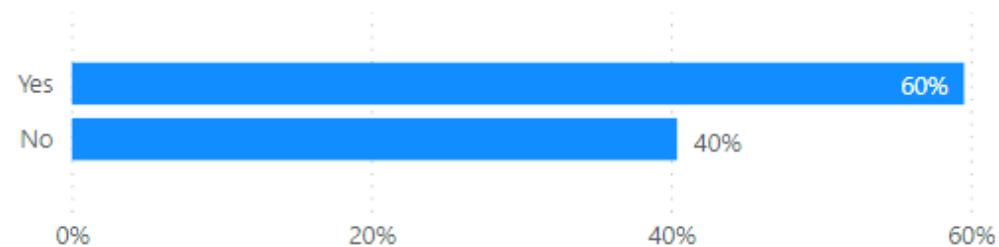
Do you think it is important for there to be a mix of men and women in leadership roles?



Men and women largely answered these questions in the same way. Men were slightly more likely to answer that women made better bosses than men. There was a slight trend for more senior staff to indicate a preference for female leadership.

Diversity

Do you think there is a level playing field for women in the ability to progress to leadership roles?



Respondents from a production background tended to answer this question more positively. Excluding production, 52% of respondents felt that women were at a disadvantage.

If not, can you indicate why?

Again, it takes time to develop

Because there are too many men still in place that make women feel they don't belong and because men seem more confident and easier give the impression they are qualified even though a woman might be more qualified

Conscious and unconscious bias is very prevalent and until the media industry actively invests on all levels to tackle this, women have a harder, longer route to the top.

equality is getting there but still

I don't feel media is worse than other industries - so media reflects general social issues with women leaders.

I reckon many women are reluctant to apply for leadership roles. I am quite shocked, btw, to continue to find out how much worse women are paid in the industry. As a male, I seemingly was quite ignorant re this issue for a long time.

in the country I live in it is difficult

People bias towards people like them, there remains a glass

Sexism, misogyny, gaps in traditional career paths due to responsibility for children

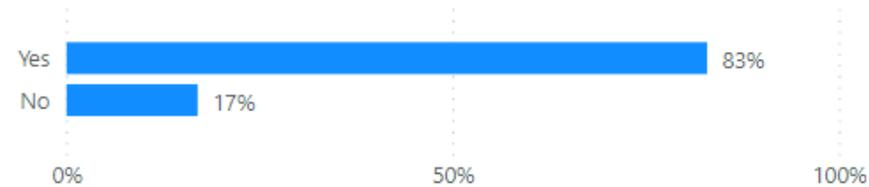
The Glass Ceiling (currently exploding but still very much existing)

The majority of leaders are (white) males. Stereotypes still prevail.

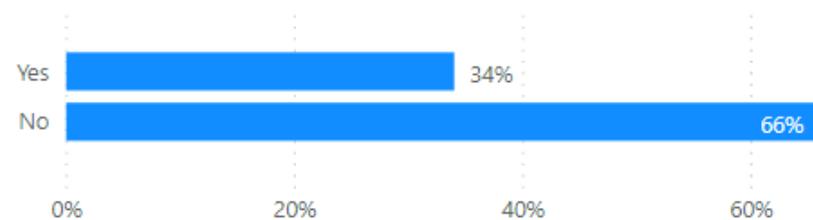
Yes for most roles except at board level

Diversity

Do you think there is a lack of BAME representation in leadership in the TV industry?



Do you think there is a level playing field for BAME groups in the ability to progress to leadership roles?



Respondents from a production company again tended to answer this question more positively. Excluding production, 71% of respondents felt that people from a BAME background were at a disadvantage.

If not, can you indicate why?

until real and greater opportunity arises you won't have paths for many people

TV reflects the wider world

Too many networks of people exclude them.

Too long to go into here... but suffice to say when a major trade shoots down one of the only black female execs in the industry based on gossip there is a problem...

This is still an industry dominated by white, often upper-classy, males. Things get better (talking about Austria+Germany), but only slowly. I feel the younger generation embraces diversity way more, so I am somewhat optimistic things will improve faster once a "next generation" reaches exec levels.

The overall economic system of most countries are not enabling BAME groups to flourish at the correct right.

Racism remains an issue throughout society

People bias towards people like them, there remains a glass ceiling

N/A

It takes time to develop

it shall take time, to get to the top, we need track record

Investment needs to be made with grass roots programmes and schooling

Institutional racism

I feel media is pretty old-school and relies a lot on contacts, this isn't particularly conducive to growing diversity

Hiring processes and reliance on 'old boys' networks

Bias and existing networks

because the disadvantage reaches down all the way to possibilities of education etc so it just becomes more difficult the further up you rise



Contact US

We hoped you found this results brief interesting and informative.

For any questions regarding this presentation or for further interest in the TellyCast or WorkShare Businesses please reach out to:

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