Media Entertainment Information
Industry Analysis Matrix

Issue	Drivers	Risks	Responses
Sustaining consumer demand (including advertising)	Technology enables more multi-tasking and more transmedia experiences Changing expectations of convenience, immediacy and attention span	Low consumer demand does not support investments in media, entertainment, and information Slowness in developing a consumer economy will not enable media development in emerging economies Sustainability efforts could raise prices & cut demand	Support consumer economic efforts in potential "growth economies" Support innovation that achieves sustainability with less economic burden
Creativity and innovation to leverage all platforms	New formats, like social media, games, mobile content, require more engaging content People expect to engage with content whenever and however they choose	Shortage of creative talent that can adapt to new digital reality, which can slow growth Experimentation must be funded to find best approaches in new media	Global talent development at high school and college level University and private "media labs"
Intellectual property (IP) rights are harder to enforce in digital media	Rights and leverage are blurry in a "TV everywhere" environment Legal enforcement of IP varies globally	Slower investment without confidence in economics of content ownership	Create business model framework as formats migrate Legal cooperation to defend IP
Unstable and evolving operations, metrics and business models	Mass metrics do not apply to personalized media Media is becoming more tied to tech and telecom, without a standard operating system	Inability to scale media due to unclear media model Advertising shrinks given less relevance and efficacy	Development of common operating system and metrics for media
Managing social/ cultural impact of media for all citizens	Media is part of the storytelling, community, and social mores of every culture. Reaching all citizens requires local content and access through local infrastructure	Dilution of media's impact on society The ability of media to be culturally relevant on a local level can be eroded as digital media becomes more global Economic pressure squeezes out investments in education, content and public discourse Censorship and political pressure	Global public service advertising agenda "Greater good" charter for the media, entertainment & information industries