

Reinvent for growth

With audience attention atomizing and consumers signalling that the media landscape is in need of reimagination, business models are under siege. With the horizon offering metaverse dreams and recession woes, the path forward starts with deep consumer insights from Accenture's Second Annual Global Entertainment Study.

Learn more:
www.accenture.com/reinventforgrowth.



40%



of consumers feel overwhelmed with the number of streaming services they can choose from.

86%



would be interested in a single app that can provide all the services they need on one platform. **37%** would be interested in paying for it.

27%



spend more than 10 minutes searching for something worth watching.

32%



are frustrated by having to switch between different apps for different services.

Consumers would find these services valuable on the same home page where they usually consume their streaming services:



80%
Music



74%
Web browsing



69%
ecommerce



62%
Connect with friends