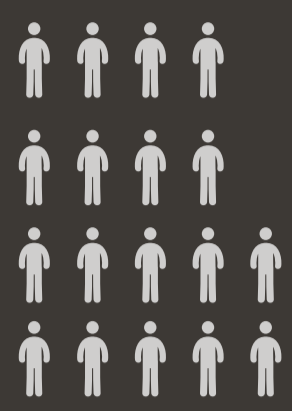


# DIGITAL DISRUPTION THE FUTURE OF GLOBAL DISTRIBUTION IS ONLINE

imagen

Content distribution has evolved rapidly over the past year. TV shows and movies are now increasingly bought and sold online. We surveyed over 150 content executives to understand how the industry is evolving and what they think the shift to digital platforms means for the industry.

**PRIOR TO THE  
PANDEMIC,  
LESS THAN  
40% OF  
RESPONDENTS  
WERE  
FREQUENT  
USERS  
OF DIGITAL  
DISTRIBUTION  
PLATFORMS**



**THE PANDEMIC SAW A  
65% INCREASE  
IN THOSE WHO NOW USE  
DIGITAL DISTRIBUTION  
PLATFORMS FREQUENTLY  
OR ALMOST EXCLUSIVELY**



**57% PLAN TO USE  
ONLINE DISTRIBUTION  
PLATFORMS MORE IN THE FUTURE**



54%

of those surveyed said that online distribution sped up deal-making



85%

of respondents are in favour of online screenings



**BELIEVE PHYSICAL  
MARKETS HAVE  
DECLINED IN  
IMPORTANCE**



**SAID ONLINE VERSIONS  
OF PHYSICAL EVENTS  
WERE MORE USEFUL**

**59%**

**SAID SHOW  
SCREENINGS  
ARE JUST AS  
GOOD ONLINE  
AS THEY  
ARE LIVE**



2020

92%

2021

of respondents expect to spend the same or more on digital distribution in 2021 versus 2020

Digital distribution platforms are **popular**, but some companies miss the **face-to-face human connection** and are wary of setup costs



## WHY USE A VIDEO MANAGEMENT AND DISTRIBUTION PLATFORM LIKE IMAGEN PRO?

Dedicated Video Management and Distribution solutions not only give you the security needed when sharing content, but they also provide a high-resolution media viewing experience on a company-branded, personalised portal. There are several core use cases for these systems.

1



### SALES

Enabling media owners to securely showcase full episodes of TV shows, films or music available for licensing.

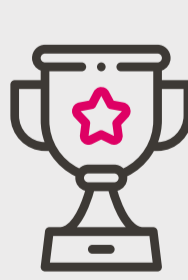
2



### PR AND MARKETING

Providing secure access to preview films, TV shows and other media content, ahead of release to generate coverage.

3



### AWARDS

Facilitating easy, fast and secure delivery of high-profile titles to diverse judging panels (e.g. the BAFTAs).

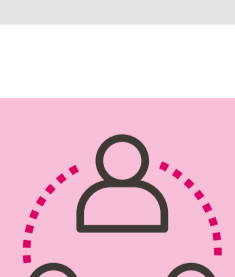
4



### FULFILMENT

Using Accelerated File Delivery and access controls, you can share what you want, when you want, with whom you want.

5



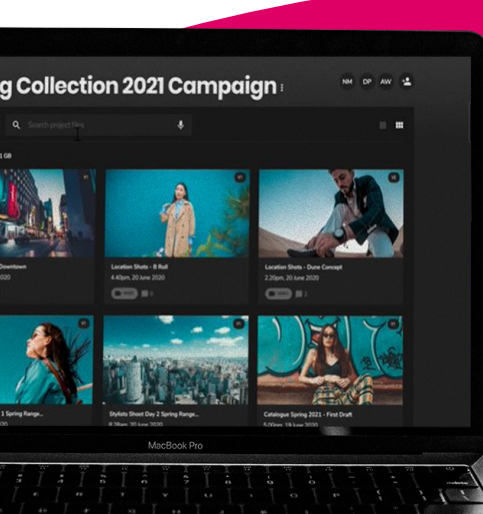
### COLLABORATION

Sharing work in progress content. Endemol Shine uses Imagen to upload (and protect) rushes and paperwork.

“All the flexibility and functions we need in one package”

MIKE WELLS, PROGRAMME OFFICER

BBC  
MEDIA ACTION



imagenpro

**EMBRACE DIGITAL DISRUPTION.  
GO ONLINE WITH IMAGEN PRO**

Imagen's Digital Disruption: The Future of Global Distribution Survey 2021 shows how content distribution is rapidly changing. Imagen Pro is a powerful, highly customisable video management platform that enables sports, media and entertainment organisations to intelligently manage, activate and monetise their digital media. Unlock the value of Imagen Pro and book a demo today at: [imagen.io/book-a-demo](https://imagen.io/book-a-demo).