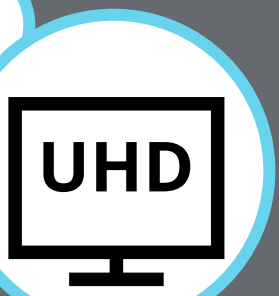
platform media index
NAB Show 2017

1

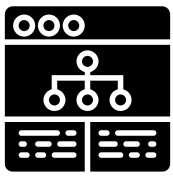
28% ONLINE VIDEO

2



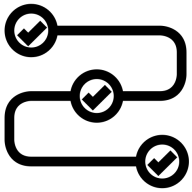
20% HIGH RESOLUTION VIDEO

3



11% DATA ANALYTICS

4



10% WORKFLOW & MEDIA ASSET MANAGEMENT

5

9% VIRTUALIZATION

6

7% VIRTUAL / AUGMENTED REALITY

7

6% MEDIA CONVERGENCE

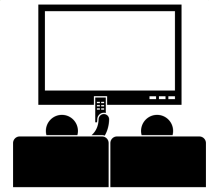
8

4% AUTOMATED ADVERTISING

9

3% NEXT GENERATION NETWORKS

10



2% USER EXPERIENCE

Platform Communications analyzed and scored articles in key media titles, ranking the top issues covered according to share of voice

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Selected images created by Gan Khoon Lay, b farias, Mourad Mokrane, Pablo Rozenberg and art shop from Noun Project

Listed share of voice percentages have been rounded up or down

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