

# Top 10 Companies in the UK Media Industry: IT Spending Predictor 2010

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## Abstracts

### Introduction

This databook provides estimates of IT spending for the top 10 companies in the UK Media industry. The databook is a comprehensive source of IT spending by company, including assessment by technology and channel. The databook also provides information on the IT contracts of these companies where available.

### Scope of the report

- \* Datamonitor's view of the top 10 companies in the UK Media sector in terms of IT spending
- \* A breakdown of the estimated IT budget by technology for each of the top 10 companies
- \* A breakdown of the estimated IT budget by channel for each of the top 10 companies
- \* Details of IT services contracts by company where available

### Highlights

The top 10 companies in the UK media industry in terms of estimated IT spending spent the largest portion of their IT budgets on hardware, a segment that accounted for about 27% of the IT budgets among these firms. This was followed by spending on services and software.

Among the top 10 companies, a major portion of IT spending is allocated to internal IT. Internal IT alone accounted for approximately 33% of the total estimated IT spending by these companies. Pearson plc remained the leading company in terms of IT spending,

followed by British Broadcasting Corporation and British Sky Broadcasting Limited.

### **Reasons to Purchase**

- \* Gain insight into IT budget breakdown of top10 companies in UK media industry and identify notable areas of allocation
- \* Identify organizations with top IT expenditures in your target markets
- \* Leverage IT spending pattern information to tailor account targeting based on company demographics

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