

# Addressable Consumer Devices Intelligence Service

## **Part of the Media & Entertainment Service Area Package**

In-depth country level data, forecasts and analysis of the different devices owned and used by consumers to help provide clients with a holistic view of device ecosystems and trends.

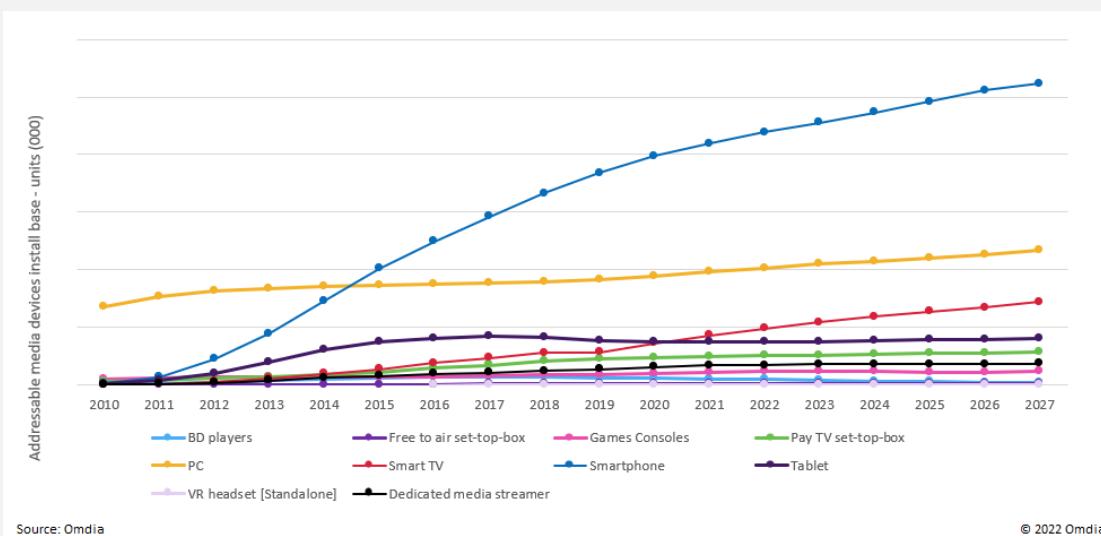
“ The device ecosystem moves quickly, with new features and completely new device types emerging regularly. This service takes a birds-eye view of the entire devices landscape to help our partners stay ahead of disruptive trends in the industry. ”

**David Tett**  
Lead Analyst

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Connected devices installed base by device segment, 2011–2027, Global



## HOW OMDIA HELPS YOU

- Size the entire consumer device market, leveraging expertise from Omdia's deep device research
- Examine the growth of different ecosystems and technologies across multiple device segments
- Understand the strengths and weaknesses of the important players across these various device segments
- Identify underserved consumers to assist with product launch and strategy decisions

## KEY QUESTIONS ADDRESSED

- How many addressable devices are there for video OTT services in a country? How are these split by device type or by platform?
- What are the ownership trends for devices? How many actual users exist for the various devices and what is the profile of customers with many devices or few devices? What are the emerging technologies that will shape device ownerships and consumption trends? How quickly are these trends gaining popularity? Who is driving these trends?
- Who are the key players across the landscape of consumer devices? How do their strategies, platforms, technologies differ?

# Addressable Consumer Devices: Meet the Analysts



**Maria Rua Aguete**  
Senior Research Director  
TV, Video, Advertising



**Max Signorelli**  
Principal Analyst  
TV, Video & Advertising



**David Tett**  
Principal Analyst  
Addressable Consumer  
Devices



**Daniel Sutton**  
Principal Analyst  
TV, Video & Advertising

# Addressable Consumer Devices: Deliverables



## MARKET TRACKER

*—Quarterly—*

Connected Devices Tracker: annualized installed base and supported platforms for smartphones, BD players, tablets, connected TVs, Free STBs, Pay TV STB, media streamers, game consoles, VR headsets and PCs.



## ANALYST INSIGHTS

*—Ongoing—*

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



## REPORTS

*—Annual—*

Reports on industry trends and key topics with analysis of major trends



## ANALYST ACCESS

*—Ongoing—*

For prompt responses to urgent and unique questions

# Addressable Consumer Devices: Market Data

## Connected Devices Tracker

Worldwide, regional and country level installed base forecasts for the key consumer devices, examining the devices based on the supported platforms and technologies

### DETAILS

**Frequency:** Quarterly (annual data updated quarterly)

### Measures:

- Installed base

### Country level data:

- Worldwide
- North America: US, Canada
- Latin America: Mexico, Brazil, Argentina...
- Europe: UK, Germany, Spain...
- Middle East & Africa: Nigeria, South Africa...
- Asia and Oceania: China, Japan...

### COVERAGE

#### Device segments:

- Smartphones, tablets, connected TVs, STBs, media streamers, game consoles, PCs, VR headsets

#### Platform level splits:

- Platform split for each device segment e.g. Android and iOS for smartphone; Windows, Mac and Chromebook for PC; Fire OS, Roku OS, Android TV, tvOS for media streamers etc.

#### 4K Devices:

- Total 4K devices by device segment for each country

## Connected TV Platform Tracker

Numerates key markets' installed base, advertising and first party VOD subscription information to provide a holistic view of the connected TV ecosystem.

### DETAILS

**Frequency:** Annual

### Measures:

- Installed base
- Ad revenue
- SVOD subscribers
- Remote button partners

### Country level data:

- Asia & Oceania: Australia, China, India and Japan
- North America: US
- Latin America: Brazil
- Europe: France, Germany, Italy, Spain and UK

### COVERAGE

#### Connect Platforms:

- Tizen, Roku, tvOS, FireOS, HarmonyOS, webOS, Xbox, Google TV and Orbit OS

#### VOD splits:

- First party AVOD/SVOD services
- First party service subscribers
- First party FAST services

#### Advertising:

- First party platform operator
- Ad platform revenue

#### Other:

- Remote shortcut button partners

# Addressable Consumer Devices: Reports and Industry Analysis

## Reports

Examples of Addressable Consumer Devices reporting includes:

- Automotive Media: In-Car Entertainment and Landscape
- Addressable Media Devices Review – 2021
- eSIM Market Update
- Smart TV and Media Streamers – Amazon, Google, and Roku

## Industry Analysis & Opinion

Examples of Addressable Consumer Devices industry analysis coverage includes:

- Samsung's Galaxy Z Fold4 and Flip4 build on impressive past success, but Android is playing catch up
- Slow updating harms 50 million US smartphone users' media experience
- Growth in multiple Apple device ownership is outpacing competing vendors
- Event recap: Mobile World Congress 2022, Media & Entertainment

# Related Content: Media & Entertainment Service Area Coverage



Service Area Package: **Media & Entertainment**

TV & Online Intelligence Service	Addressable Consumer Devices Intelligence Service
Music & Digital Audio Intelligence Service	Cinema & Movies Intelligence Service
Games Intelligence Service	Advertising Intelligence Service
Digital Content & Channels Intelligence Service	Consumer Platforms & AI Intelligence Service
Media and Entertainment Viewpoint Service	Sports Media Convenience Package

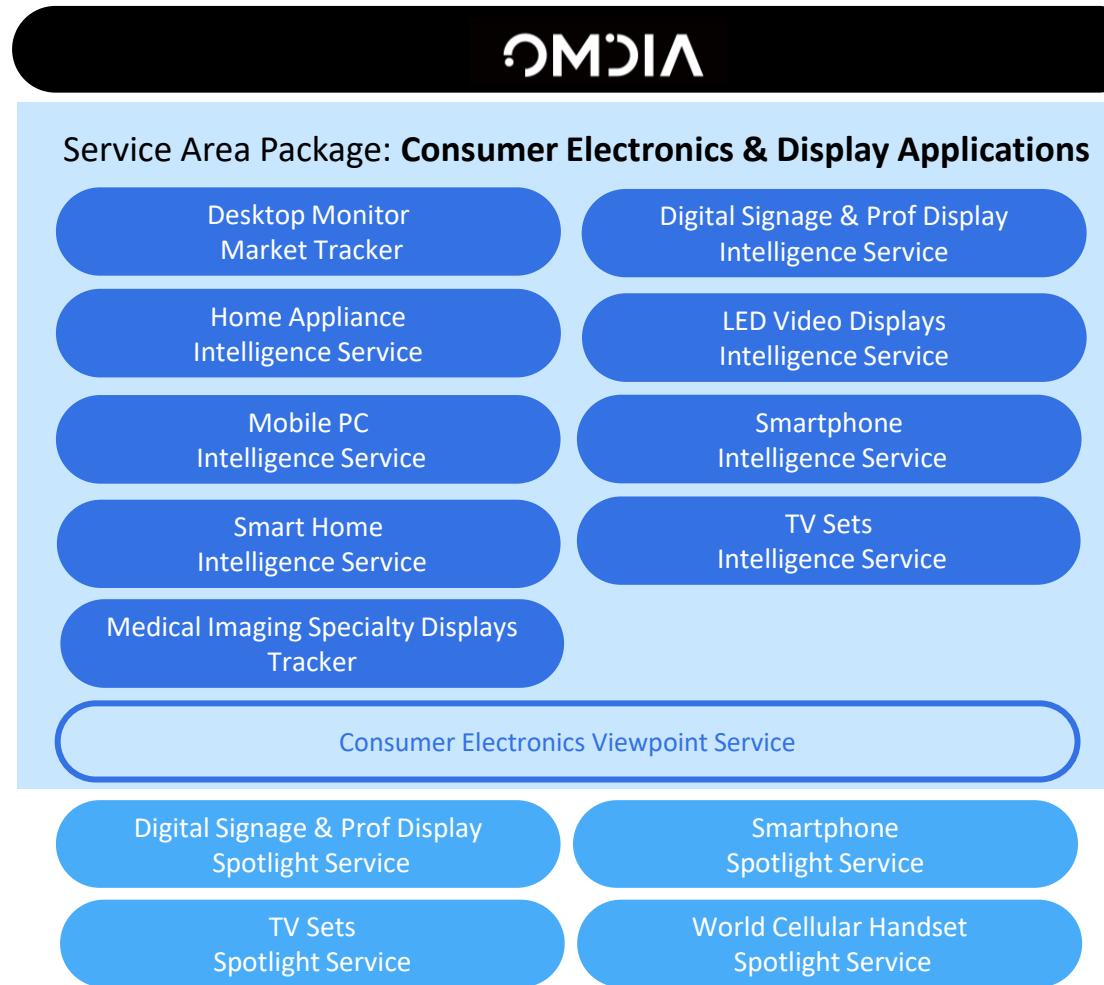
Consumer Research Spotlight   Games Spotlight   Games Tech   WTVIS Spotlight

## About Omdia's Media & Entertainment Research

Omdia's Media & Entertainment portfolio provides forecasts, consumer survey data, competitive analysis and qualitative insights about the world's largest, fastest-growing and dynamic markets. The team's coverage provides a joined-up view of unrivalled depth and breadth across the sector's most important geographies, technologies and companies.

Clients receive access to a team of over 35 analysts, each with specialized expertise and organized to address critical intersections in the rapidly converging media and entertainment market. The team is supported by an array of Omdia colleagues specializing in adjacent domains, such as mobile, broadband, devices, cloud, digital consumer services and media delivery.

# Related Content: Consumer Electronics & Display Applications Service Area Coverage



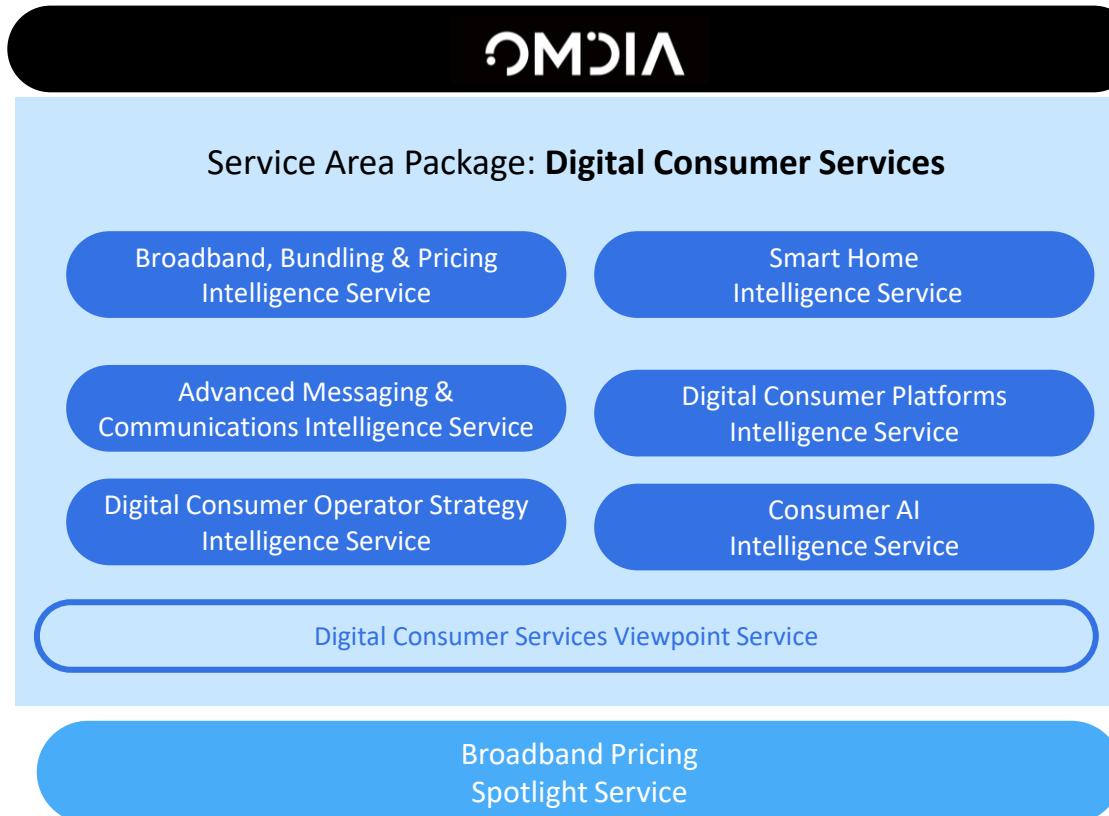
## About Omdia's Consumer Electronics & Display Application Research

World-class coverage of the consumer electronics industry, this research is led by analysts who come from the industry and have extensive experience from supply chain to market verticals.

This research services allows accessibility to Omdia expertise covering TVs, smartphones, mobile PC, smart home, home appliance and professional AV products.

With in-depth coverage of shipments, prices, install base, market opportunities, regional trends, companies and new technologies, our research coverage covers all important analysis incorporating context and industry implications.

# Related Content: Digital Consumer Services Service Area Coverage



## 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.