## Top trends & priorities

<table>
<thead>
<tr>
<th>Macro trends</th>
<th>Industry trends</th>
<th>Business priorities</th>
<th>IT priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology and digital acceleration</td>
<td>Becoming digital organizations</td>
<td>Improve customer experiences</td>
<td>Digitize and automate business processes</td>
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<tr>
<td>Changing social demographics</td>
<td>Increased investment in network</td>
<td>Develop new offerings, product bundles and digital services</td>
<td>Protect through cybersecurity</td>
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<tr>
<td>Fight against climate change</td>
<td>Cybersecurity protection</td>
<td>Improve network efficiencies</td>
<td>Become digital enterprises</td>
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Executives we interviewed

Annually, CGI leaders meet with executives across industries and geographies to gather their perspectives on the trends affecting their enterprises:

1,764 executives across 21 industries

89 executives in Communications & Media

- 43% Business leaders
- 57% IT leaders
- 61% Operations
- 39% C-level

Digital strategy progress

While their digitization strategies are in place, Communications & Media organizations need to increase their execution progress by 3 times to fully realize their digital goals.

Communications & Media

- Digital strategy in place
- Producing expected results

2023

93%

32%
Key findings in Communications & Media

Still early days in the cloud evolution
Just 33%
say they can manage across multiple cloud providers to a high degree

Digital journey advances
The industry shows growing sophistication in enhanced automation and data initiatives

Improving customer experience is key
It tops business priorities along with data-led personalization

Greater business agility needed
Only 26%
say their business model is highly agile for digitization

New offerings are imperative
84% see developing new services and products as a major strategy consideration
Digital leaders in Communications & Media

When comparing insights from the 32% producing results from digital strategies (digital leaders) to those building or launching digital strategies (digital aspirants), some striking differences emerge.

Among the biggest distinctions are: leaders excel in business-IT alignment, application modernization, cloud migration and high business model agility.

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<th>Digital leaders</th>
<th>Digital aspirants</th>
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<tbody>
<tr>
<td>Better align IT and business operations (+80%)</td>
<td>61%</td>
<td>35%</td>
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<tr>
<td>Modernize more of their applications (+30%)</td>
<td>49%</td>
<td>37%</td>
</tr>
<tr>
<td>Migrate more of their applications to cloud</td>
<td>30%</td>
<td>21%</td>
</tr>
<tr>
<td>Have highly agile business models (3X more)</td>
<td>35%</td>
<td>12%</td>
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<tr>
<td>See fewer challenges to digitization from legacy systems</td>
<td>31%</td>
<td>49%</td>
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</tbody>
</table>
5 recommendations for transforming into agile digitization and technology integration leaders

1. **Focus on evolving advanced automation**
   to drive digital transformation in zero-touch network-as-a-service operations.

2. **Implement data-driven decisioning**
   to leverage data engineering and data science for growth.

3. **Digital aspirants: focus on personalization**
   for better digital customer experiences to close the gap with digital leaders.

4. **Seek more agile business models**
   to increase reaction speed for industry-wide transformation.

5. **Develop new convergent offerings**
   leveraging partners and cloud marketplaces.

At CGI, we help Communications & Media organizations to deliver on business agility and drive digital transformation.

Meet with our experts about these insights.

[Learn more](cgi.com)