



Entertainment Industry Special

Whitepaper

The all-inclusive handbook to converting prospects to long-term clients

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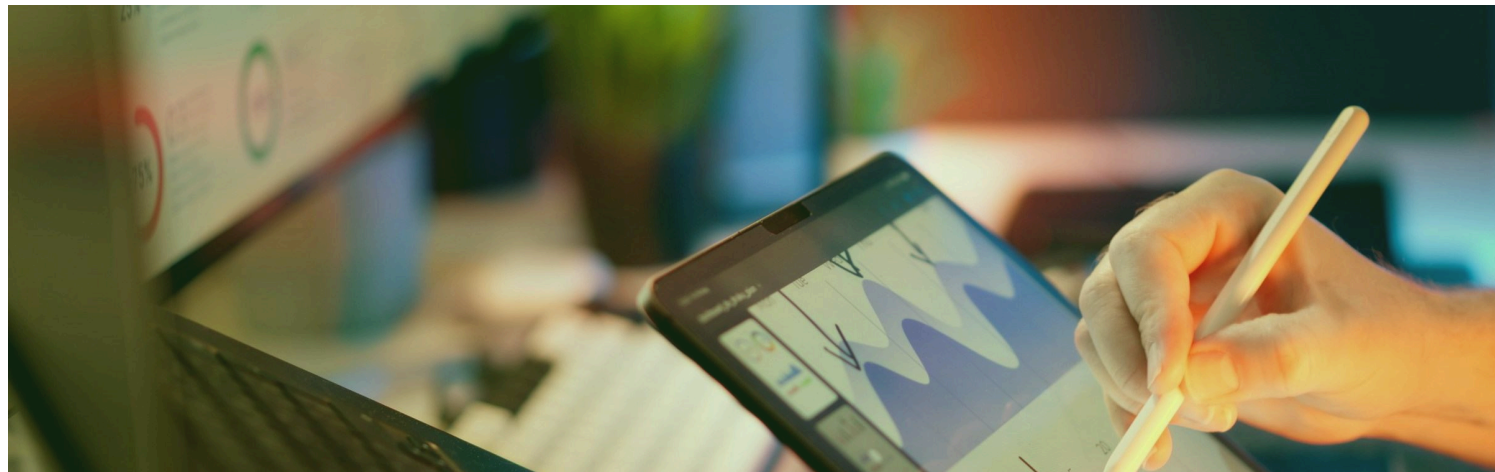
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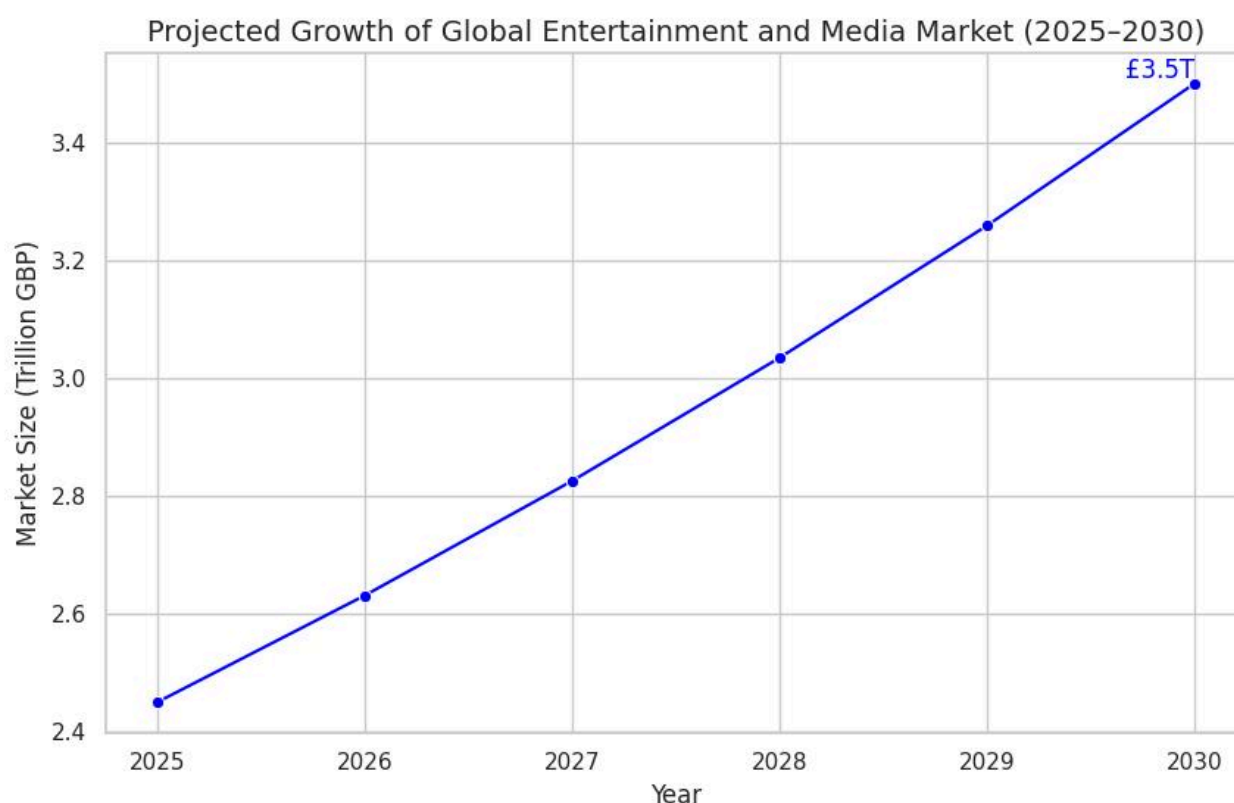
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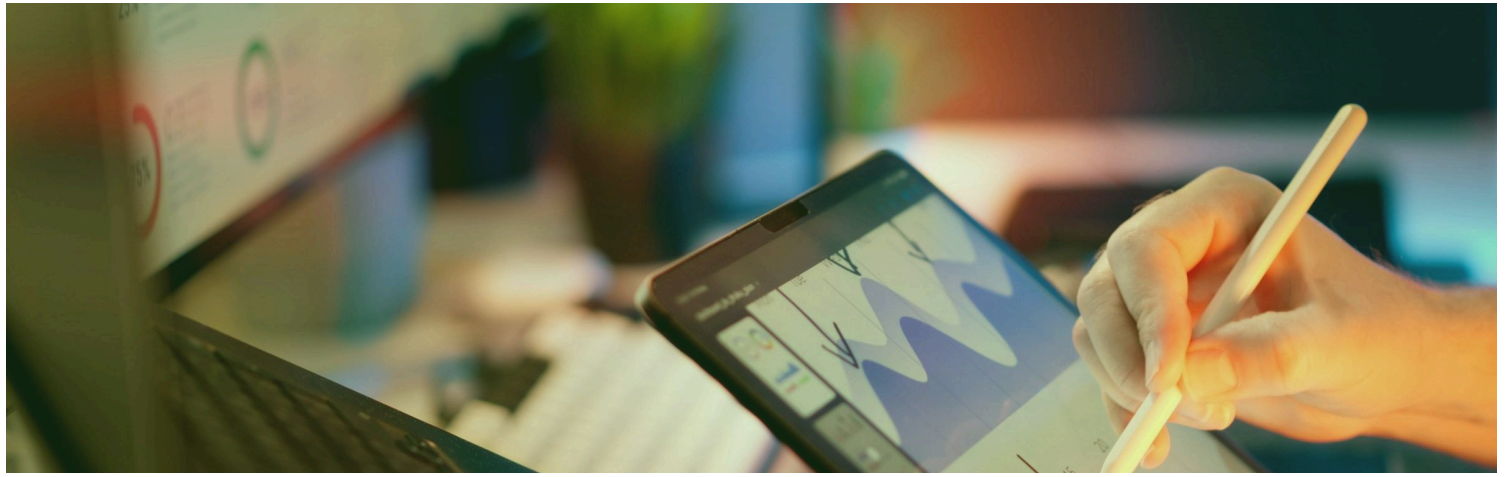


Industry Statistics & Market Snapshot



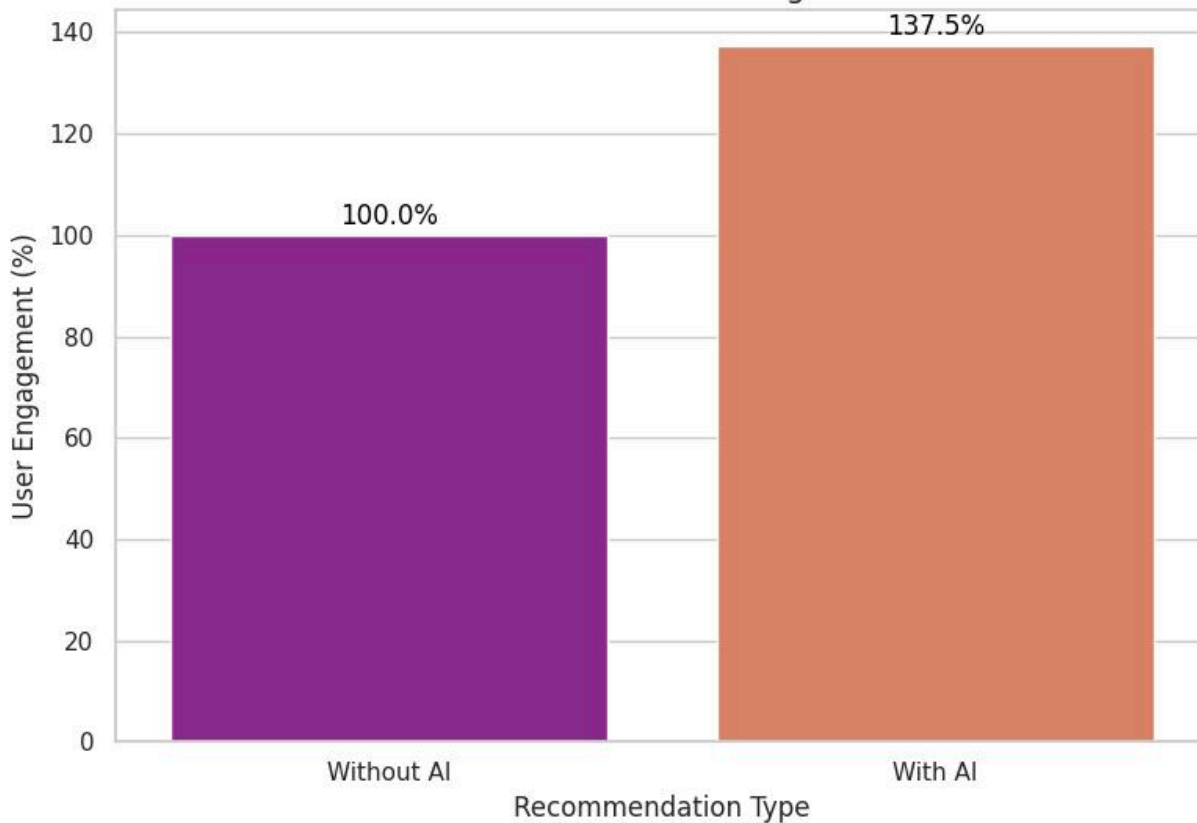
Market Growth

- The global entertainment and media market is expected to hit £3.5 trillion by 2030, growing at a CAGR of 7.4% (PwC).
- Streaming platforms drive the majority of growth, with OTT revenue expected to exceed £315 billion by 2027.
- 82% of entertainment companies report increasing investments in cloud Automation platforms for distribution, monetisation, and analytics.



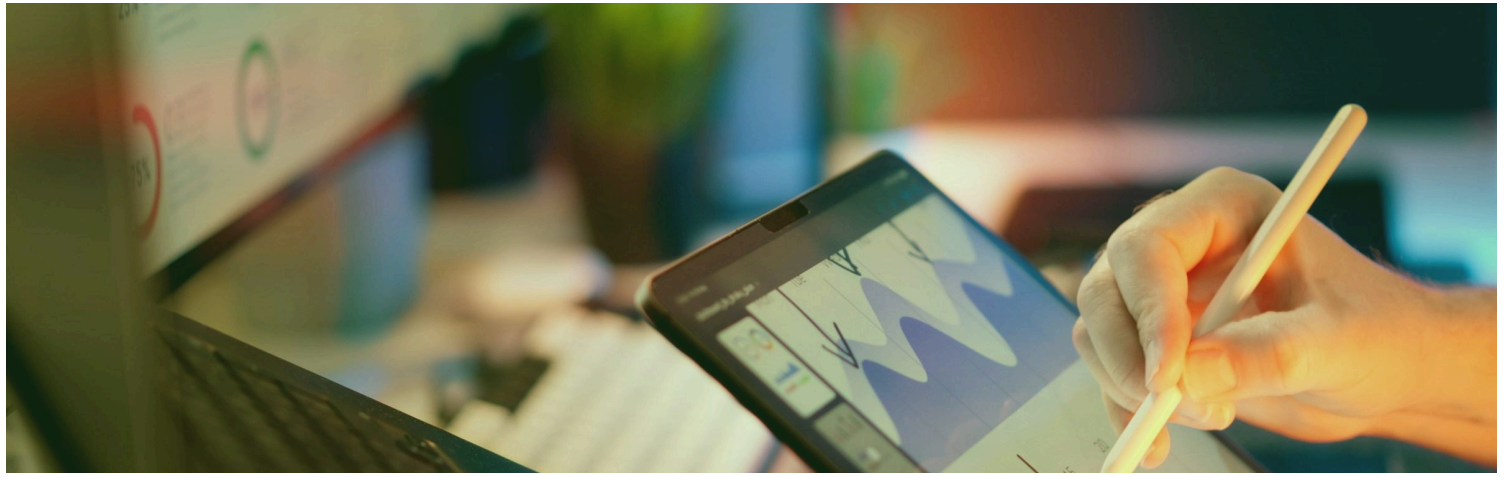
Industry Statistics & Market Snapshot

Impact of AI-Powered Content Recommendation on User Engagement
Based on Netflix Insights



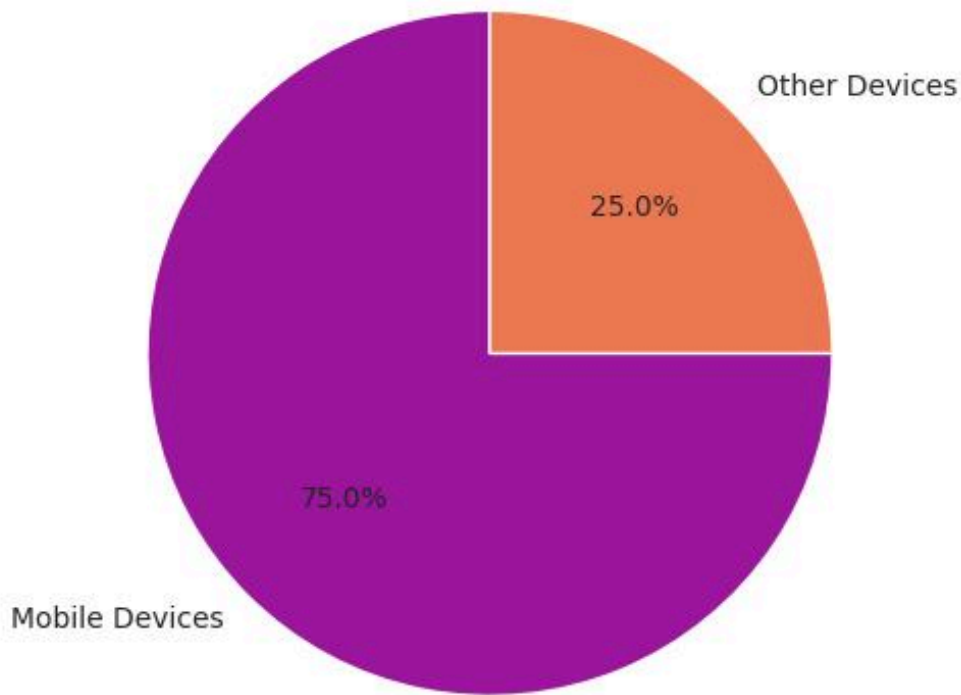
AI & Automation in Entertainment

- AI-powered content recommendation boosts user engagement by 35–40% (Netflix Insights).
- RPA in licensing, royalty management, and compliance reduces administrative costs by 28–32%.
- Predictive analytics helps studios forecast box office and streaming success with 25% higher accuracy.



Industry Statistics & Market Snapshot

Global Entertainment Consumption by Device Type

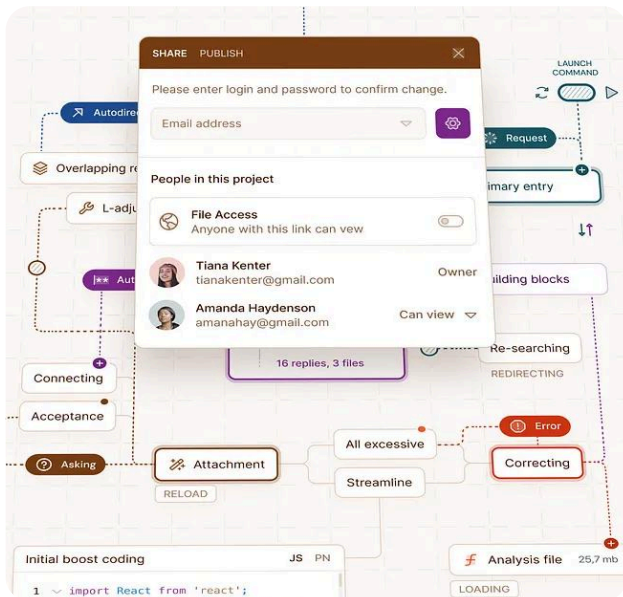


Digital Consumption Trends

- 75% of global entertainment consumption now happens on mobile devices.
- Live streaming grew by 220% since 2020, driven by sports, concerts, and influencer content.
- Subscription fatigue is pushing providers to adopt AI-driven personalisation and dynamic pricing models.



Key Pain Points in Entertainment Automation & ERP



Operational Challenges

- Disconnected systems for content creation, distribution, and monetisation.
- Complex royalty and licensing management with multiple stakeholders.
- Difficulty scaling operations during live events or content surges.

Compliance & Security Concerns

- Rising piracy and content theft costing the industry £71 billion annually (Digital Citizens Alliance).
- Need for compliance with GDPR, COPPA (for child audiences), and DMCA.
- Growing cybersecurity risks with digital ticketing, user data, and payment systems.

Audience Experience Gaps

- Lack of personalised content recommendations.
- Slow or unreliable streaming during peak hours.
- Poor integration between content platforms, merchandising, and ticketing.

Our Entertainment Automation Solutions



1. Entertainment ERP Suite

- Modules for content management, licensing, HR, ticketing, monetisation, and compliance.
- Cloud-native with dashboards for creators, producers, and distribution managers.

3. Integration Hub

- APIs connecting OTT platforms, ticketing systems, payment gateways, and merchandising stores.
- Centralised dashboards for user behavior and revenue tracking.

5. Outcome-Based Pricing

- Flexible subscriptions tied to KPIs such as audience engagement, reduced piracy, or higher ticket sales.

2. AI-Powered Automation

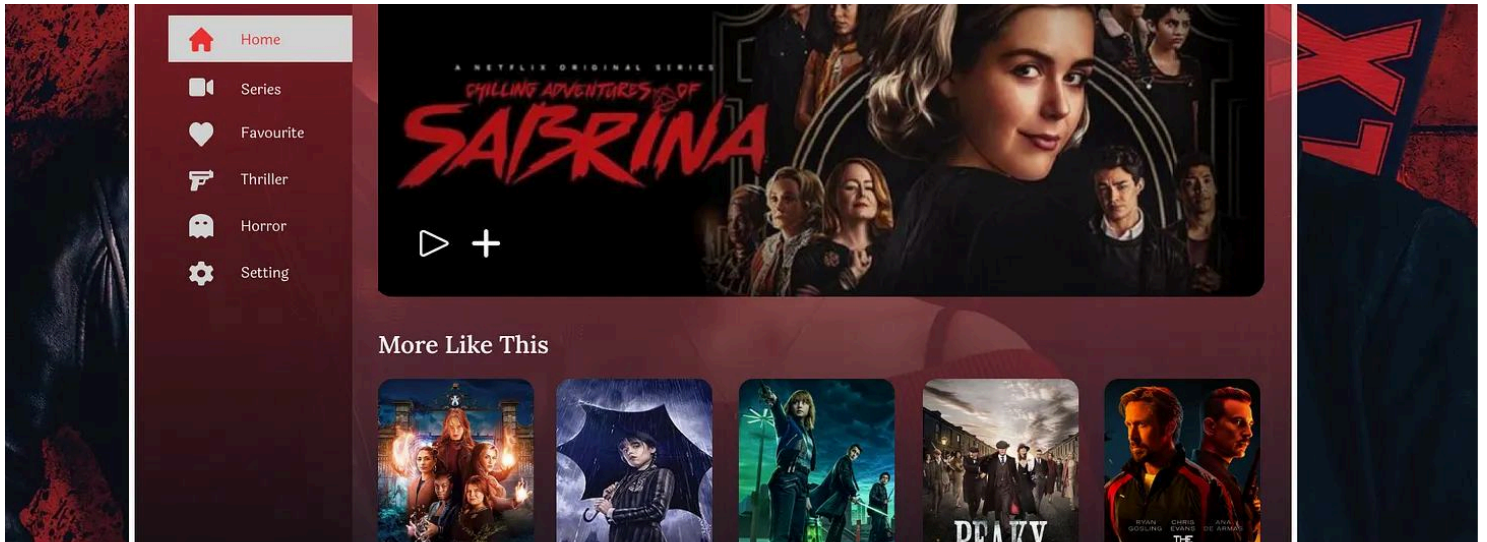
- Content recommendation engines boosting engagement.
- Predictive analytics for demand forecasting and revenue modeling.
- RPA bots for royalty distribution, licensing renewals, and ticket refunds.

4. Compliance & Security Suite

- AI-powered piracy detection and takedown automation.
- GDPR/COPPA/DMCA-ready data and content compliance.
- End-to-end encryption for streaming and payment security.



Case Studies



StreamFlare OTT Platform

Challenges:

- High churn due to poor content personalisation.
- Piracy eating into subscription revenues.
- Scaling issues during live event streams.

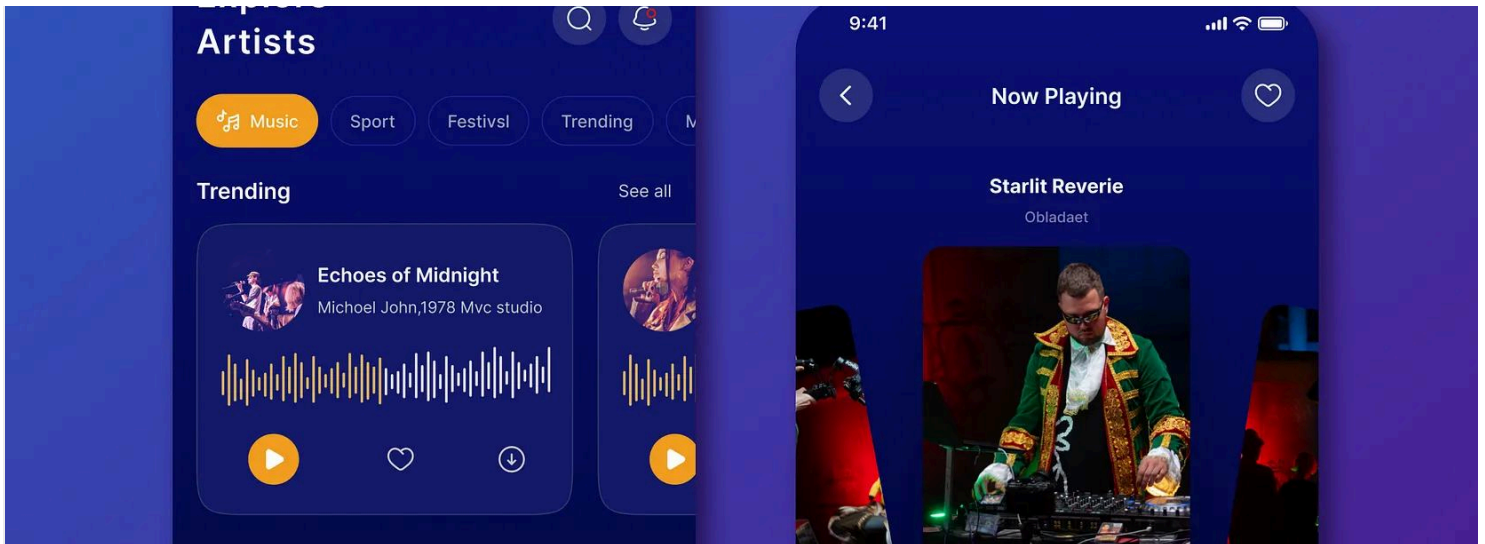
Solution:

- AI recommendation engine for personalised viewing.
- Piracy detection suite with automated DMCA takedowns.
- Cloud ERP for live event load balancing.

Results:

- Churn reduced by 27%.
- Piracy-related losses cut by 40%.
- Streaming uptime improved to 99.7% during peak events.

ROI: Paid back in 8 months; £9.1M annual revenue boost.



MegaConcerts Live

Challenges:

- Ticketing fraud and scalping damaging brand reputation.
- Manual royalty calculation delaying payments to artists.
- Inconsistent fan engagement across platforms.

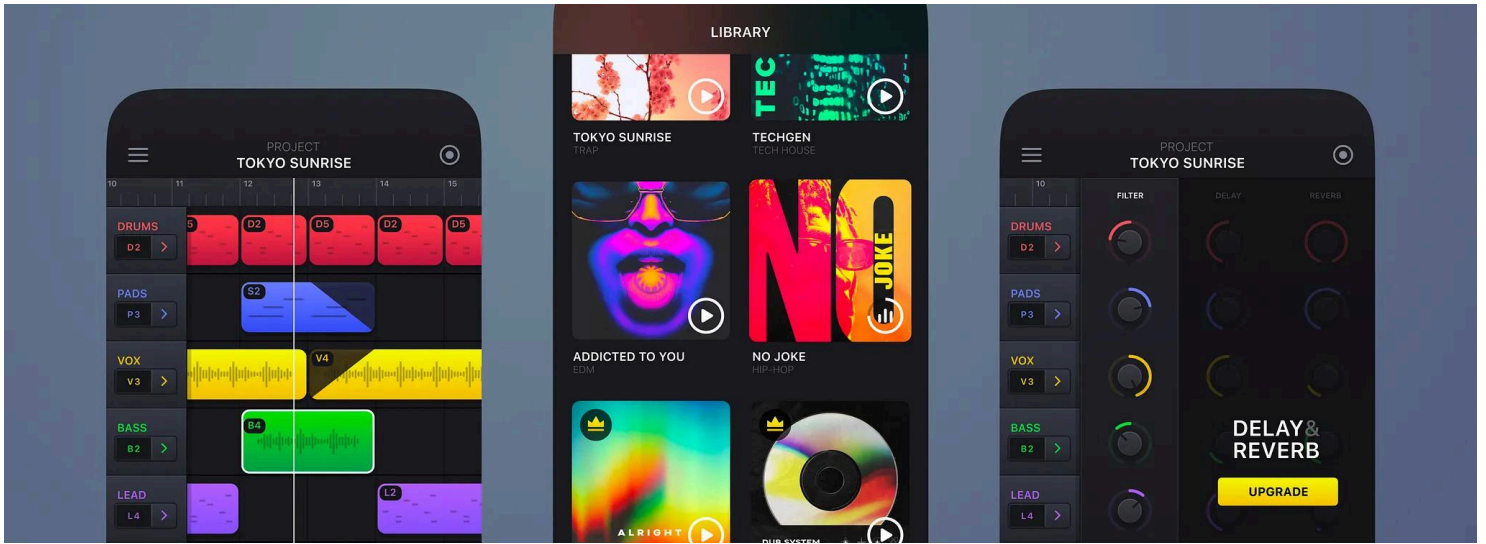
Solution:

- ERP with blockchain-enabled ticketing for fraud prevention.
- RPA bots for automated royalty calculation and distribution.
- AI-powered fan CRM offering personalised concert packages.

Results:

- Ticket fraud reduced by 85%.
- Royalty processing time cut by 60%.
- Fan engagement scores improved by 33%.

ROI: Break-even in 9 months; +£4.8M annual value.



Galaxy Studios

Challenges:

- Poor forecasting of box office revenues.
- Licensing delays with international distributors.
- Lack of insights into digital vs. theater audience trends.

Solution:

- AI predictive analytics for box office forecasting.
- ERP with automated licensing workflows.
- Integrated dashboards combining theater and streaming performance.

Results:

- Forecasting accuracy improved by 26%.
- Licensing turnaround time reduced by 42%.
- Digital audience insights increased revenue share by 19%.

ROI: Achieved in 10 months; £7.2M annual growth.



Go-to-Market Tactics for Entertainment

Target Segments

- OTT platforms & streaming services seeking better personalisation.
- Concert & live event organizers needing fraud-proof ticketing and faster royalties.
- Studios & production houses managing licensing and global distribution.

Messaging & Positioning

- “AI-driven ERP for entertainment: Secure your content, delight your audience, and maximize revenue.”
- Highlight piracy prevention, fan personalisation, and royalty automation.
- Position Automation as both a revenue driver and content protector.

Lead Generation Channels

- Webinars with OTT leaders on churn reduction and AI personalisation.
- Case studies on piracy prevention and box office forecasting.
- Partnerships with ticketing companies, production guilds, and entertainment associations.
- Free 60-day pilot for AI content personalisation or royalty automation.

Customer Success & Retention

- Dedicated entertainment success managers for ROI delivery.
- Quarterly reports on churn, piracy prevention, and audience engagement.
- AI dashboards for content producers and event managers tracking revenue metrics.

Summary Table

Area	Entertainment Insight
Market Growth	£3.5T by 2030; OTT revenue £315B by 2027
Pain Points	Churn, piracy, royalty delays, poor personalisation, fraud in ticketing
We Deliver	AI ERP for OTT personalisation, royalty automation, licensing, and compliance
Wins	Churn ↓27%, piracy ↓40%, ticket fraud ↓85%, forecasting accuracy +26%
Go-to-Market	OTT partnerships, blockchain ticketing pilots, AI personalisation campaigns