

Want to

PROOF



ENTERTAINMENT FIRMS

Get Them
Patrons

ENTERTAINMENT FIRMS CRAVE THE SPOTLIGHT AND NEED DISTRIBUTORS TO HELP THEM CONNECT WITH THEIR AUDIENCES. HERE'S A LOOK INSIDE THE MARKET.

Helping You Target and Grow

Developing and selling the right products and services to enhance the value of your customers' operations starts with understanding the vertical markets they serve. This InfoTrends vertical market brief is part of an exclusive, ongoing series in *PS Magazine* that's designed to help you target and penetrate specific markets in 2016.

The entertainment industry offers many opportunities for print service providers and distributors to provide communication products.

According to InfoTrends' research study "Micro to Mega: Trends in Business Communication," the key communication methods used by entertainment providers are online marketing, email marketing, social media marketing, printed sales and marketing materials, printed business identity products, print advertising and printed signage. (See "Methods Used to Communicate with Customers" on p. 79.)

Entertainment firms participating in the study reported primarily using printed communications to acquire customers, increase brand awareness, build customer loyalty, notify customers or prospects of a sale or special event, and sell products and services.

Print Is a Solid Spending Area

According to InfoTrends' study, print represents over a quarter of entertainment firms' communication spending. Survey respondents reported that print accounted for 26 percent of communication spending in the past year. (See "Communications Spending Distribution" on p. 79.) Respondents anticipate that print's share of communication spending will decline 8.8 percent over the next two years as dollars shift to investments in online/web, video, events and mobile. But despite the anticipated decline, print will remain the second highest spending category. Entertainment firms expected overall communication spending to grow 2.9 percent annually.

The entertainment industry invests in printed materials to promote attractions, create experiences, generate awareness and drive sales. Movie theaters, carnivals, sports stadiums, video game makers and concert halls make use of direct mail, brochures and signage to attract patrons. In addition, printed signage can be part of the production, as digital wide-format

The entertainment industry invests in printed materials to promote attractions, create experiences, generate awareness and drive sales.

printers are frequently used to make stage sets and theatre backdrops.

Entertainment firms participating in InfoTrends' study reported spending an average of \$16,783 annually on print. Here are the top 10 print applications, as a percentage of overall average spending:

- Sales & Marketing Materials: **15.8%**
- Business Cards: **14.3%**
- Direct Mail: **10.5%**
- Signage: **9.1%**
- Promotional Products: **7.3%**
- Advertising Materials: **5.6%**
- Statements/Invoices: **4.3%**
- Printed Apparel: **3.2%**
- Proposals/Contracts: **3.0%**
- Presentations: **2.9%**
- Accounting, Payroll, Inventory or Materials Core to Managing Operations: **2.9%**

A Focus on Personalized Print Applications

Entertainment firms rely on printed marketing materials such as brochures, flyers, direct mail and postcards to attract customers to events and purchase products. Digital printing enables entertainment providers to affordably produce shorter runs on-demand, eliminating the need for storing materials and the waste generated from out-of-date materials.

In addition, entertainment marketers can leverage digital printing to produce customized and personalized materials. InfoTrends' survey of

communication decision makers in the entertainment market found that 62 percent of firms' communication or marketing campaigns are targeted at recipients. Additionally, entertainment marketers' use of various levels of personalization and variable imaging is becoming more common. (See "Communications Spending Distribution" on p. 79.)

Purchasing Trends

Entertainment firms reported using commercial printers, office superstores, online print providers, direct mailers and graphic design firms more frequently for marketing services than agencies. (See "Providers Used for Marketing Services" on p. 81.) The top criteria for selecting a print provider were quality output, ability to manage print and digital channels, best value and competitive pricing.

Entertainment respondents reported working with two print companies, on average, of which one vendor was under contract. The average length of a typical contract was 1.8 years.

Respondents' top methods for purchasing print-related products and services included ordering print online via public storefront, email and physical locations. (See "Method of Purchasing Print-Related Products/Services" on p. 81.)

Ordering Print Jobs Online

Entertainment providers are increasing the volume of print work ordered online.

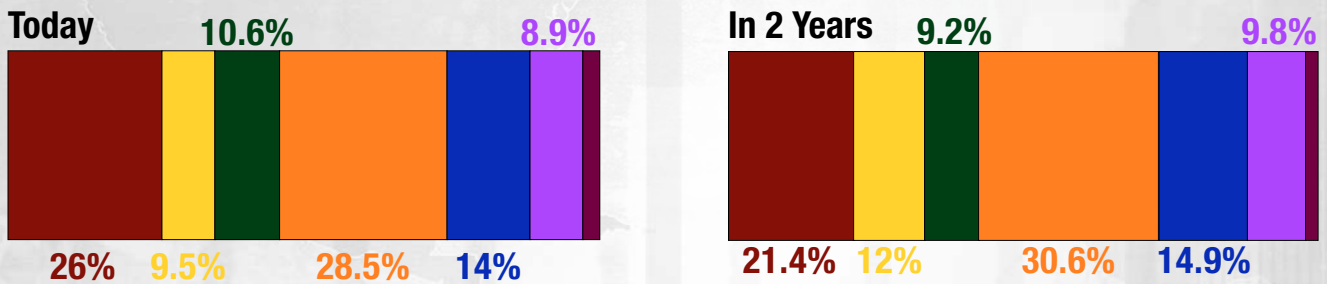
Methods Used to Communicate with Customers



Communications Spending Distribution

How is/will your company's total communication spending (be) distributed by the following communication types (mean)?

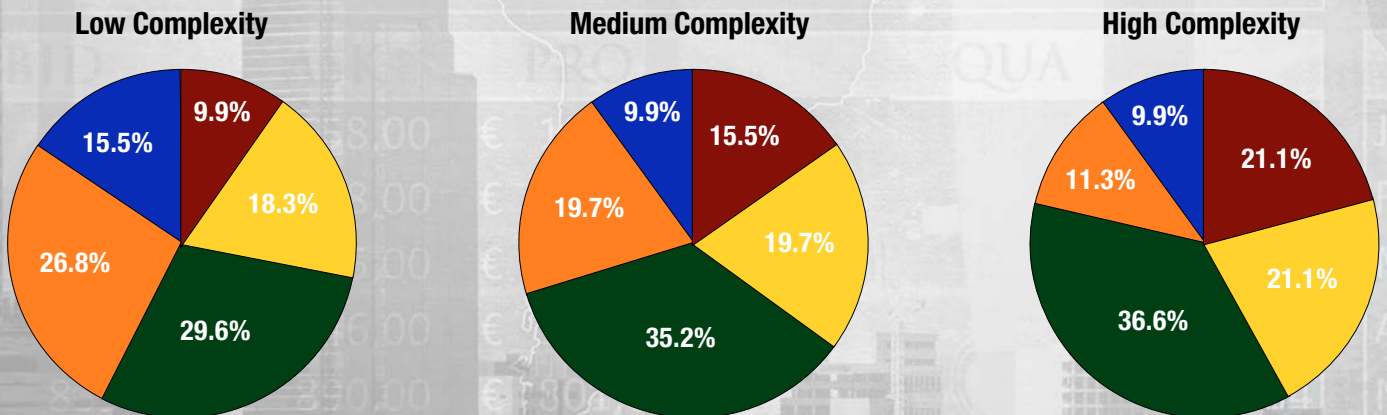
Print Video Audio Online/Web Events Mobile Other



Communications Spending Distribution

How frequently do your addressable print communications involve the following levels of personalization or variable imaging?

Never Seldom Sometimes Frequently Always



Key Resources

The internet offers a wealth of resources for those following the trends in the entertainment industry. Here is list of online resources to help keep up with industry trends:

Amusement Today

(www.amusementtoday.com)

Entertainment Resources & Marketing Association

(www.erma.org)

The Entertainment Software Association

(www.theesa.com)

The Escapist

(www.escapistmagazine.com)

Event Planners Association

(eventplannersassociation.com)

Game Developer Magazine

(www.gdmag.com)

International Association of Amusement Parks and Attractions

(<http://www.iaapa.org>)

International Independent Showmen's Association, Inc.

(www.gibtownshowmensclub.com)

Outdoor Amusement Business Association

(www.oaba.org)

Themed Entertainment Association

(www.teaconnect.org)

Variety

(www.variety.com)

Entertainment: A Mammoth, Diverse Industry

The entertainment industry generates annual revenue of **\$235 billion**. Many people think of the entertainment industry as primarily in Southern California and New York City, but it exists nationwide. Television and radio stations, community theaters, sporting events, art studios, museums and many other types of entertainment require various print and promotional products.

The industry spans multiple sectors, from America's 10,778 FM radio stations to the 1.3 billion movie tickets sold during 2015 in U.S. theaters. Here are statistics about some key industry segments:

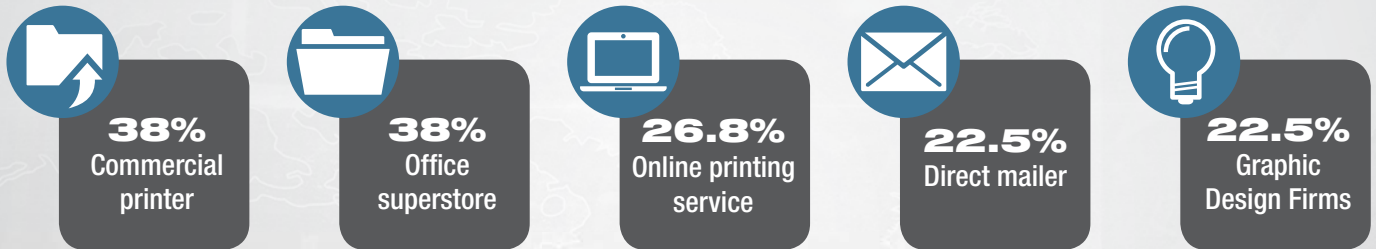
- Gross U.S. box office receipts for 2015 were **\$11.09 billion**, according to Box Office Mojo.
- Spending on video games in the U.S. reached an estimated **\$22.4 billion** in 2014, according to NDP group.
- Total theme park attendance for **top 25 parks worldwide** was **223.5 million** in 2014, according to the Themed Entertainment Association.

The industry is formed by a wide range of groups responsible for providing the general public with a variety of entertainment types. Major types of entertainment include:

- **Live Entertainment:** Circus, comedy performances, sporting events, the performing arts, musical theater performances and concerts
- **Musical Entertainment:** Orchestras and concert hall performances, as well as the composers, vocal artists and musicians
- **Exhibitions:** Theme parks, attractions, museums fairs and others
- **Mass Media:** Film, internet, broadcasting and others
- **Electronics:** Mainly video games, but includes e-books and web-based entertainment as well as digital downloads

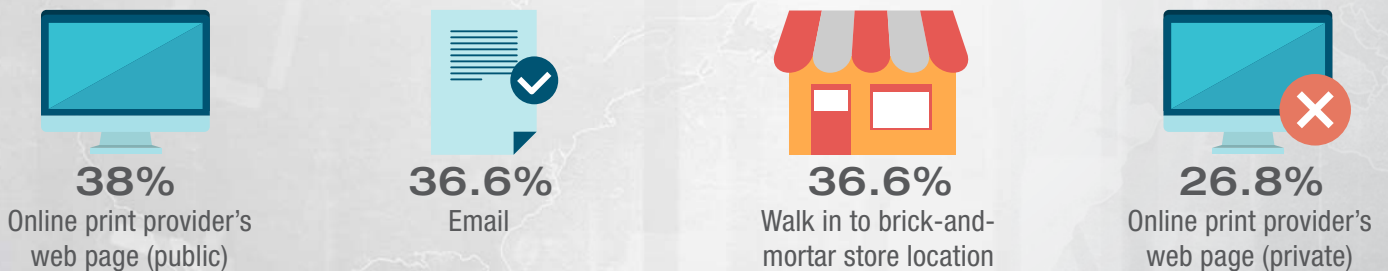
Providers Used for Marketing Services

Which of the following external services providers has your business used for marketing services in the past 12 months?



Method of Purchasing Print-Related Products/Services

How do you typically purchase print-related products and services for your business?



According to InfoTrends' study, 49 percent of entertainment respondents had access to an online, web-based purchasing platform from their print providers. Entertainment providers reported that 35 percent of print volume was ordered online. Over the next two years, the volume of work ordered online is expected to increase at a rate of 22.7 percent annually.

Online print ordering solutions encompass the entire communication production and delivery system, including page design, job file submission, online calculation, job tracking, soft proofing, online payment, online shipping and inventory management. Marketers and print buyers rely on these systems to increase automation, improve operational efficiency, better control brand management, enhance customer

retention, and remove costs and time from the print procurement process.

These ordering systems enable users to upload print jobs, reprint standard items, create customized materials based on corporate-approved templates, and order printed and non-printed items from inventory.

Targeting Decision Makers

Identifying the right contacts with decision-making and budget authority is a critical step in winning work. According to InfoTrends' research, owners or a single department (mainly marketing) typically make print procurement and vendor selections. The study also asked entertainment decision-makers the best way to market services and capabilities to them and the top three responses were email (45 percent),

web search advertising (24 percent) and direct mail (23 percent).

Participate in the Industry

Staying current on market trends and actively participating in the industry builds understanding on what is important to communication decision makers in the entertainment market. Reading the same publications as entertainment and amusement marketers provides insight into key and emerging trends and opportunities in the market. In addition, industry networking is essential to building a reputation in a market and offers a personal introduction to future customers. Joining industry associations and attending their events provides access to decision makers. Furthermore, many associations monitor and report on key market trends. ■