BDO's 2025 Media Report

Fueling the Next Era of Growth

BDO

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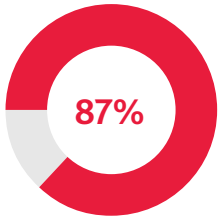
Executive Summary

Fueling the Next Era of Growth

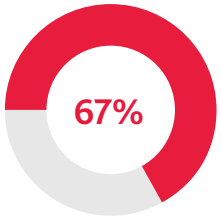
Media companies are adopting new strategies to fuel revenue growth, leveraging artificial intelligence (AI) in increasingly mature ways and making plans to capitalize on industry consolidation opportunities. While innovation and strategic partnerships lead the way, media executives cannot lose sight of critical data-privacy compliance challenges ahead that — if not appropriately addressed — can blunt their competitive edge.

HIGHLIGHTS FROM BDO'S *2025 MEDIA REPORT*

Top-Line Growth in the Spotlight

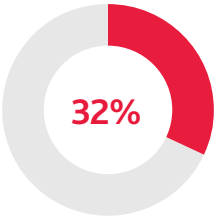


of media executives are using AI for marketing and communications, highlighting compelling use cases for top-line growth

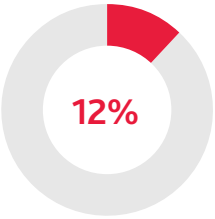


plan to increase revenue over the next 12 months by increasing advertising — particularly in the streaming sector, where advertising is becoming a reliable source of revenue to supplement subscriptions

More Industry Consolidation Ahead



say they plan to engage in buy-side mergers and acquisitions (M&A), which may signal that media companies see acquiring other businesses as a main growth lever



are considering going private, far higher than other subsectors surveyed: Telecom (1%) and Software (4%)

METHODOLOGY: **BDO's *2025 TMT Industry Report Series*** polled 225 technology industry executives, including 75 media company executives, at companies with revenues ranging from $100M to $5B. The survey was conducted by Rabin Roberts Research Company, an independent marketing research firm.

"The media landscape is at an inflection point where cross-functional AI and data strategy will separate the winners from the rest. We're seeing a fundamental shift from quantity-driven content models to precision-focused approaches that prioritize quality IP and sophisticated audience targeting. Those that can strike this balance are primed for growth.

GREG LEUTHREAU
National Media Leader

Top-Line Growth in the Spotlight

Customer data is the key to continuing success in the media industry. Media companies have grown more sophisticated in using data to identify trends and make decisions, especially those that impact customer communications and marketing techniques. With the added help of AI, media companies are increasingly using customer data to hyper-personalize content delivery, segment audiences, and power predictive analytics to forecast demand.

Content monetization is also **increasingly AI-led**. Respondents report high adoption rates for AI across a variety of content applications, including recommendations (69%) and content remastering (63%). By leveraging AI-powered insights, media companies are becoming more adept at connecting with customer desires, thereby increasing user engagement time, boosting loyalty, and even improving retention rates.

Media executives are betting on their best-performing content to help generate revenue. In the year ahead, expect to see an emphasis on repurposing high-value intellectual property (IP) to get more mileage out of successful content. Extending the shelf life of quality IP may look like spin-off shows, adjacent podcasts, or converting content into bite-sized formats for social media. As streaming service providers reach higher levels of maturity, their story is shifting, and their focus is no longer about touting new member growth. Instead, they will ask, "How do we get more out of our existing content?"

Case Study

In one client example, BDO helped a media company monetize its vast archive of content more efficiently using computer vision. The company had been manually digging through hundreds of thousands of hours of video. By leveraging artificial intelligence, the company was able to identify, categorize, and tag critical elements in their video library. The AI, ultimately, enabled automatic content analysis and inventory, so company leaders could unlock new monetization opportunities through targeted licensing, advertising, and content distribution.