

# Media & communications

After years of relentless disruption and consolidation that's radically reshaped the industry, profitability now hinges on turning data and automation into a competitive edge.



2026

## Top trends in media & communications

### 01 Creating the foundation for measurable AI success

Organizations need enterprise-wide data readiness and modernization to unlock scalable AI value and drive both innovation and cost efficiency.

### 02 Going beyond the profile for true hyper-personalization

Advanced AI and modular data modernization enable real-time, context-aware personalization that reduces churn and elevates customer value.

### 03 Achieving ecosystem-driven innovation

Ecosystem partnerships and unified platforms help companies deliver seamless, privacy-preserving customer experiences and unlock new B2B revenue models.

### 04 Becoming an AI-first adaptive organization

Success depends on cultivating an AI-adaptive culture where transparency, experimentation, and new skill sets accelerate organizational performance.

### 05 Finding more ways to monetize existing assets

Media and communications companies are turning networks, data, and audience insights into monetizable platforms—from NaaS to shoppable, contextual content.

### 06 Winning the content race with AI-augmented creative workflows

Generative AI is accelerating production, lowering costs, and expanding creative capacity while requiring strong governance to balance innovation and responsibility.

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.

LOCATIONS

We have over 10,000 team members, including 2,300+ experienced media & communications consultants, in 12 countries and 52 local offices around the world.



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.

PARTNERSHIPS

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



CUSTOMERS

Our media & communications customers include communications, gaming, marketing & advertising, media & entertainment, sports & live entertainment, and more.

