The media industry is struggling to unite disparate teams, varied content types, and rising consumer expectations. Business success and audience satisfaction is dependent on reinventing the way media teams work together.

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

- **29%** Innovation and creativity being compromised
- **23%** Decreasing speed to delivery
- **23%** A worse audience experience

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

81% believe a connected workplace would improve the way teams work, and boost business results by:

- **41%** Increasing employee productivity
- **38%** Increasing creativity and ideas
- **43%** Saving time and improving efficiency

63% say significant or large improvements are needed to collaboration across their organisation.

This level of improvement could lead to:

- **86%** ...a good experience for the consumer
- **76%** ...a greater chance of success for the organisation
- **96%** ...increasing employee productivity
- **81%** ...creativity becoming easier
- **76%** ...increasing creativity and ideas
- **43%** ...saving time and improving efficiency

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