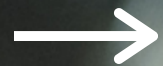


SUSE CONCLAVE 2021

By: Damilola Olaide Banjoko



IMPACT OF TECHNOLOGY IN MEDIA





Abstract

How Technology Is Reshaping Media...

Like every other industry, the media space has been heavily disrupted by the ever-evolving technology landscape. Join the session to find out the current challenges and opportunities available in the media for technology enthusiasts.





Key takeaways:

Things to discuss:

Disruption
Opportunities
Challenges
Regulation
Future



Disruption

"The only constant thing in life is change" ~ Heraclitus

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Agents:



01

Audience Overlap

With the increased overlap of social-first technology companies in the information space...

Traditional Media companies are seeking innovative ways to maintain firsthand relationships with their target audience.

Also as the world increasingly becomes a global first audience some are taking giant strides towards reaching new markets

02

Coronavirus

Based on a survey by Reuters, within the past year, there has been a rapid move to mobile and platform-based media environments.

As the pandemic mounted pressure on traditional media to innovate or die.

While some brands have benefitted immensely through more paying subscribers and increased reach, many local media brands continue to struggle with sustainability.





Challenges

Today's challenges are tomorrow's opportunities ~ Anon.

As social media platforms overlap with traditional media, new issues such as dwindling advertising revenue, easier spread of fake news abound. Also with the advent of the pandemic, news coverage has also shifted online.





74%

concerned about fake news

Misinformation

A modest 74% of Global Survey participants attest to have been exposed to fake news via social media.

Source - Reuters



Challenges

01

Lost Revenue

Many traditional media outlets and publishers are feeling the pang of lost advertising revenue to more digitally savvy options.

While big established corporations seem to be doing considerably well, a majority are not.

02

Fake News

Falsified news can be spread via photoshopped content and doctored videos quickly and vastly.

Traditional Media have in recent times struggled to find ways to curb these anomalies in hopes to restore public trust

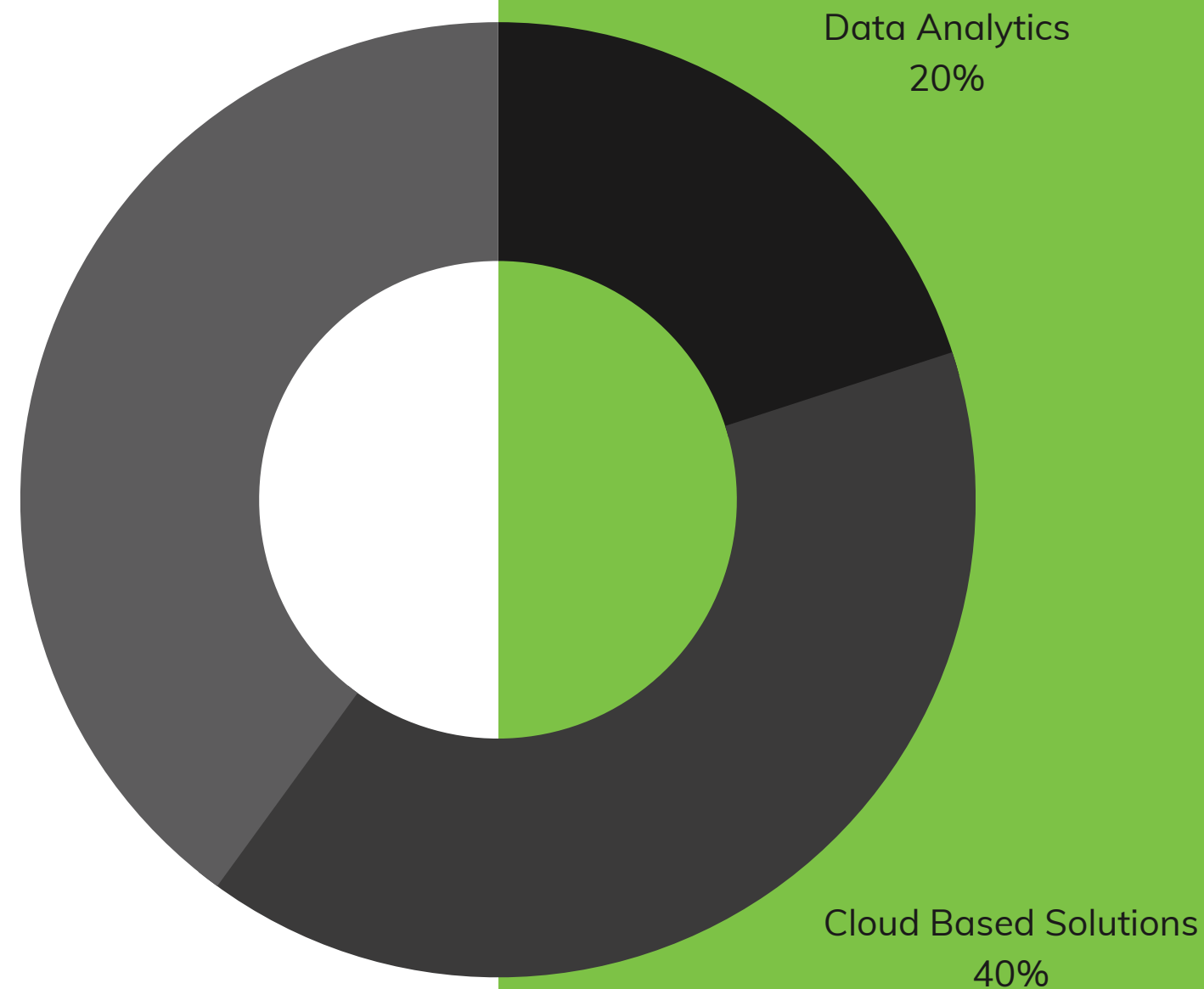
03

Cyberattacks

Media organizations are not left out from cyber-related attacks such as ransomware and phishing.

More and more outlets are looking for ways to better secure data from unauthorized parties.





Tech-Related Opportunities in Media

Ways

As the media space continues to evolve, advance in technology such as cloud-based Platform-as-a-service solutions, On-prem and Cloud security solutions, Reverse Engineering, as well as data insights, are all key areas for Technology experts to key in.



In detail...



Cloud Based Solutions

There have been recent instances of Cloud AR emergence in the media space

Also, platforms that help reduce the turnaround time from location to air time will do well.

IT / Cloud Security

There is a growing demand to combat cybersecurity attacks in the media space.

Ransomware and phishing are popular methods these attacks are carried out.

Artificial Intelligence

As the global audience narrative continues to spread, solutions that help publishers such as NLP, and Plagiarism detectors, as well as Reverse Engineering, will be highly sought after.

Data & Analytics

There has never been a higher demand for data-based insights into consumer habits.

The need for such information will remain highly sought after





Regulation

How governments are reacting...

Governments across the globe are reacting to the rapid influence of technology in the media space, some positively while others still seek some form of control.





Future of Media



Future Technology Trends in Media



● Data & Intelligence

Big Data will take center stage in terms of audience capture and insight into user trends and behavior, also consumption trends will evolve.

● AR / VR

There have been some early entrants in the AR and VR space allowing broadcasters to create hyper-realistic reportage, the trend will most likely increase.

● Cloud-Enabled Platforms

There is expected to be a huge reliance on cloud-based technologies, in both broadcast and print media.

● Subscription Models

More and more media outlets will likely embrace a subscription service model to remain in touch with their target audience and remain financially solvent.





Speaker

Damilola has built a 7-year portfolio career across multiple IT-related fields including App Development, Project Management and Cloud Native Technologies and Machine Learning.

She also has over 3 years' worth of experience in the Web Development and Content Producing section of the Media industry which gives her a vantage view on how best technology can help spur the media sector towards growth.

Damilola Olaide Banjoko 



A hallway with several doors, one of which is yellow, and a large green banner in the center.

Any Questions?

Thank you for attending!