

Transforming enterprise planning for media and entertainment

Strengthen retention, exceed expectations,
and drive content profitability



Rethinking planning for confident decision-making

In a time of shifting consumer behavior, rising content costs, and evolving distribution models, media and entertainment (M&E) companies must plan and act with speed and precision. But traditional planning methods can't keep pace. Misaligned strategies across content, marketing, distribution, and finance lead to inefficiency, lost revenue, and missed audience opportunities.

Every strategic shift — whether in finance, programming, marketing, ad sales, or workforce —

demands speed and coordination. But fragmented systems, siloed teams, and outdated processes slow down decisions and hinder innovation.

To stay competitive, M&E organizations need dynamic, enterprise-wide planning that connects teams, integrates AI-driven insights, and supports agile decision-making. With the right platform — like Anaplan — disruption becomes a catalyst for innovation and growth.



Unlocking enterprise-wide agility and intelligence with Anaplan

Anaplan is the market-leading platform for scenario planning and analysis, transforming data into actionable insights for real-time, optimized decision-making. We foster agility across your enterprise, enabling faster, smarter decisions so you can:



Activate your business by seamlessly **integrating data and systems** to operate more efficiently.



Connect teams to **align planning process** across the organization, eliminate silos, and improve coordination.



Accelerate planning and execution with **Anaplan applications** to move faster and adapt to change.



Optimize decision-making with **Anaplan Intelligence**, empowering teams with AI-driven insights.

Unlike traditional planning tools, Anaplan empowers M&E leaders with dynamic modeling, real-time adjustments, and scenario planning — enabling fast pivots as consumer demand and market conditions shift. Our centralized planning environment provides a single source of truth, ensuring seamless collaboration and more effective decision-making.

With Anaplan, you gain speed, agility, and precision — turning planning into a competitive advantage by aligning strategy with execution across every business function.

FINANCE

Gain visibility into revenue drivers, risk, and financial health

Operating in fast-paced, capital-intensive environments requires agility — but legacy tools and siloed data often slow decision-making.

Anaplan for Finance provides a connected, AI-infused planning engine to optimize spend, reallocate resources quickly, and scale with precision as conditions change.

- Improve visibility into content ROI to enable real-time decision-making.
- Automate financial close and consolidation to accelerate reporting.
- Enhance budgeting and forecasting to drive audience growth and profitability.
- Uncover performance trends and reallocate spend strategically.
- Connect financial planning with distribution, production, and marketing to improve agility.

HR AND WORKFORCE

Close talent gaps and future-proof your workforce strategy

Talent is a key growth driver, and workforce planning must evolve to balance cost, capacity, and future skill needs.

Anaplan for HR and Workforce delivers real-time visibility into talent needs across functions — helping you close gaps, manage costs, and stay competitive and future-ready.

- Plan for dynamic hiring needs with speed and accuracy using real-time workforce insights.
- Automate manual processes to improve efficiency and reduce overhead.
- Model workforce scenarios to optimize costs and maximize productivity.
- Anticipate hiring needs and minimize talent gaps with predictive insights.
- Align hiring, retention, and upskilling strategies to support business goals.



SALES AND MARKETING

Drive growth and improve ROI with integrated revenue planning

Shifting ad spend, content bundling, and evolving audience behaviors demand smarter, faster decisions across media platforms — but misaligned strategies and static plans create missed opportunities.

Anaplan for Sales and Marketing connects your sales, marketing, and finance teams to maximize monetization and audience impact by enabling faster pivots and smarter investments.

- Forecast ad revenue with real-time visibility into pipeline and campaign performance.
- Automate planning processes to align ad inventory and pricing strategies with demand.
- Optimize campaign performance to deliver fast, more aligned activations.
- Bridge the gap between ad sales, content, and finance for improved revenue predictability.

SUPPLY CHAIN

Balance demand and delivery across content operations

From content planning to distribution logistics, managing demand, inventory, and distribution costs requires greater precision — yet disconnected systems often limit visibility.

Anaplan for Supply Chain synchronizes your planning across content creation, scheduling, and disruption to improve efficiency and reduce costs.

- Achieve end-to-end visibility across product schedules, content libraries, and platform distribution.
- Automate workflows to improve agility in responding to content delays, market shifts, and demand spikes.
- Unify data from rights management, financial systems, and operations tools to enable intelligent decisions.
- Apply AI-driven insights to predict demand and optimize content deployment.
- Align supply chain strategy with audience and revenue goals.



From insight to impact: Modern planning that drives results

Leading M&E companies trust Anaplan to plan and execute with greater speed, accuracy, and agility. By connecting strategy with execution, they stay ahead of industry disruption and outpace the competition.

SUCCESS STORY:

Sky reduced risk and errors by **eliminating 90% of manual data tasks** and enabling enterprise-wide planning with minimal IT reliance.



SUCCESS STORY:

CME enhanced budget decisions on key issues with driver-based forecasts and built **multi-dimension models in just 24 hours** — demonstrating speed and agility.



SUCCESS STORY:

Virgin Media O2 improved forecast accuracy with real-time insights for monthly volume and revenue, **reducing forecasting time by 50%**.



SUCCESS STORY:

BT Group achieved a **93% faster, more reliable, calculation time** for monthly revenue reporting — analyzing over 30 million lines of data.



Contact us today to explore how to transform your enterprise planning.

About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit www.anaplan.com