slalom | INDUSTRY OUTLOOK



Media & communications

Media's next act: Streaming impacts continue to redefine the landscape as AI adoption heats up in 2025, pushing media and communications leaders to make bolder moves.

Top trends in media & communications

01 **AI for ROI**

GenAI is set to reshape media and communications, delivering rapid ROI through elevated customer experiences, streamlined operations, and breakthrough creative innovation across the industry.

02 **Advertising transformation**

As streaming rises and linear TV fades, marketers adapt with innovative tech and data strategies. In a world of walled gardens, the key to success lies in unlocking insights and redefining reach.

03 **Converged connectivity**

Wired meets wireless: Converged connectivity is reshaping industries with AI-driven precision. As telecom giants embrace this evolution, they're poised to unlock new realms of innovation and revenue.

04 **Hyper-personalization-driven engagement**

Personalized AI and data-driven engagement strategies will transform audience, fan, and customer experiences, fostering loyalty and maximizing retention and profitability across the media and communications landscape.

05 **Operational optimization and media supply chain**

The year's buzzwords: operational optimization. Media giants are transforming with digital finesse—and are ready to captivate and conquer.

Get the full outlook here: **slalom.com/mc-outlook**

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WHO WE ARE

Slalom is a fiercely human business and technology consulting company that teams with leaders who expect more. **So we bring more.**

WHAT WE DO

From strategy to implementation, our approach is fiercely human. We partner with market leaders and emerging players as they navigate uncertainty and strive for growth.

HOW WE'RE DIFFERENT

We take love seriously
So seriously that we measure customer love in 10 dimensions and use those metrics to guide our actions.

Head and heart in everything we do
We show up authentically and get to know you, always leading with empathy and kindness.

Deep connections, better outcomes
Our thorough understanding of partner technologies and priorities drives trusting relationships and exponential impact.

Momentum that outlasts us
We work with your teams every step of the way, teaching and empowering them to continue the momentum even after we leave.

Local soul, global scale
Because we live where we work, we're committed to our local communities and your long-term success—while also staying connected globally.

LOCATIONS

We have over 10,000 team members, including 1,300+ experienced media and communications consultants, in 12 countries and 52 local offices around the world.



PARTNERSHIPS

We partner with over 700 of the world's leading technology providers to create extraordinary results for media and communications leaders like you.

aws
databricks
salesforce
Google Cloud
snowflake
Microsoft

CUSTOMERS

Our media and communications customers include publishing companies, communications service providers, sports teams, media conglomerates, and more.

AEG
VML
ELSEVIER
tvnz

Learn more on **slalom.com/mc-outlook** or reach out to **Anthony Marquardt** (anthonym@slalom.com)