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To thrive in this new normal, M&E companies must strike a delicate balance between advertisement revenue and subscription models.

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Grant Thornton

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The media and entertainment landscape is in a state of unprecedented transformation. The traditional studio model has been disrupted by streaming giants, shifting power into the hands of consumers. To thrive in this new normal, M&E companies must strike a delicate balance between advertisement revenue and subscription models. Data-driven strategies will be pivotal for success, but the impending demise of third-party cookies demands fresh approaches to navigate changing revenue sources.

Meanwhile, the increasingly competitive war for subscribers calls for a finance function that's agile and adaptable. This session will explore how M&E

organizations can harness the power of data and finance to stay ahead of the curve.

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