

Case Study

Media Broadcaster

The Challenge

Digital convergence is creating multiple new players, new technologies and new business concepts every day.

As a global broadcaster, the client faced the challenge of a segmented consumer base. In order to defend existing revenues and lay the strategy for future growth, the client recognized the need for a firm understanding of the changing value chains, emerging players, new revenue points and technology repercussions that fuel continuous change across Digital Media.

Solution

The adoption of next generation intelligence tool, StrategyEye, empowered the client's senior executives with a high-level 'battlefield' view of the Digital Media market.

- The client uses StrategyEye's online 'google' type mapping tool to track competitors, digital media value chains and potential revenue points.
- The client uses StrategyEye to track all M&A, Partnerships and VC activity across the digital markets and access the 2,500 strong database of profiled and categorised digital media companies.
- Through StrategyEye's premium daily alerts, the client's wider senior team receives highly relevant news, blog and analyst feeds enabling discussion, consensus and action.
- StrategyEye offers different divisions and executives the ability to customise their specific market view through filters and tailored watchlist alerts.

Users

Group Commercial Director
+ 40 other users across Strategy, Future Innovation, Business / Corporate Development and Market Research.

Market Focus

Digital Media, Broadcast, Mobile, Social Media, ISP.

what our clients say



"StrategyEye is the only comprehensive tool covering the digital media markets in a way that is highly relevant to our high level strategies. By tracking competitors and market activity, it effectively identifies emerging threats and most importantly - gets us thinking laterally about new opportunities for revenue and commercial growth"

BskyB



"We use StrategyEye to both monitor UK and international news and rumours but also to identify and understand emerging new companies across all the new digital media channels."

Strategy Director, ITV PLC



"StrategyEye is the only tool allowing our senior executive team to easily filter Digital Media news, blog rumours and dealflow - and put it into context. StrategyEye has a key role in supporting corporate and business development - tracking competitors and hot new companies"

Head of Competitive Intelligence, London



"We use StrategyEye to track deals and companies of various sizes across the market. The vast content, intelligent mapping and tailored daily reports allow us to quickly identify new opportunities for us and our clients."

Associate Director, UBS