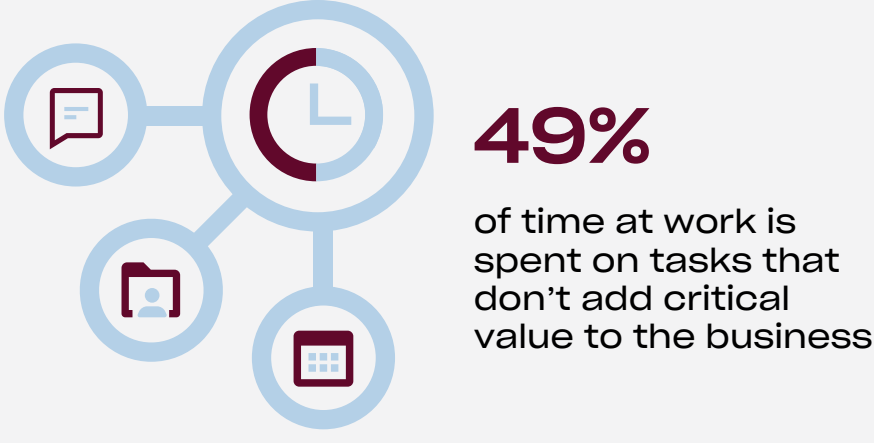


The State of Collaboration in Australia:

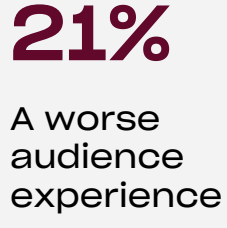
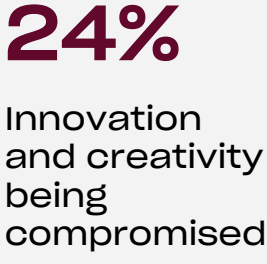
Media

Independent market research company Vanson Bourne surveyed 2,500 IT and business decision makers on the state of collaboration in their organisations. These are the results from 100 respondents in the media industry in Australia.

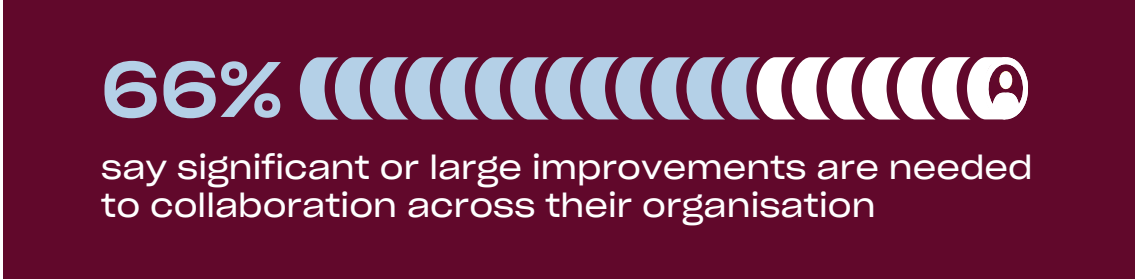
The media industry is struggling to unite disparate teams, varied content types, and rising consumer expectations



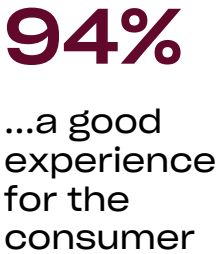
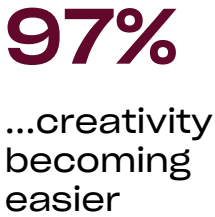
This, paired with other team-specific challenges, is resulting in:



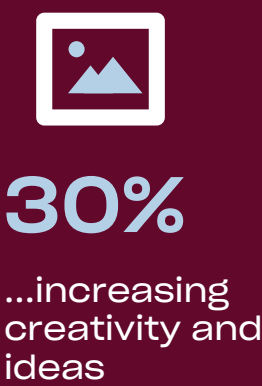
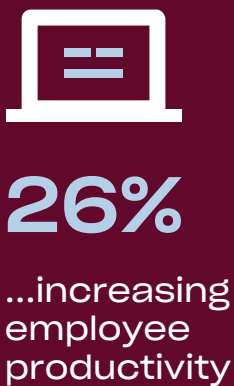
Business success and audience satisfaction is dependent on reinventing the way media teams work together



This level of improvement could lead to...



A collaborative workplace, which unites your content, tools and teams, is the first step for media leaders seeking to engage teams and win audiences



For more information on the survey and to explore the results, please visit stateofcollaboration.com

Dropbox commissioned independent market research specialist Vanson Bourne to undertake the research upon which this infographic is based. A total of 2,500 business and IT decision makers were interviewed during July and August 2019. All respondents are from organisations with 250 or more employees, and they must collaborate with at least one person on a daily basis, and also use software and applications to get their work done. The results shown here are based on the total sample of respondents from the media industry in Australia.