

Video Technology Intelligence Service

Part of the Media Delivery Service Area Package

Global, in-depth coverage of the user experience, processing and delivery technologies used by video service providers for broadcast and OTT. Key trends tracked include Content Security, Online Video Platforms, CDN and Android TV

“ Video Service Providers are challenged to engage increasingly atomised audiences across a fragmented device landscape. This requires flexible and scalable investment, which is driving a transition to the cloud. ”

Daniel Simmons
Lead Analyst

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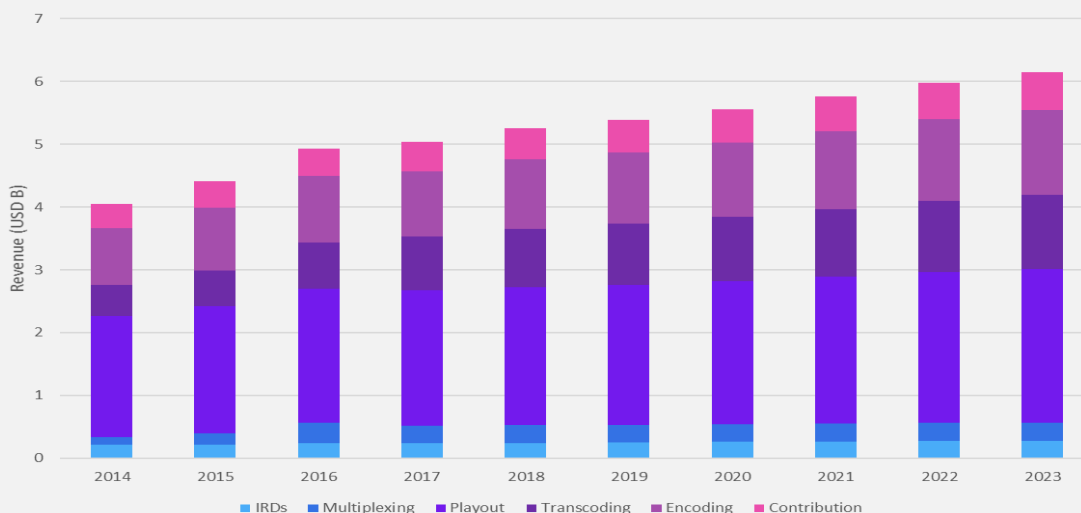
HOW OMDIA HELPS YOU

- Size the markets for a range of video technology segments
- Understand the latest strategies for launching OTT video services
- Analyze adoption rates for the latest video technologies
- Benchmark competitors' product strategies and performance

KEY QUESTIONS ADDRESSED

- What are the size, share, and forecasts for the Cloud DVR, CDN, Content Security, Content Discovery, MAM, OVP, STB Software and Video Packaging markets?
- Which video technologies are attracting most focus and investment from service providers?
- Which video technology vendors are leaders in their sectors?
- What best practices should be considered when deploying a video technology?

Video Packaging revenue forecast by function



Video Technology: Meet the Analysts



Dan Simmons

Research Director
Media Delivery



Kedar Mohite

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Consumer



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Andrew Young

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Video Processing



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Senior Analyst
Video Processing

Video Technology: Deliverables



REPORTS

—Annual—

- Cloud DVR
- Content Delivery Networks
 - Content Security
 - Content Discovery
- Media Asset Management
- Online Video Platforms
- Set-Top Box Software
- Video Packaging



VENDOR SCORECARDS

—Ongoing—

- Content Delivery Networks
 - Content Security
- Online Video Platforms
- Set-Top Box Software



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions



ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.

Video Technology: Reports

Cloud DVR Market Report

Worldwide and regional market size, share, forecasts, and analysis for Cloud DVR

DETAILS

Frequency: Annual

Measures

- Vendor market shares
- Revenues
- Subscribers

Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific
- South & Central America (including Mexico)

COVERAGE

Cloud DVR

- Service type
- Copy Structure

Content Delivery Networks Market Report

Worldwide and regional market size, share, forecasts, and analysis for video Content Delivery Networks

DETAILS

Frequency: Annual

Measures

- Vendor market shares
- Revenues

Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific
- South & Central America (including Mexico)

COVERAGE

Content Delivery Networks

- Deployment type
- Live or non-live

Video Technology: Reports

Content Discovery Market Report

Worldwide and regional market size, share, forecasts, and analysis for Content Discovery

DETAILS

Frequency: Annual

Measures

- Vendor market shares
- Revenues

Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific
- South & Central America (including Mexico)

COVERAGE

Content Discovery

- Recommendation engines
- Content Metadata

Content Security Market Report

Worldwide and regional market size, share, forecasts, and analysis for video Content Security

DETAILS

Frequency: Annual

Measures

- Vendor market shares
- Revenues
- Vendor deals

Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific
- South & Central America (including Mexico)

COVERAGE

Content security

- Conditional Access & DRM
- Watermarking
- Anti-Piracy Services

Video Technology: Reports

Media Asset Management Market Report

Worldwide and regional market size, share, forecasts, and analysis for Media Asset Management

DETAILS

Frequency: Annual

Measures

- Vendor market shares
- Revenues

Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific
- South & Central America (including Mexico)

COVERAGE

Media Asset Management

- Deployment type

Online Video Platforms Market Report

Worldwide and regional market size, share, forecasts, and analysis for Online Video Platforms

DETAILS

Frequency: Annual

Measures

- Vendor market shares
- Revenues

Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific
- South & Central America (including Mexico)

COVERAGE

Online Video Platforms

Video Technology: Reports

Set-Top Box Software Market Report

Worldwide and regional market size, share, forecasts, and analysis for Set-Top Box Software

DETAILS

Frequency: Annual

Measures

- Vendor market shares
- Revenues
- Vendor deals

Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific
- South & Central America (including Mexico)

COVERAGE

Set-Top Box Software

- STB Operating System
- STB Middleware Vendor
- STB UX Vendor

Video Packaging Market Report

Worldwide and regional market size, share, forecasts, and analysis for Video Packaging

DETAILS

Frequency: Annual

Measures

- Vendor market shares
- Revenues

Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific
- South & Central America (including Mexico)

COVERAGE

Video Packaging

- Distribution Encoding
- Transcoding
- Contribution Encoding
- IRDs
- Multiplexing
- Payout
- Resolution
- Compression

Video Technology: Vendor Benchmarking

Scorecards

Provides insight into the products and services of the market's largest vendors for Content Delivery Networks, Content Security, Set-Top Box Software, Online Video Platforms, Cloud DVR, Content Discovery, Media Asset Management and Video Processing. The scorecards identify which vendors are Challengers, Established players and Leaders.

Frequency: Ongoing – three per year

Scorecards address the video industry's need for an objective evaluation of the market's leading vendors.

In pursuance of the Scorecard's principal goal – to identify a market segment's Leaders, Challengers, and Established Players – we examine vendors' portfolios in detail, touch upon their product and client strategies, and review their positioning within the value chain.

Related Content: Media Delivery Service Area Coverage



Service Area Package: **Media Delivery**

Set-Top Boxes Intelligence Service

Home Networks Intelligence Service

Video Technology Intelligence Service

About Omdia's Media Delivery Research

Omdia's Media Delivery research provides timely and actionable insight for businesses looking to understand this increasingly complex market. The market is segmented into STBs, Home Networking and Video Technology, and each is examined in detail using qualitative and quantitative research and analysis.

Omdia's Media Delivery research is created and maintained by experts in the media delivery field, but analysis also builds upon data and expertise from the larger Omdia team, including within media & entertainment, cybersecurity, enterprise IT, IoT, components & devices, service provider technologies, and smart home.

Video Technology: Migration to a Combined Product

Relevant to Subscribers of

- ✓ **Media Technology Topic (Ovum)**
- ✓ **Video Processing and Video UX Technology Intelligence Services (IHS Markit Technology)**

The new Video Technology IS will be a joining of the legacy IHSM Video Processing and Video Technology Intelligence Services with the legacy Ovum Media Technology Topic

BENEFITS AND FEATURES OF NEW SERVICE

- **Legacy Ovum Media Technology Subscribers:**
 - Access to Analysis and Data of Cloud DVR, Content Discovery, Content Security, Online Video Platforms, Content Delivery Networks, Media Asset Management, Online Video Platforms, and Video Packaging
- **Legacy IHSM Video Processing IS Subscribers:**
 - Access to Analysis and Data on Cloud DVR, Content Discovery, Content Security and Set-Top Box Software
- **Legacy IHSM Video UX Technology Subscribers:**
 - Access to Analysis and Data on Content Delivery Networks, Media Asset Management, Online Video Platforms, and Video Packaging

OTHER CHANGES

- Nothing has been removed in combining the services

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.