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Survey of media and entertainment leaders reveals a blueprint for success

A recent survey conducted by Stripe offers valuable insights from global media and entertainment leaders,* revealing three essential strategies for thriving in today's competitive landscape—and overcoming the challenges holding them back.

- Improve monetization with usage-based billing
- Unify payments and billing to reduce churn
- Boost growth by accelerating global expansion

WHAT MEDIA & ENTERTAINMENT LEADERS WANT

Improve monetization with usage-based billing

- 54% of media and entertainment leaders said they currently offer usage-based billing
- 79% plan to offer more usage-based pricing in the next year
- 88% plan to invest more in recurring revenue models this year

Unify payments and billing to reduce churn

- 53% have experienced an increase in involuntary churn
- 48% have experienced an increase in voluntary churn
- 67% say they are considering a unified payment system to combat churn

Boost growth by accelerating global expansion

- 59% of leaders plan to expand globally in the next 12 months, primarily to access new customers and grow their revenue

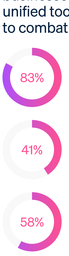
WHAT'S HOLDING THEM BACK

Most billing systems can't support creative pricing models

- 73% agree that subscription fatigue is real, and consumers are pickier than ever
- 74% are planning to launch a new pricing model

> "We are considering replacing our billing system to improve efficiency, enhance user experience, and accommodate the evolving needs of the business. It's important to regularly evaluate and adapt our systems to stay ahead in this ever-changing landscape."
>
> —UK-based executive, media and entertainment

Media and entertainment businesses lack the unified tools and data to combat churn



- 83% of leaders are concerned about customer churn impacting their bottom line
- 41% of leaders don't know how much revenue they've lost from involuntary churn or payment failures but want to find out
- 58% of leaders are using or hope to use AI to predict and reduce voluntary churn

Media and entertainment leaders doubt their billing systems can handle global expansion

- 80% plan to reevaluate their billing infrastructure as part of their global expansion plans

Media and entertainment leaders are looking for change

While the internet economy has added a billion customers since 2019, leaders in media and entertainment are limited in their ability to capture and retain customers with the technology they've used to run their subscription businesses.

- 53% have lost deals and customers due to inflexible billing systems
- 61% are likely to get a new billing system in the next 12 months
- 59% are frustrated with the speed of their revenue & subscription processes

As media and entertainment businesses evolve, their billing systems must adapt to support various go-to-market (GTM) strategies. These insights underscore the need for flexible, integrated billing solutions that align with growth ambitions.

Over 300,000

customers count on Stripe Billing to optimize their subscription businesses

How Stripe can help

Stripe Billing simplifies customer billing, enabling you to launch new pricing models and accommodate preferences quickly, maximizing revenue without building new systems.

Stripe offers revenue recovery tools to reduce involuntary churn and recover failed payments with integrated payments and billing.

On average, Billing users recover **$12 for every $1 spent** on Stripe Billing.

Stripe offloads the complexity of expanding into new markets, so you can focus on your core business.

To learn more about how global subscription businesses are preparing for accelerated growth, **read our new report, *Is your billing system holding you back?***

If you're ready to streamline your revenue and financial tools, **get in touch**.

*We worked with Milltown Partners to survey 2,021 business leaders in 9 markets (Australia, Canada, France, Germany, Ireland, Japan, Singapore, the UK, and the US) who generate a portion of their revenue from subscription offerings, including more than 180 global media and entertainment leaders.

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Survey reveals common billing challenges in the media industry