

COVID-19 Financial Forecasting

Maintain business continuity, health, and safety with PwC and Microsoft

The challenge

As digital entertainment continues to trend upward, media and communications companies need a fast, yet robust solution to enable productions to help accurately manage and forecast COVID-19 testing and PPE needs so they can keep up with the growing demand.



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■ Consumer demands have skyrocketed

The trend toward digital entertainment was accelerated in 2020 as revenue climbed to \$61.8 billion, an increase of 31%.¹

■ COVID-19 delayed productions

Of the 56 pilots that networks had ordered in 2020, only one had finished filming.²

■ Safety and health protocols are costly

Experts and executives estimate that enhanced cleaning and staffing for coronavirus prevention could add more than \$1 million to a typical movie budget.³

¹[The Impact COVID-19 Had On The Entertainment Industry In 2020, 2021 | Forbes](#)

²[COVID-19 Impact on TV and Film Production, 2020 | Davis & Gilbert](#)

³[Coronavirus is going to make film shoots more expensive. Here's how, 2020 | Los Angeles Times](#)

The solution

COVID-19 Financial Forecasting

Enhance and customize COVID-19 testing and PPE forecasting with PwC and Microsoft. Built on Microsoft Power Platform, COVID-19 Financial Forecasting enables productions to help accurately manage forecasts using a standardized yet flexible approach, providing greater visibility and transparency across production teams.

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KEY BENEFITS

- 1 Improve forecasting accuracy for testing and PPE needs using dashboards that leverage production dates, cast/crew counts, and custom algorithms.
- 2 Reduce time spent on COVID-19 budget and forecasting activities with a low-code user interface that helps automate manual processes.
- 3 Inform pacing and buying decisions throughout the production process with clear and continuous tracking of forecasts vs. actuals.
- 4 Adapt to shifts in COVID-19 protocols by quickly implementing changes to forecasting algorithms so production can continue uninterrupted.

Streamline COVID-19 financial forecasting

Fortune 500 streaming service ramps up productions with improved health and safety forecasting

Challenge

Once COVID-19 restrictions were lifted and show productions resumed, a major production company needed to ramp up self-managed productions to pre-pandemic level. This required implementing new COVID-19 protocols, including management and forecasting tracking of COVID-19 testing and PPE needs.

Solution

PwC identified the opportunity to quickly build a low-code application built on Microsoft Power Platform to help productions with COVID-19 testing and PPE financial forecasting. Integrations with Canvas Power App and Power Automate accelerated time to market and the client was able to securely scale their business by accurately managing testing and PPE forecasts.

Results

With 30 new productions onboarded onto the app, the streaming service was able to eliminate manual tracking processes and reduce time spent on COVID-19 forecasting activities by 30-40%. By enabling clear and continuous tracking of forecasts vs. actuals, the client felt empowered to make more informed buying decisions.

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