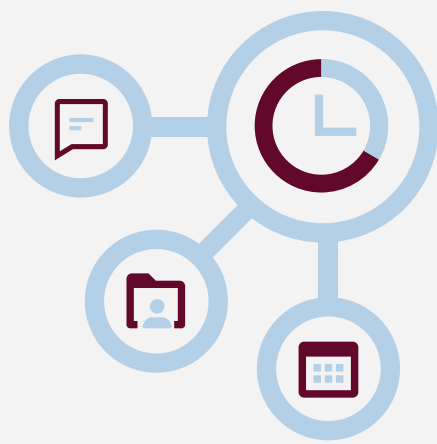


The State of Collaboration in the US:

# Media

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

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



### 29%

of time at work is spent on tasks that don't add critical value to the business

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

### 36%

Innovation and creativity being compromised

### 39%

Decreasing speed to delivery

### 18%

A worse audience experience

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

### 56%

say significant or large improvements are needed to collaboration across their organization

This level of improvement could lead to...

### 90%

...creativity becoming easier

### 89%

...a good experience for the consumer

### 84%

...a greater chance of success for the organization

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

### 91%

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

### 57%

...increasing employee productivity



### 58%

...increasing creativity and ideas



### 44%

...saving time and improving efficiency

For more information on the survey and to explore the results, please visit [stateofcollaboration.com](http://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 organizations 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 US.