

*Wish
you were
here?*



**Red Lorry
Yellow Lorry**
B2B TECH PR



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you were
here?*

A marketer's guide to reaching
your customer in the new media
and entertainment landscape.



**Red Lorry
Yellow Lorry**
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Introduction

The last few years have seen a tangible shift in the media & entertainment (M&E) industry. Streaming has continued to dominate and single camera production - supported by innovative new filmmaking techniques - has become dominant in a landscape more hungry for programming than ever before.

More competitors have also emerged, making it harder than ever for M&E brands to engage prospective customers.

We know that if you're one of the industry's technology marketers, you already know who your target audience is. So, in this ebook and throughout our 'Wish you were here?' campaign, we want to arm you with the tools you need not to find them, but to engage with them.

You know the destination. Here's how to get there.



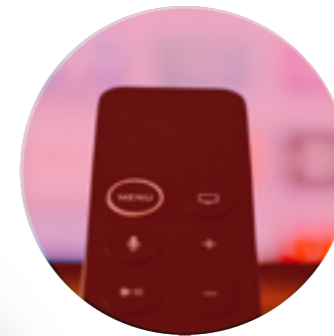


Your destination's changed: an industry shift

The evolving M&E landscape has been influenced by several factors. These have changed who your end user is, their audiences and how they engage.

Streaming has taken over

Streaming vs broadcast, on-demand vs live. It's nothing new, but streaming is now the default for so many. Every media producer, broadcaster, sports league and movie studio now needs to stay in the conversation. Competition in streaming has never been more fierce.



Moore's law is alive and well

The media production industry is characterised by constant innovation. But the last few years have seen the biggest strides forwards, with new tech like virtual production and real-time VFX seemingly getting better every month. This is bringing in technology and service providers from a wider pool than ever.

IP-driven single-camera rules

With so much competition, media organisations have to bring out the big guns. And what bigger guns than leaning into IPs like Star Wars or Marvel. Engaging audiences and winning new customers is much easier when you can give them a window into well-established fictional worlds that they already love.



Where to now? The new end user

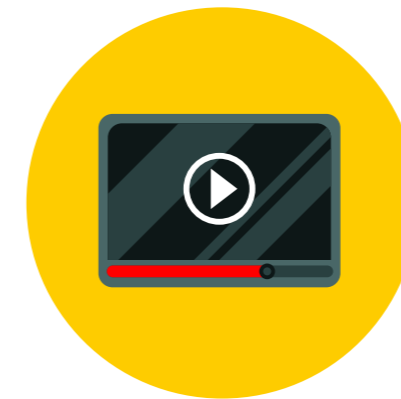
These shifts mean end users have changed from five years ago. As a result, priorities are evolving and audience expectations are continually driving change.



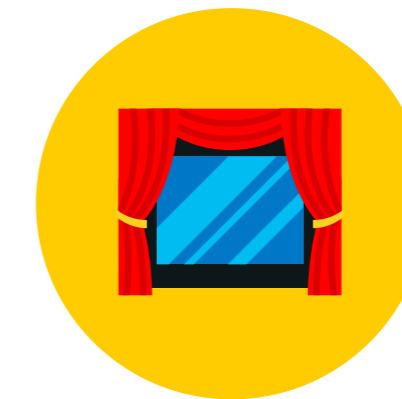


Movie studios are now the end user for technology. As they invest in their own streaming services, they have to put in place their own entirely new payout and delivery infrastructures.

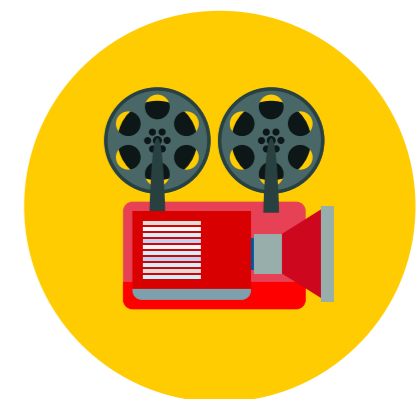
And with the theatrical window shortening, they need technical partners who can work quickly to help them deliver the best possible viewing experience, regardless of viewing format or location.



Now a direct-to-consumer business



Redefining the legacy of 'Hollywood' in a new landscape

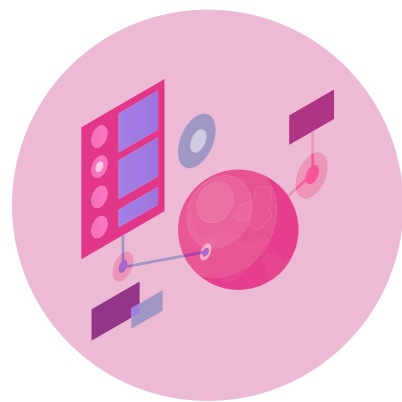


Owning more of its own technology

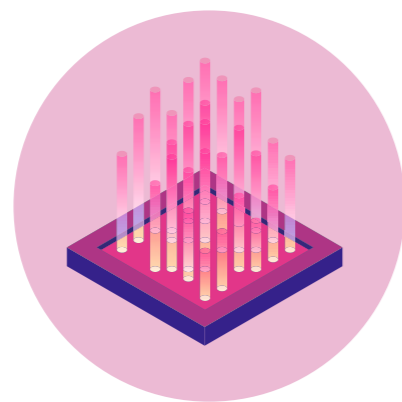


The audience expectations driven by streaming means that continuous R&D must be in place for streamers to stay at the forefront of an industry they've helped to define. Both technology and original programming is responsible for driving the best user experience.

Streamers now need their own production, post-production and finishing workflows - none of which they had in place when streaming became popular.



No longer the 'newcomers', but industry-defining businesses



Backed up by innovative technology



Prioritising creativity as they become more content-led media organisations

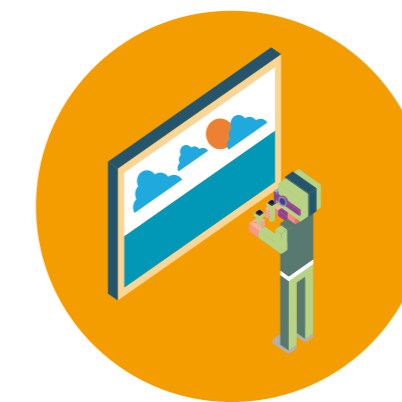




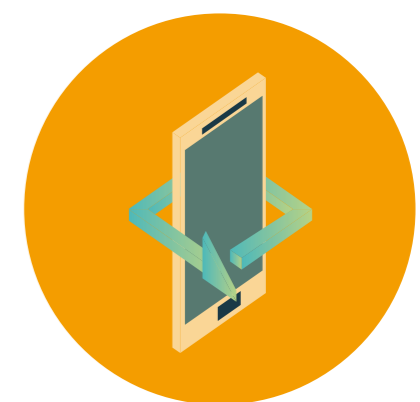
Broadcasters have probably faced the biggest changes to their businesses; having to supplement existing legacy workflows with new technologies. They need technical partners who they can work with on a long-term basis that can support digital business transformation, driving change quickly and easily.



Going through the most significant change



Incredibly technically-minded and proficient



Adapting to a more digital-first business and culture



How to reach them

On the journey to your destination, there are a number of different steps to take.

01

First, you decide where you're going by **defining** your brand position and making sure your comms will resonate with your customers.

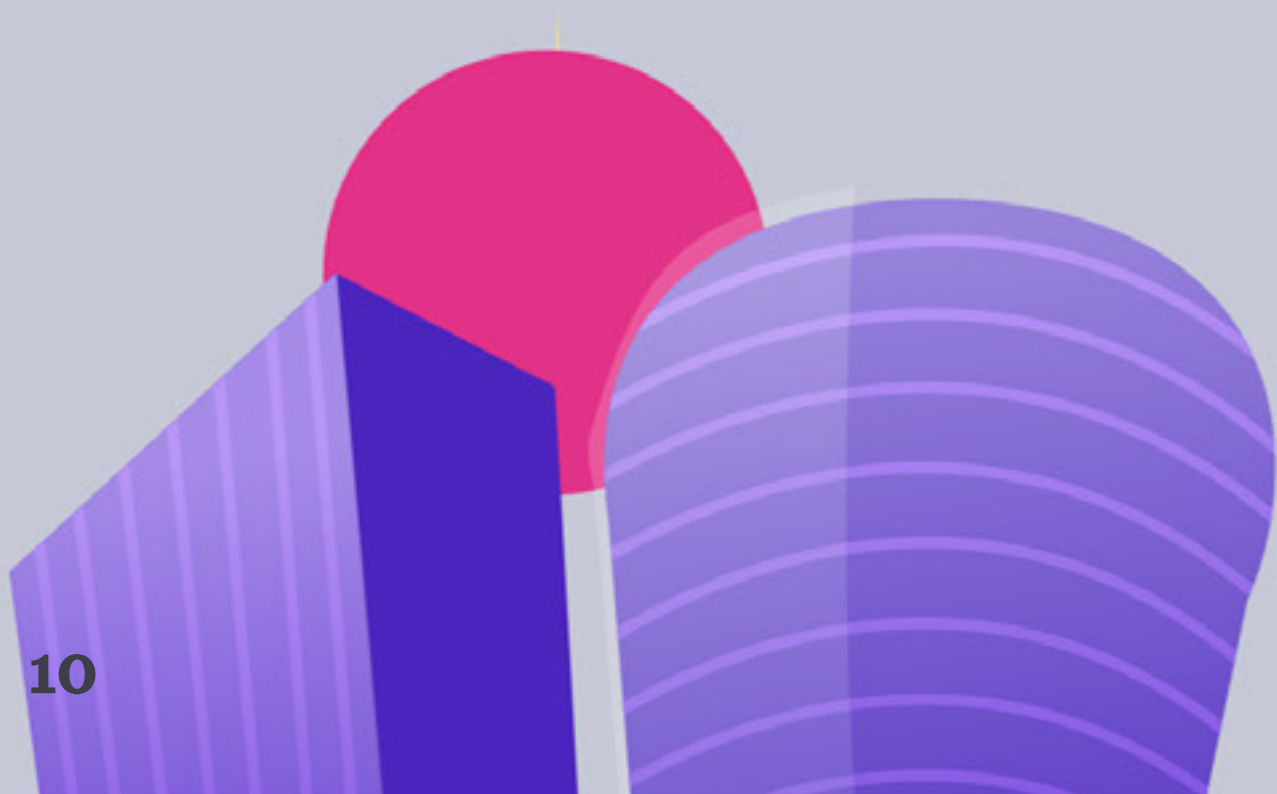


03

Once you've done that, you're ready to **make your trip**. This involves delivering the day to day activity that's going to allow you to speak to your potential customers, arriving at your destination.

02

Then, you need to prepare for your trip by **planning** external communications that will be most effective.





Speak their language

Using phrases that reflect your industry is important, especially in technology terms. You should use the same tone of voice and turns of phrase as your end users.

Be passionate

With such creative forces at work, you need to show passion both for the technology and for what it enables movie studios to do; from production processes right through to delivery.

Demonstrate your industry chops

Hollywood has a long and proud heritage and it's important that studio executives know you've been a big part of it. Be sure to highlight your experience in the industry.

Showcase technical knowledge

Remember to win your creative positioning with an assurance that your technology and services will deliver exactly what studios need.

Be confident, but humble

Your customers want to be able to put their faith in your capabilities. But simply beating your chest and boasting about your tech isn't the right way to go. Be confident, without coming across as arrogant.

Create an emotive brand

Hollywood is built on creative people who put their all into every project. Your brand should engage with that, showcasing how you can help studios support their creative teams.



Engage industry press

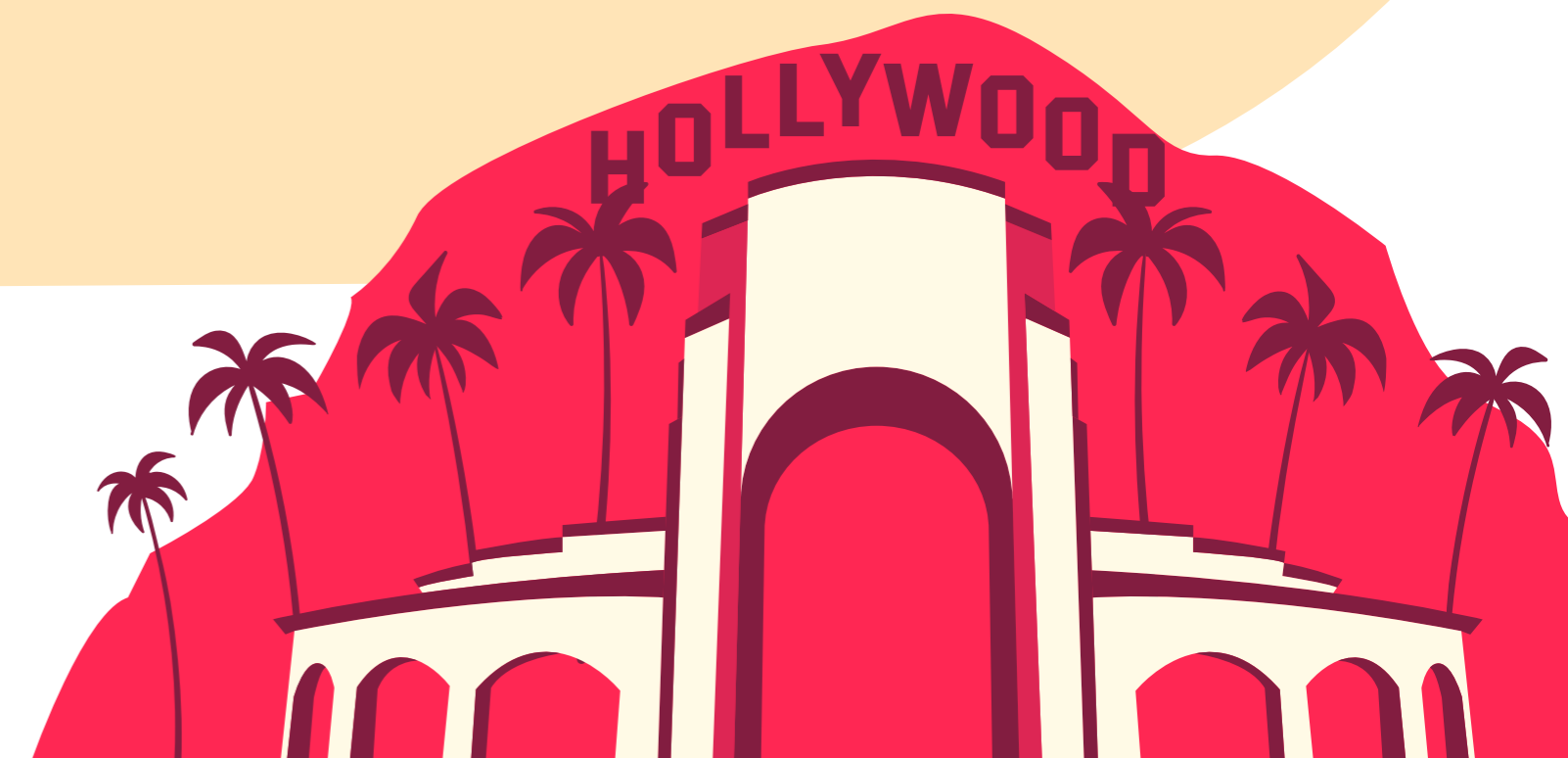
Entertainment journalists are incredibly engaged. You have to find ways to connect with them, whether it's through customer projects or having something controversial to say.

Tell stories

No-one wants to just listen to a list of technical features, especially not studios who instead want to champion creativity. Tech should support and enable creativity, not try to overshadow it.

Showcase your success

This is an industry built on reputation, so tell stories about how you've helped customers overcome challenges. Position yourselves as a partner that can support their work.





Be direct and authoritative

Technology-driven streamers don't want to wade through sales or marketing jargon. Be clear and confident and focus on what you can deliver to your technical partners.

Be the experts

Your people might be your key differentiator so use that and put them forward as experts. You'll then be in a great position to back up that technical expertise with results.

Become a technical partner

Streaming-only brands need to be continually pushing their technical prowess. Position yourself as a long-term partner rather than just a tech provider.

Shape the future of the industry

Streaming changes quickly so remember to talk about your technology in a way that defines what's possible, both for your customers and their audiences.

Promote innovation

Providing the best digital product is impossible without continual innovation. Showcase what you can offer in terms of user experience and technical expertise.

Meeting client challenges

Showing what you do for clients should be reflected in how you position yourself. Be customer-led and communicate the benefits you can deliver.



Present your expertise

Don't be overly modest. Use your communications to showcase the expertise your people and your organisation have to offer potential customers.

Take part

Your communications need to include a critical contribution to what's going on, so get involved in industry conversations that provide tangible answers for your customers.

Pick your channels carefully

Only take on the activities that will have the biggest impact, whether that's advertising, social media or PR. Keep your goals in mind and focus on the most relevant and impactful areas.





 **DEFINING YOUR JOURNEY**

Be human and personable

Something easily forgotten in b2b, but people buy from people. Communications should have a human feel to them and make what you do easy to understand.

Promote collaboration

Use active language and collaborative phrases to promote a feeling of collaboration. You're not just going to drop off your buyers' new kit and then leave.

Perfectly balanced

Broadcasting requires a delicate balance between creative and technical. Your communications have to walk this line, providing challenge-overcoming content to both sides.

Passionate partners

Broadcasting is a continually evolving part of the industry. Be sure to demonstrate your organisation's passion for the industry and for its future.

Operational technicalities

Your communications should reflect long-term relationships, highlighting what ongoing operational support you offer.

Transformation is key

Broadcasters need partners who can help them integrate the latest technologies into their systems to create better user experiences. Let them know that you can help.



Customer success stories

Telling your story through the context of how you've helped other customers is worth its weight in gold. Providing case studies and testimonials will build trust with potential customers.

Trade media landscape

The media that cover the broadcast ecosystem are particularly engaged so be prepared to share news, contribute to features or deliver your own contributed content.

Industry connections

Trade shows and conferences are a key driver for M&E PR and marketing. Mark key dates in your calendars, along with relevant speaking and awards opportunities.





Enjoy the journey

Major changes in the broadcast, media and entertainment industries are common. They're also happening with increasing pace in response to technological and creative trends and themes.

It's important that while on your journey to your desired destination, your marketing and communications remain equally as flexible and open to change.

If you're ready to go up a gear, we'd love to hear from you. Our dedicated M&E team can help you define your journey, plan your itinerary and make your trip. Get in touch today at hello@rlyl.com.

