Know the buying room.

Four buyer types for media and entertainment technology. Use these starting points to map the roles, priorities and evidence relevant to your product.

01

TV networks and broadcasters

REACH CTO, Head of Engineering, VP Broadcast Operations

PRIORITIES Moving to cloud and IP; staying on air 24/7; lower latency.

ASK Which workflow is changing, and what cannot interrupt transmission?

02

Streaming and FAST platforms

REACH Heads of ad tech, content, engineering and distribution

PRIORITIES Ad revenue, audience growth, delivery costs and stream quality.

ASK Where does delivery quality or monetization limit growth today?

03

Production and post studios

REACH Heads of post, VP Production Technology

PRIORITIES Faster remote workflows, secure fast storage and AI editing.

ASK Where do approvals, collaboration or storage slow the workflow?

04

Telecom and cable operators

REACH VP Network Operations, Chief Network Architect

PRIORITIES Bandwidth scale, edge compute, network security and 5G video delivery.

ASK Which scale, security or delivery requirement is driving the review?

Map the account, not just a job title.

Validate influence, technical fit and purchasing authority for each account. Roles vary by organization.

Want a plan built around your product?

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