



# Ipsos MediaCT

The Media, Content and Technology Research Specialists



## A challenging environment for Entertainment providers

Traditional business models in the entertainment industry have been disrupted.

Consumers access content in many more ways than they did in the past. Providers need to understand these emerging behaviours and to leverage and control new forms of distribution.

Moreover, content is no longer just a passive experience viewed on TV or at the cinema.

Digital, online and mobile channels offer a deeper interactive experience at times and places convenient to the consumer.

Some of the key questions we are helping entertainment providers to

answer include:

- Which platforms are best suited to which kinds of content?
- Does the emergence of new platforms create new demand – or cannibalise existing products?
- How can content assets best be monetised?
- How big a problem is piracy and how can we control it?

Ipsos MediaCT offers clients extensive experience in the entertainment research field. We work with major music labels, film studios, industry regulators and trade bodies.

## Consumers

Our global ConnectionsMCT study is a detailed exploration of music, movies, television and games consumption. It looks at the kinds of content people are drawn to across twelve countries.

It also examines how people find out about new content in these areas and which platforms they use to view, listen to or otherwise use it – whether through official or unofficial channels.

Other consumer studies we have carried out over the years include:

- MOTION and TEMPO (USA) these twice yearly studies keep abreast of trends and issues in digital music and video downloading. TEMPO was also conducted in Europe in 2008.
- The *Inter@active Reid* report (Canada) tracks digital trends. The latest study was carried out in 2009.

In addition, we have carried out a range of custom studies around the world looking into areas like technology usage, the drivers and barriers to entertainment purchasing and piracy levels. In particular:

- Ipsos compiles the weekly Top 100 pop music charts in Mexico;

- For five years, Ipsos has been the research partner for the San Remo music festival in Italy, one of the oldest and most popular pop music events in the world.

## Brands

Brands are purveyors of quality and trust. With downward pressure on digital content pricing, there is opportunity for music labels and film studios to leverage their brands and partner with other brand owners.

We have established measures which can provide a read on the brand equity of music and movie artists, which can support your own engagements with potential brand partners to generate new revenue streams.

## New product development

Our PERFORM suite of tools supports companies looking to launch new products and ideas.

## Concept testing

Using a proven methodology for testing new concepts, we help content owners assess the potential for new films, music artists, product or service ideas. We also help focus concepts towards further steps in the innovation process, working ultimately toward a market forecast.

## Pricing and Optimisation

What are consumers willing to pay for, and what price will they pay?

Our suite of pricing tools can help companies make informed decisions in this area.

## Title tracking

We have extensive experience in tracking content at different stages in its distribution cycle, helping to support strategies that optimise timing and communication of the product message.



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## About Ipsos MediaCT

Ipsos MediaCT is the global leader in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behaviour, the value of brands across different platforms and how they can minimise risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information, please connect with us at:

[www.ipsos.com/mediact](http://www.ipsos.com/mediact)



### Contacts:

**Ian Bramley**  
Entertainment Research Director  
[ian.bramley@ipsos.com](mailto:ian.bramley@ipsos.com)

**Ipsos MediaCT**  
Kings House  
Kymberley Road  
Harrow HA1 1PT  
United Kingdom  
Tel: +44 (0)20 8861 8042

**Gareth Deere**  
Global Research Director, Global Team  
[gareth.deere@ipsos.com](mailto:gareth.deere@ipsos.com)

**Ipsos MediaCT**  
77-81 Borough Road  
London SE1 1FY  
United Kingdom  
Tel: +44 (0)20 7347 3046