

# Objectives and approach

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Akamai commissioned Forrester Consulting to explore the challenges streaming service providers are facing and how they are modernizing their cloud strategies and partnerships to address these challenges.

## We conducted a research study to test the following hypothesis:

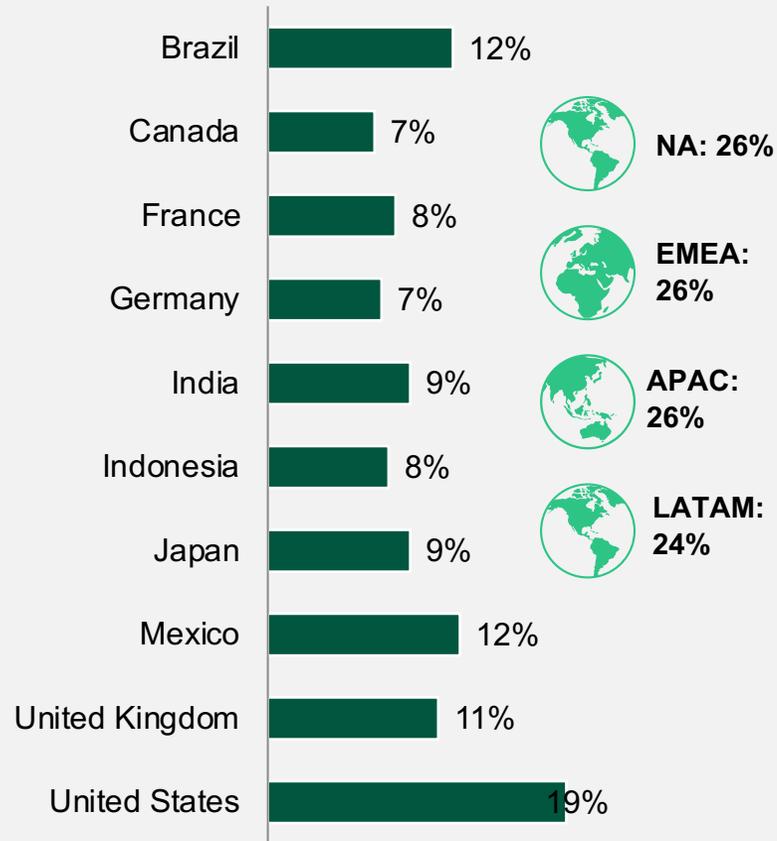
- Customer expectations are especially high when it comes to streaming services. Customers expect zero entertainment downtime. Streaming service providers in turn are pressured to scale to meet high customer expectations in a sector facing increasing cost and consolidation pressures. M&E organizations use cloud platforms to fuel their ever-increasing need for content production and delivery. Cloud delivers elasticity, lower-cost storage solutions, and modernized operation demands to help serve today's digital business needs.
- However, M&E firms, like other industries, must approach the cloud with pragmatism, acknowledging its limitations. The scale of these demands and the real-time customer impact of failure are unique to M&E; firms must pay close attention to architecture design, cost escalation, and latency. Challenges that can limit impact and effectiveness include:
  - Data movement limitations and costs (and lack of transparent / predictable pricing); cost implications in win or take all industry
  - The necessity of cloud-native app development to address scalability challenges (rather than porting existing apps)
  - Minor missteps can have big impacts because of scale
  - Conflicts of interest exist with cloud providers who have their own M&E businesses
  - Bandwidth limitations can impact quality and responsiveness from demanding applications
  - Large-scale storage requirements need optimized and predictable cost strategies
- Forward-thinking companies are taking advantage of Cloud Edge computing and localized capabilities help mitigate many key challenges for M&E companies to more effectively and efficiently deliver the experiences their customers are seeking. M&E companies must reevaluate their relationships with cloud providers as they modernize their cloud strategies.

## We conducted a survey with the following audience to test this hypothesis:

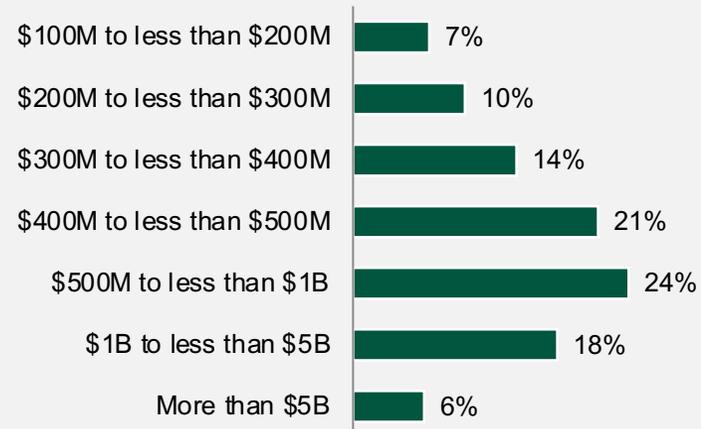
- 225 Managers, Directors, and VPs in IT, operations, architecture, engineering, innovation, etc.; Influence or make decisions around cloud workflow implementation
- Company overview: Global study targeting M&E companies that provide streaming services

# Firmographics

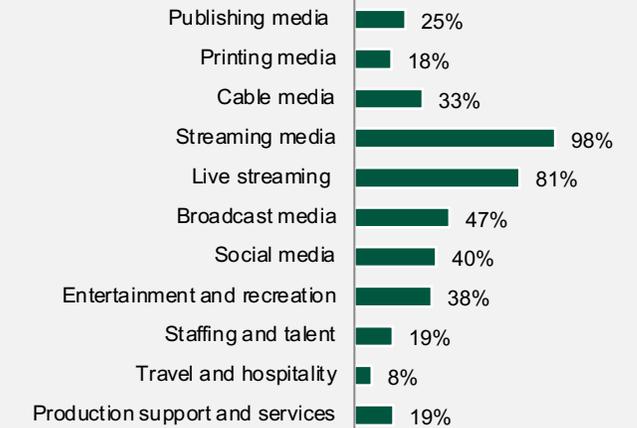
## Country



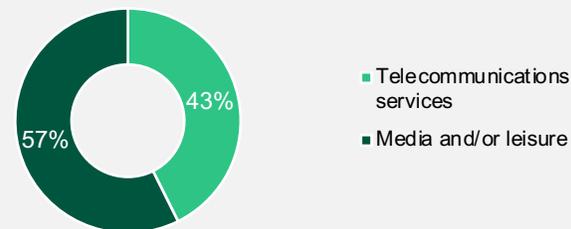
## Company revenue



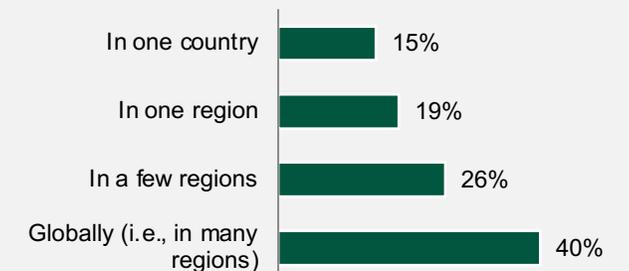
## Products/services



## Industry



## Streaming availability

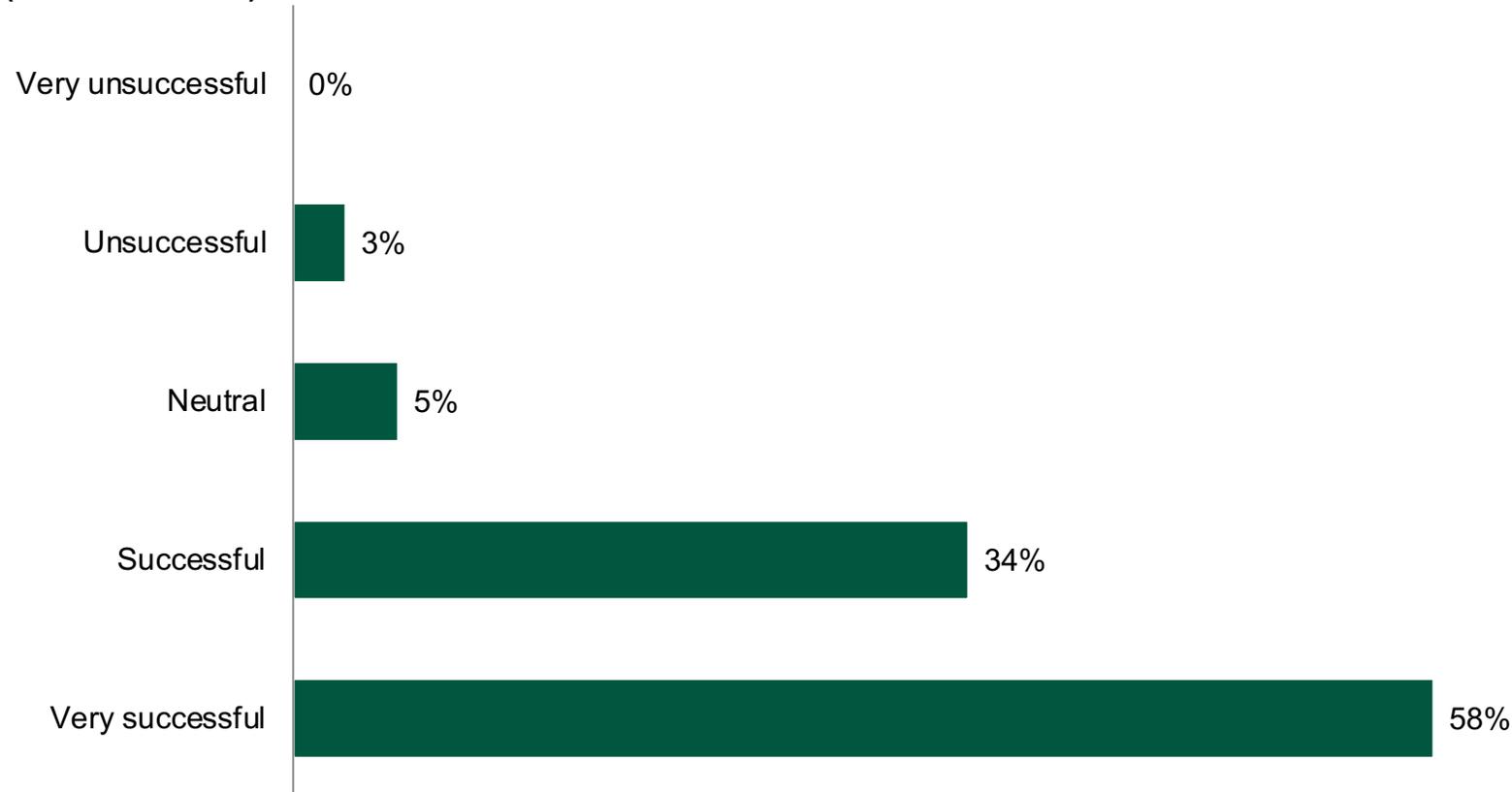


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Source: A commissioned study conducted by Forrester Consulting on behalf of Akamai, June 2023

# M&E respondents feel their organizations have been successful with cloud-based technology to date

Q10 - How successful would you say your organization has been with its cloud-based technology to date? (Select one.)

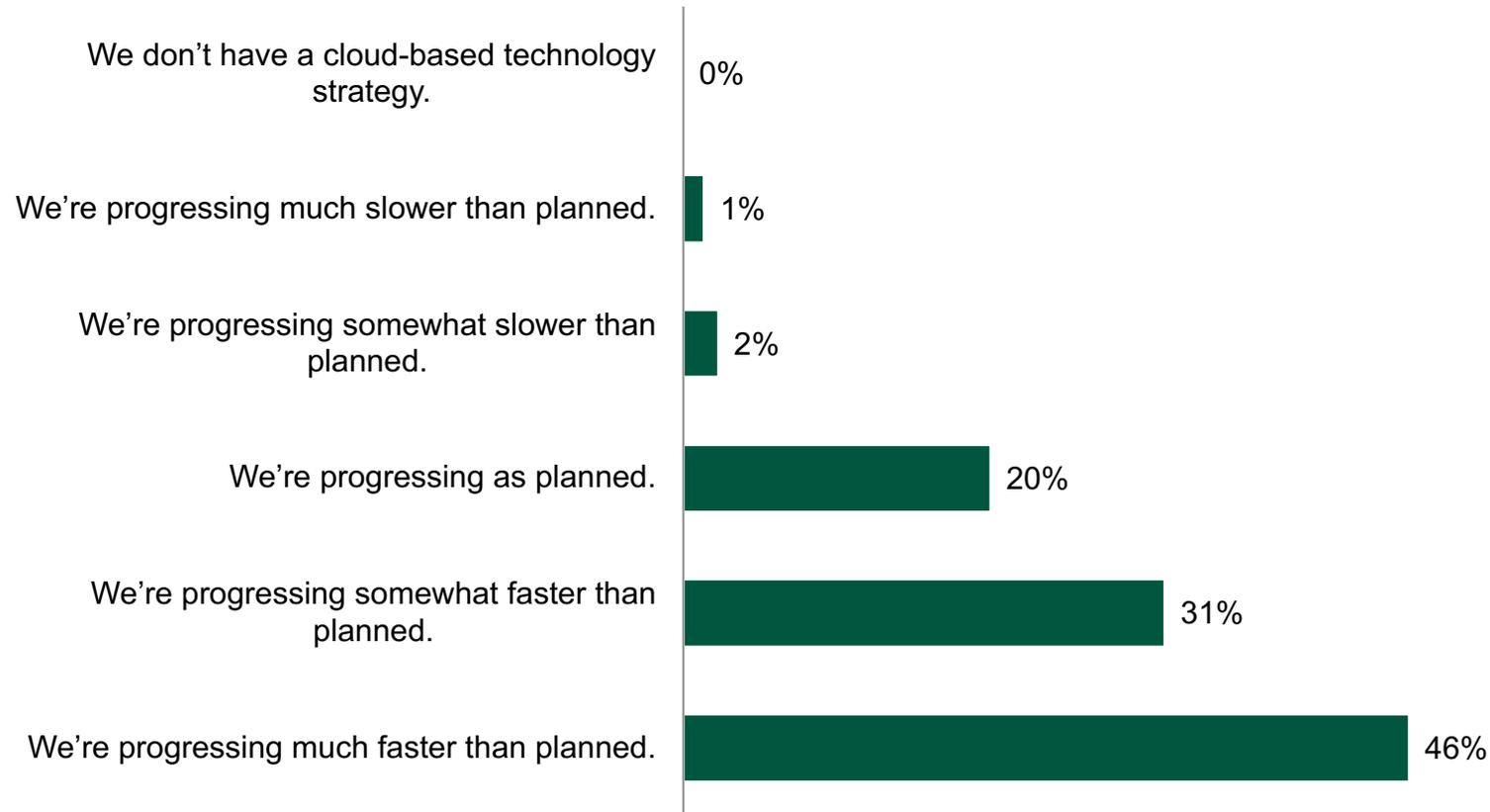


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# M&E companies are progressing faster than expected in their cloud journeys, especially those deploying workloads at the edge

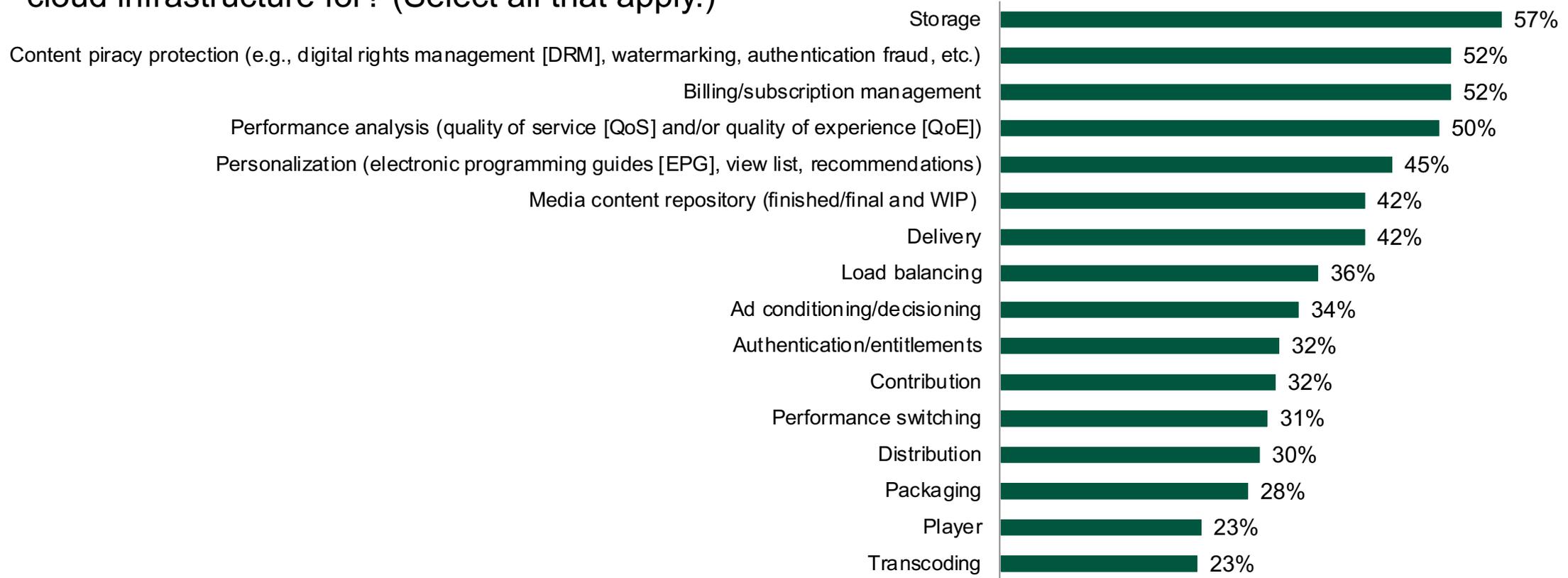
Q1 - Thinking of your organization's cloud strategy, which of the following best describes its journey to date? (Select one.)



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# Cloud providers are crucial to keeping services running, fast and securely

Q6 - Which of the following streaming use cases does your organization rely on its cloud provider for/leverage cloud infrastructure for? (Select all that apply.)



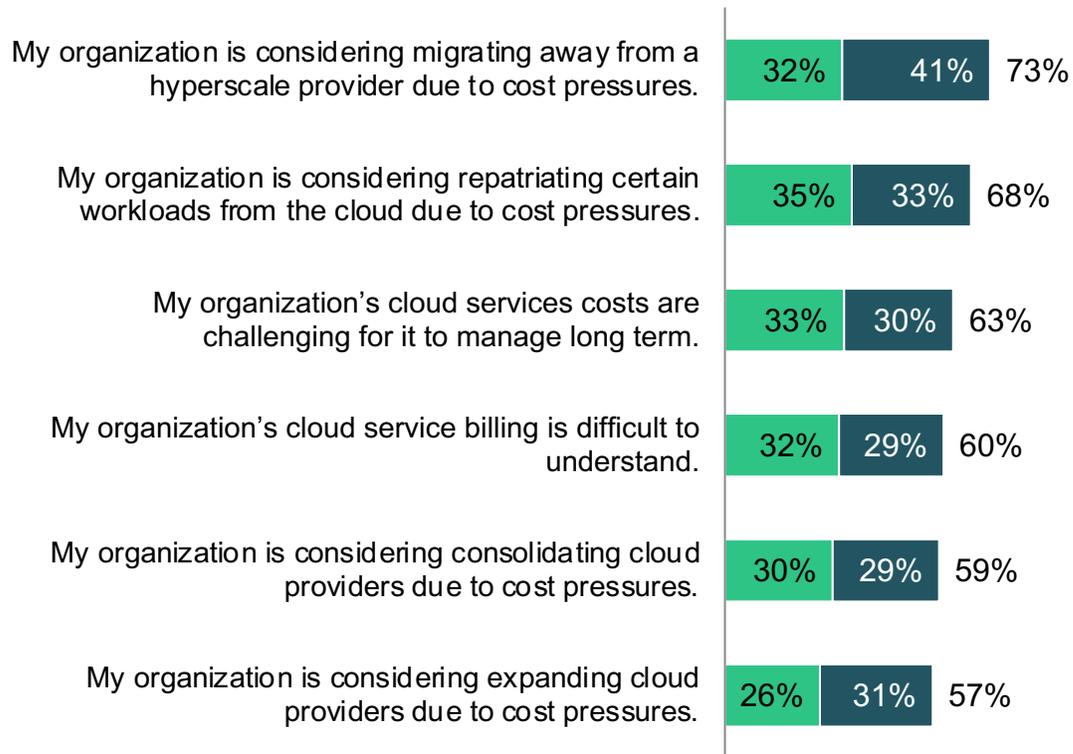
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# Costs are driving M&E companies to reevaluate their cloud provider relationships

Q17 - To what extent do you agree with the following statements:

■ Agree ■ Strongly agree



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**68%** of respondents agree/strongly agree

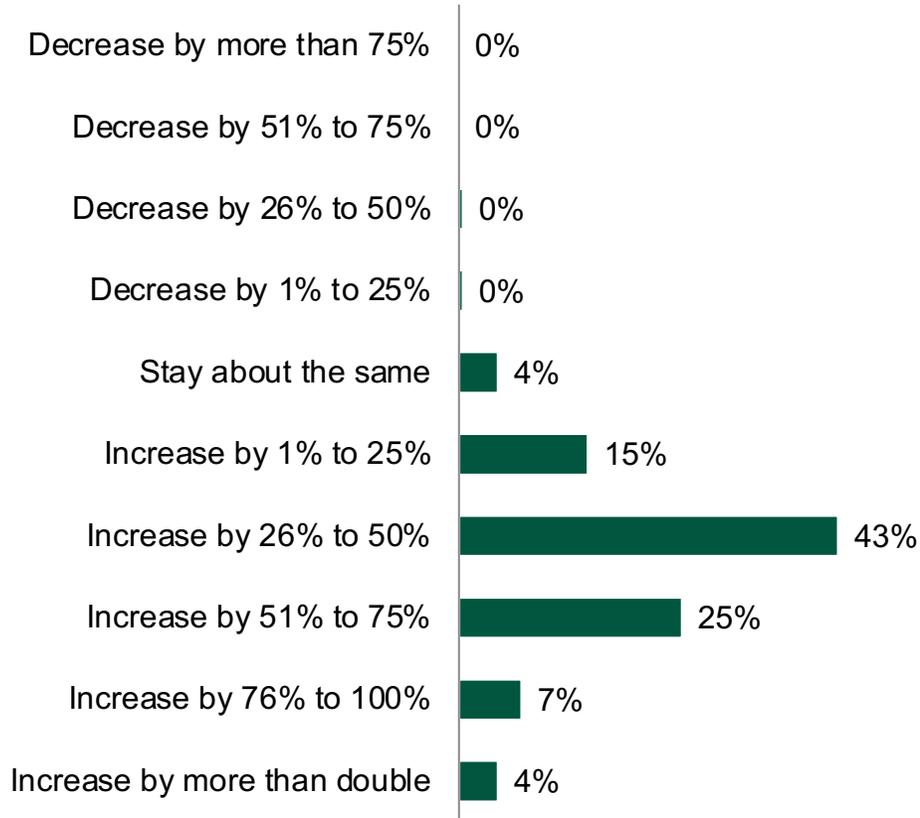
“My organization’s data volume/data gravity complicate its infrastructure plans.”

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# 36% of respondents anticipate more than 50% data growth in the next three years

Q19 - How do you expect your organization's cloud data volume to change over the next three years? (Select one.)



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