

Media & Entertainment

Despite popularity in AI collaborations, corporates primarily view startups as occasional partners

Open Innovation is popular in the Media & Entertainment sector, according to the Sopra Steria Next Open Innovation Report 2025. 80% of corporates have engaged in startup collaborations and 74% deem Open Innovation to be important to their strategy. 63% of corporates reach their objectives in their projects, which is just below the cross industry standard.

Media & Entertainment companies are paying close attention to technology trends, as 69% of collaborating companies have done Al projects in the past two years, the second highest across all industries. It does seem, however, that they are not harvesting the value they're searching for. On average, 70% of those who have done Al collaborations say startups will be important in executing their Al strategy. Only 54% of Media & Entertainment companies do, which is the second lowest industry score. When asked about the most challenging phase, these corporates point to finding the right startup as the most difficult, suggesting that they need to pay more attention to the search phase if they are to succeed with utilising startups for the development of their AI offerings and integrations.

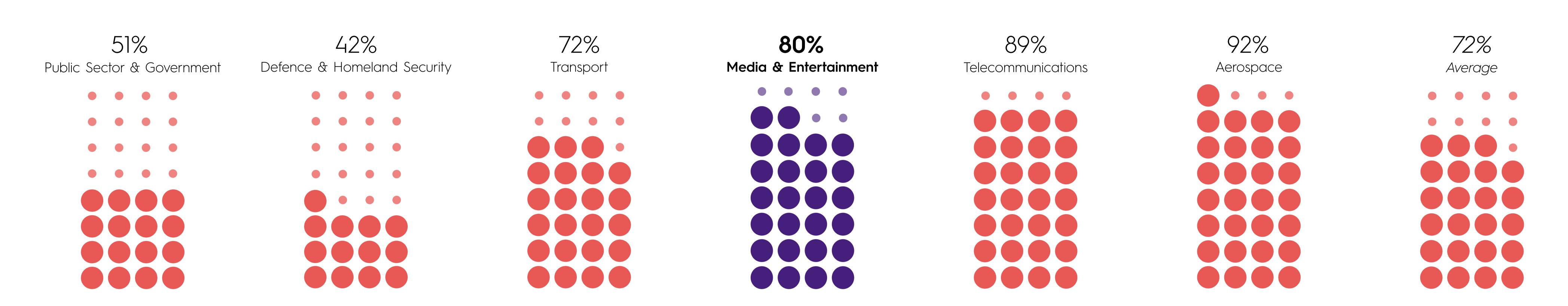
of Media & Entertainment corporates have collaborated with startups above the average level

> Judge Open Innovation to be important to their strategy - below average

of Media & Entertainment corporates reach their objectives always or most of the time - just below average across industries

Third highest number of corporates to have collaborated with startups

Q: Has your organisation ever collaborated with a startup? Companies selecting Yes, both Domestic and Foreign Startups, Yes, Domestic Startups and Yes, Foreign Startups



Average level of corporates who judge Open Innovation strategically important

86% 58% 88% TELECOMMUNICATIONS LEGAL SERVICES RETAIL 77% 80% 82% TRANSPORT *AVERAGE* PUBLIC SECTOR

MEDIA & **ENTERTAINMENT** Average level of successful collaborations

52% 73% AEROSPACE ENERGY & UTILITIES

20% 68% HEALTH DEFENSE & HOMELAND SECURITY

75% TELECOMMUNICATIONS

> 65% **AVERAGE**

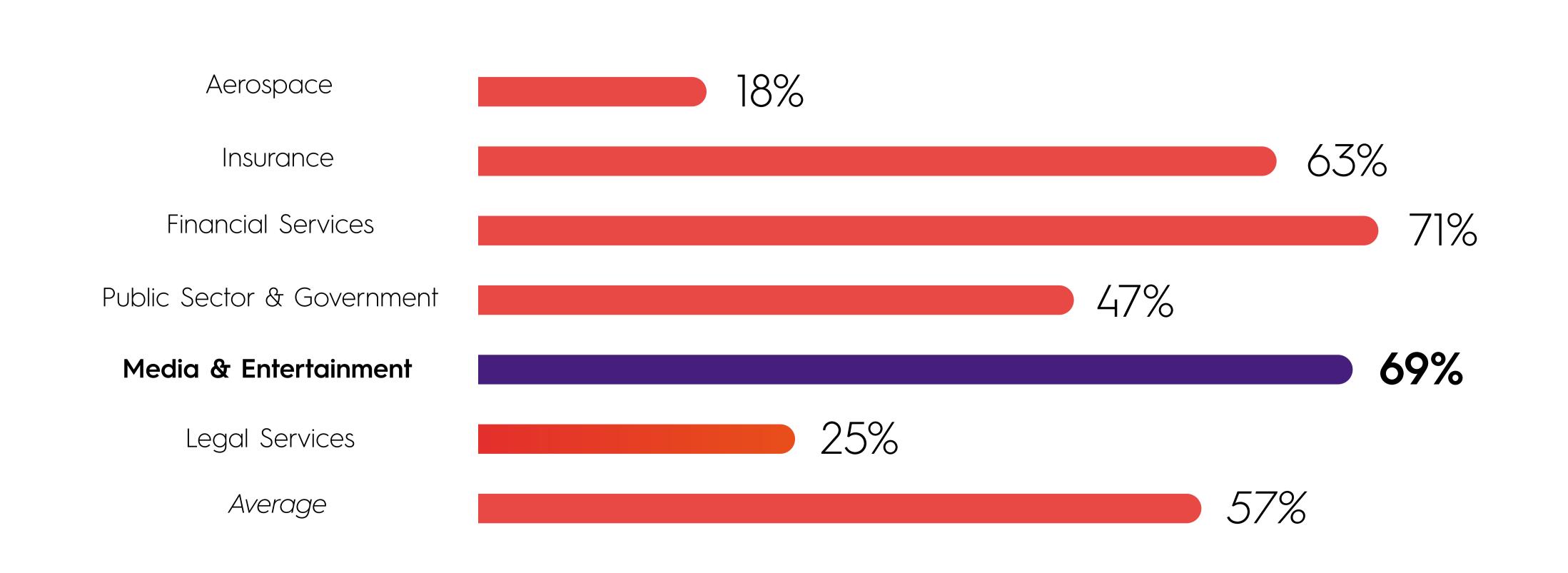
MEDIA & **ENTERTAINMENT**

Q: Overall, how often in your collaborations with startups did you achieve your objectives? Q: How important is startup collaboration for your organisation's strategy? Companies answering Very Important (Mission Critical) and Slightly Important, but not Mission Critical Companies answering Always and Most of the Time

Second highest level of collaboration with Al-startups

& GOVERNMENT

Q: In which area(s) have you collaborated with startups within the last 24 months? Companies answering Artificial intelligence (AI)



() Second lowest belief

that startups will be crucial in executing AI strategies

Q: What future role do you see for startups in the ongoing development and implementation of your organisation's AI strategy? Companies answering As key partners in driving innovation and As integral to your AI development process

