Media and Publishing:
Key Challenges and Opportunities to Drive Adaptability, Flexibility and Innovation

The media and publishing sector continues to diversify and transform at a rapid pace. Keeping pace in a dynamic market while attracting the right talent and controlling costs is always a challenge. With gig workers making up 22% of the media and publishing workforce in the U.S.[1], on-demand workers have become a growing part of the industry's strategy to adapt to sudden market shifts.

One key to ongoing success: adapting to remote and on-demand work models to support a more agile workforce. Managing *both* traditional and on-demand media and publishing professionals, as a single, collaborative talent pool helps service providers attract, onboard and retain highly skilled workers and make the most of their skill sets.

Talent Challenges Facing Media and Publishing: Labor Costs, Supply and Complexity

According to an industry survey published by Folio[2], media and publishing organizations cited:

talent/human capital 25.3% as their most significant investment in 2020,

followed by technology 18.1%.

That investment in talent and technology is being driven by an accelerated shift in business models. According to a recent Reuters Institute study, three-quarters **(76%)** of surveyed editors, CEOs, and digital leaders said Covid-19 has accelerated their plans for digital transition. Business plans to pivot and respond include more remote working and a faster switch to new, reader-focused business models.

Technology and labor-related challenges in media and publishing include:

- Media and publishing companies often maintain a bench of verified on-demand talent, but many struggle with lack of automation to find and onboard on-demand workers quickly.

- Remote assignments for on-demand workers can create challenges managing assignments and monitoring performance.

- A common lack of automated solutions to manage on-demand workers to pay on time can impact retention and the quality of available talent.

With an increasingly diverse workforce of traditional, on-demand and outsourced workers, how can service providers remain agile while boosting collaboration, innovation and efficiency?

In the age of the gig economy, Media and Publishing is increasingly tapping into on-demand workers when it comes to maintaining a highly talent labor pool. Achieving a higher level of agility when it comes to managing traditional and on-demand workers requires:

Compliance

Media and publishing companies need to ensure that freelancer workers comply with company policies, and require tools and technologies to help manage annual tax filings.

Onboarding and Process Automation

Media and publishing companies need to attract top talent with tools to bring them onboard and up to speed quickly, including the ability to monitor assignment workflows.

Smart Talent Pools

Media and Publishing leaders needs to access the right workers in the right place for the right job. That requires tools to select freelancers for assignments based on their skills, experience and rating on past assignments.

Real Time Communication

Constant communication with workers before, during and after assignments, enabled by a mobile app provides anytime, anywhere collaboration.

Fast Payments to Freelancers

Today's flexible workforce demands flexible, convenient ways to be paid; Media and publishing leaders need tools to make the process of paying freelancers as efficient and painless as possible.

ADP

How WorkMarket® Can Help

Many media and publishing companies struggle to onboard talent and manage labor pools with the speed and agility needed to meet market demands. WorkMarket, an ADP company, provides a complete solution to help organize, manage, and pay your contract labor in a way that makes the most of your workforce.

WorkMarket provides a state-of-the art labor pool management system that allows companies to scale in today's dynamic environment. With WorkMarket, you can find, manage and pay all your 1099 workers, integrating them into your workforce in a way that provides greater visibility, efficiency and security.

Compliance

How do you vet prospective workers and manage assignments today?

WorkMarket helps ensure all workers meet skill and compliance criteria (certification, licenses, background checks, etc.) and can be activated quickly.

Onboarding and Process Automation

Are your systems and processes for managing your talent pools siloed?

WorkMarket is an enterprise-grade platform that automates identifying, onboarding, engaging and paying on-demand workers in a way that integrates seamlessly with leading workforce applications that manage your traditional workforce.

Smart Talent Pools

How do you track and engage talent across geographies, skills and requirements?

With WorkMarket, you can track all aspects of unique assignment workflows and manage multiple worker engagements simultaneously from a single dashboard.

Real-Time Communication

How is your organization managing daily communications with its on-demand workers, today?

WorkMarket provides a robust mobile app for ease of tracking and communication for all your workers.

Fast Payments to Freelancers

How do you pay your contract workers today?

Workmarket streamlines and simplifies that process for you AND your on-demand workers, allowing you to pay workers upon completion of assignments efficiently, in the U.S. and globally.

ADP

WorkMarket Success Stories

Digital Media Publisher

What they do:

Enables brands and media agencies to reach and engage and relevant audiences using display, video and content marketing platforms.

Challenge:

Ability to onboard international freelancers and pay them compliantly. No process to organize and manage their 1099s.

Impact of WorkMarket:

With WorkMarket, they eliminated all manual processes to assign and pay workers, and save time while supporting compliance by relying on WorkMarket to manage tax filings.

Full-Service Podcast Advertising Agency

What they do:

Create podcast advertising campaigns for direct-response and branding clients.

Challenge:

Lacked tools to support freelancer onboarding and track compliance documents, background checks, etc.

Impact of WorkMarket:

With WorkMarket, they were able to automate onboarding and compliance while maintaining labor clouds that categorized talent for based on skills and performance ratings to help scale their business.

1 Illuminating the Shadow Workforce: Insights into the Gig Workforce in Business, ADP Research Institute. https://www.adpri.org/assets/illuminating-the-shadow-workforce/

2 https://www.foliomag.com/publishers-say-investments-larger-audiences-growth-2020/

About WorkMarket, an ADP company

WorkMarket was founded in 2010 and in 2018 was acquired by ADP, a global provider of HR technology and services. With ADP resources, WorkMarket continues to be focused on providing enterprise technology to help companies unlock the power of their extended workforce.