

WE'RE IN IT WITH YOU

The market is saturated with subscriber and ad-supported video-on-demand services. And the world of gaming is transforming. Insatiable appetites for digital content show no signs of slowing down. Subscriber fatigue and fleeting loyalty to any single platform pose real challenges. We help you square up and get ahead of the competition.

THE CUSTOMERS WE SERVE



Advertising



Broadcasting



Filmed entertainment



Gaming



Music



Print and publishing



Sports

AT A GLANCE—BY THE NUMBERS

98%

customer retention rate

97%

NPS score

WHAT'S NEXT?

Sixty-three percent of media, entertainment and gaming organizations expect an increase in technology spending for 2024 compared **with technology spending in 2023**. Confidence in digital transformation investments is at 63%, with most feeling somewhat confident they will meet the expected return on investment.

WHAT WE CAN DO FOR YOU

Data
analytics

Digital
transformation

Cloud migration
and cloud
rightsizing

UI/UX—
consumer
applications

Unified ad
inventory

Security

A LOOK INTO THE STATE OF MEDIA, ENTERTAINMENT AND GAMING

Media, entertainment and gaming organizations need many new types of talent in a few places in the organization.

Top **goals** related to digital transformation:



Gaining a competitive advantage



Enhancing employee performance/productivity



Increasing/achieving innovation



Reducing operational inefficiency

Top **challenges** related to digital transformation:



Complexity of current environment / siloed mindset and behaviors



Security concerns and compliance constraints



Creation of a culture of continuous learning / workforce upskilling or reskilling

Top three **skills** that media, entertainment and gaming organizations are looking for in the next one to two years:



Artificial intelligence / Machine learning



Cybersecurity



Big data

ABOUT THE RESEARCH—STATE OF DIGITAL TRANSFORMATION

TEKsystems conducted an online survey from November to December 2023 with 855 technology and business decision-makers. Respondents included members of the C-suite, company executives, vice presidents, directors and managers who have final decision-making authority and/or influence on their organization's digital transformation efforts. The sample included a balance of decision-makers in enterprise IT and line-of-business functions in the United States, Australia, Canada, China, India, Singapore, Belgium, France, Germany, Ireland, Netherlands and the United Kingdom across a broad spectrum of industries.

ABOUT TEKSYSTEMS AND TEKSYSTEMS GLOBAL SERVICES

We're TEKsystems. We accelerate business transformation for our customers. We bring real-world expertise to solve complex technology, business and talent challenges—across the globe. We're a team of 80,000 strong, working with over 6,000 customers, including 80% of the Fortune 500 across North America, Europe and Asia, who partner with us for our scale, full-stack capabilities and speed. We're strategic thinkers, hands-on collaborators, helping customers capitalize on change. We're building tomorrow by delivering business outcomes and driving positive impacts in our global communities. TEKsystems is an Allegis Group company.