

Digital Consumer Services Viewpoint Service

Part of the Digital Consumer Services Service Area Package

A service focused on providing a strategic view of market size and trends across the digital consumer services landscape. This provides a high level market data and analysis from across our Digital Consumer Services research including: Smart Home, Broadband, Bundling and Pricing, Digital Consumer Operator Strategy, Digital Consumer Platforms, Advanced Messaging & Communication, Consumer AI.

“ The growth of digital consumer services presents new revenue and partnership opportunities and competitive challenges for tech companies, service providers, and their suppliers. Understanding how the overall market will evolve across this broad service landscape is critical. ”

Michael Philpott
Research Director

Digital Consumer Services Viewpoint Service

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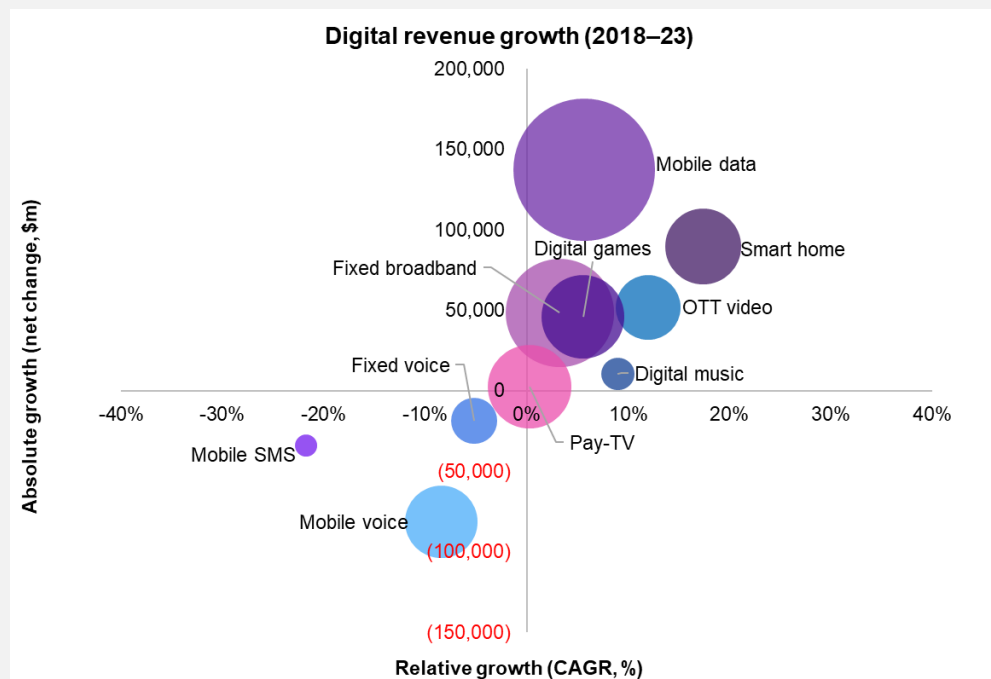
The digital consumer market will be worth \$1.8tn by 2024

HOW OMDIA HELPS YOU

- Total market size and forecasts across key digital consumer services
- Regional market data and analysis
- Understand the size of the digital consumer services audience

KEY QUESTIONS ADDRESSED

- Which digital consumer services are driving growth and where should companies invest?
- How does the digital consumer services audience vary by region?
- What is the total market opportunity for digital consumer services?
- What are the key trends impacting this market?
- How will services evolve and grow across different regional markets?



Digital Consumer Services: Our Expert Analysts



Michael Philpott
Research Director,
Service Provider
Consumer



Seth Wallis-Jones
Senior Analyst



Nicole McCormick
Senior Principal
Analyst, Broadband
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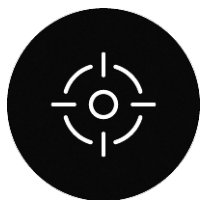


Charlotte Palfrey
Senior Analyst,
Advanced Messaging
and Communications



**Mariana
Zamoszczyk**
Senior Analyst,
Smart Home
Services

Digital Consumer Services: Deliverables



MARKET DATA

—Biannual / Annual—

Total market forecasts across all digital consumer services covered



REPORTS

—Ongoing—

Trends to Watch, Market forecast commentary, Road to 20xx overview



THEMATIC REPORTS & ANALYSIS

—Ad hoc—

Curated selection of analyst reports across Digital Consumer Services



ANALYST INSIGHTS

—Ongoing—

Select analyst commentary across digital consumer services



PRESENTATIONS

—On going—

Presentations and webinars on key topics, major survey and forecast updates



ANALYST ACCESS

—Ongoing—

For prompt email and phone responses to urgent questions on related research and breaking trends

Digital Consumer Services: Market Data

Digital Consumer Services: Total Market Database

Provides a combined view of the digital consumer services combining service provider and OTT services – includes historical data and five year forecasts at a regional level.

DETAILS

Frequency: Biannual/ Annual

[some measures annual only]

Measures include [where applicable]:

- Revenues
- Subscriptions
- Total market size
- Active/ addressable users

Regions

- Global and Regional coverage only (not country level)

COVERAGE

- Total app ecosystems
- Total social and messaging
- Total mobile / broadband addressable market
- Total smart home/ smart home services
- Total digital assistant / consumer AI market KPIs
- Total digital media
- Digital commerce and payments [TBD]

Digital Consumer Services: Reports and Analysis

Annual Reports

Annual forecast and strategic reports covering the broad Digital Consumer Services landscape

Reports include:

Digital Consumer Services Trends to Watch

Select market forecast commentary

Curate Research & Analysis

Select analyst opinion, commentary and brief thematic reports from core intelligence services covering Digital Consumer Services

Curated content to be drawn from Digital Consumer Services products:

Advanced, Messaging and Communications

Broadband, Bundling & Pricing

Consumer AI

Digital Consumer Operator Strategy

Digital Consumer Tech Platforms

Smart Home

Digital Consumer Services: Intelligence Service vs. Viewpoint Service

Intelligence Service

- ✓ Detailed focus on specific aspect of digital consumer services *e.g. smart home* or focus on specific company type *e.g. Service provider or tech company*
- ✓ Country and company level data included where available
- ✓ Dedicated subject/ market analysis reports
- ✓ All relevant analysis for each Intelligence Service

Viewpoint Service

- ✓ Consolidated coverage across digital consumer services – including total market outlook (service provider, tech/OTT company).
- ✓ Global and regional market total data only
- ✓ Broad strategic landscape reports
- ✓ Select curated thematic content

Related Content: Digital Consumer Services Service Area Coverage



Service Area Package: **Digital Consumer Services**

Broadband, Bundling & Pricing
Intelligence Service

Smart Home
Intelligence Service

Advanced Messaging &
Communications Intelligence Service

Digital Consumer Platforms
Intelligence Service

Digital Consumer Operator Strategy
Intelligence Service

Consumer AI
Intelligence Service

Digital Consumer Services Viewpoint Service

Broadband Pricing
Spotlight Service

About Omdia's Digital Consumer Services Research

Omdia provides expert analysis and data across Digital Consumer Services with unique coverage of service providers', over the top players', and major tech platforms' activity in this space. We can help identify which markets and offerings are driving growth in Digital Consumer Services, understand the strategies of key competitors and customers, and assess the impact of this rapidly evolving market across different businesses.

Our global team of analysts provides expertise on service provider and tech company strategy across Digital Consumer services including: broadband and bundling, messaging and communications, consumer platform strategies, digital operator services, app ecosystems, payments and commerce, smart home, and consumer AI.

Custom Solutions

Omdia's consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.

Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.