

# AE MEDIA AND ENTERTAINMENT PRACTICE



# Our Media and Entertainment Practice



The Media and Entertainment industry has been evolving rapidly across the globe, and the Caribbean is no different.

Online distribution threatens to make printed news media obsolete. Television channels have increasingly become available online, to the detriment of traditional cable TV providers. Social media has become a serious competitor for

traditional media for advertising dollars. Artists are no longer dependent on record labels, with many now opting to distribute their music on their own. Even event promoters and carnival band leaders have experienced fundamental change and are exporting their brands outside of their native countries.

With such a rapid pace of change, if you do not keep up, you will be left behind. At Antilles Economics, we can help you stay on top of this fast-moving industry, by applying the insights gleaned through market research and analytics to your decision-making.

We can help you analyse and forecast ad revenue, stay on top of consumer trends, streamline your operations for more effective and efficient service delivery, and better position your brand to remain top of mind for your target market.

We can help you capture insights from your website and social media visitors, monitor sentiment about your brand and/or product offering, and figure out which aspects of your product/service are most valued by your customers.

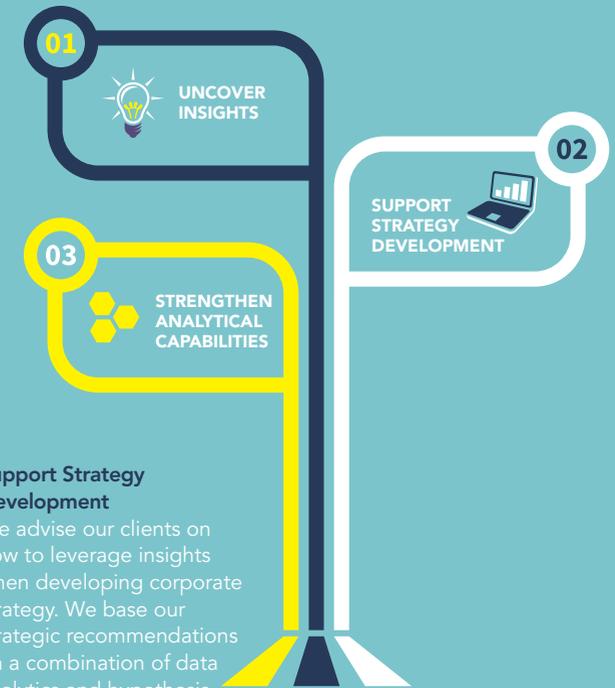
Antilles Economics is a data analytics and research consultancy that applies economic techniques to solving business problems. This approach helps enable our clients to achieve higher levels of success.

### Uncover Insights

We employ a unique combination of analytical techniques, industry knowledge and creativity to reveal hidden insights. We then translate the output of our research into clear, honest and concise intelligence that drives corporate decision-making.

# Our Approach

Helping forward-thinking professionals make fact-based decisions.



### Support Strategy Development

We advise our clients on how to leverage insights when developing corporate strategy. We base our strategic recommendations on a combination of data analytics and hypothesis testing of the future of our client's market and firm. We then provide ongoing support throughout the execution of the strategy to ensure that clients continue to make decisions based on the best information.

### Strengthen Analytical Capabilities

We support our clients' continued development by strengthening their analytical capabilities. We believe that fact-based decisions are only possible when your employees are equipped with the necessary tools and knowledge. Our training, workshops and dashboards ensure that clients are always prepared to maximise the opportunities in their market.



# Why Choose Antilles Economics

Helping forward-thinking professionals  
make fact-based decisions.

As experienced economists, we go beyond the traditional Caribbean macroeconomics practice and apply our unique combination of techniques and approaches to problem solving in the corporate world. We have built on a strong foundation in econometric and statistical analysis by expanding into market research and qualitative techniques. Our research methods include statistical modelling, regression, conjoint and correlation analysis, Monte Carlo simulation, hypothesis testing, interviews, focus groups, surveys, online communities and secondary research.

By combining techniques, we glean richer insights and make more relevant recommendations. Our clients benefit from their ability to tailor our solutions to ensure more targeted problem-solving, and leverage our findings and recommendations for more effective strategy development and execution.

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