

# Advertising Intelligence Service

## Part of the Media & Entertainment Service Area Package

Accurate, continuously updated market data, forecasts and reports that give our clients deep perspective on a dynamic advertising market. Advertising Intelligence is the only global product that offers the same detail and scope for both established and emerging media.

“ Advertising has funded content from the earliest days of broadcasting, but in today's connected world it's also the lifeblood of the leading global technology companies.”

### Tim Westcott

Senior Research Manager,  
Channels, Programming  
and Advertising

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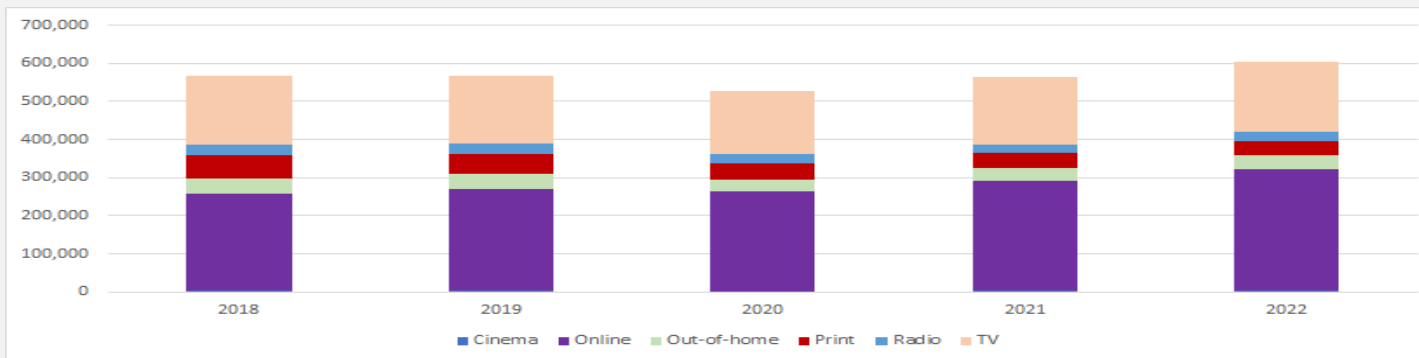
## HOW OMDIA HELPS YOU

- Comprehensive market sizing across countries, business models and regions, enabling operators to evaluate the potential for any services or partnerships and where to play a role.
- Deep analysis of media company, technology, and telco strategies provide guidance on where and how companies can make the most of their advertising strategies and leverage existing customer and data assets.

## KEY QUESTIONS ADDRESSED

- Global advertising market outlook across media
- Strategic focus on the evolution of ad-supported video, the role of broadcasters and content owners, the role for telcos, and the strategies of tech platforms.
- Focus on video advertising, analysis of programmatic and data strategies, and helping companies navigate the transition across digital formats
- Comprehensive, country level ad market revenue data and forecast across all traditional and digital media
- How advertising drives media monetisation and the role of telecoms operators in the advertising value chain.
- Analysis of and recommendations of how and where companies should play across digital advertising.

Worldwide advertising revenues by media type (\$bn) - with reforecast for COVID-19 impact



Source: Omdia Advertising Intelligence

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# Advertising: Meet the Analysts



**Ed Barton**  
Senior Principal  
Analyst



**Tim Westcott**  
Senior Research  
Manager



**Matt Bailey**  
Senior Analyst



**Aled Evans**  
Senior Analyst

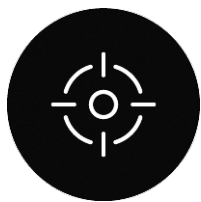


**Kia Ling Teoh**  
Senior Analyst



**Harold Vargas**  
Senior Analyst

# Advertising: Deliverables



## DATABASES

—Ongoing—

- Advertising Summary Database - Country & Region

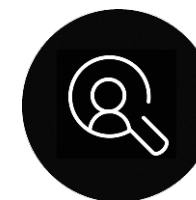
*Data presented in Excel files and TRAX*



## REPORTS

—Ongoing—

Reports covering advertising dynamics for online, TV, online video, as well as overall advertising market dynamics and the future of advertising. Additional hot topic reports.



## ANALYST INSIGHTS

—Ongoing—

Analyst commentary on market developments impacting on our datasets.



## PRESENTATIONS

—Ongoing—

Slide decks presented by our analysts at industry conferences.



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

# Advertising: Data Segmentations

## Data Deliverables – Continuous/ Minimum Quarterly Update

Country level view of advertising across all media (traditional and online)

### DETAILS

Traditional TV and online video net advertising revenue – historical and forecast by country / company; AVOD revenues, users, views

All digital advertising revenue, split for all countries covered, formats covered – historical + forecast

Technology platforms

Online platform (Facebook, YouTube) advertising revenues

### COVERAGE

#### Media

- TV
- Online
- Cinema
- Out-of-home
- Print

Radio

#### Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific (China, Japan, Rest of APAC)
- Caribbean and Latin America

## Countries Covered

### North America

US, Canada

### Europe

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, UK  
Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Slovenia, Turkey, Ukraine

### Asia Pacific

Australia, China, Hong Kong, India, Indonesia, Iran, Iraq, Japan, Kazakhstan, Malaysia, Myanmar, New Zealand, Pakistan, Philippines, Singapore, South Korea, Taiwan, Thailand, Vietnam

### Caribbean and Latin America

Argentina, Brazil, Chile, Colombia, Mexico, Peru

### Middle East, Africa

Bahrain, Egypt, Ghana, Israel, Kenya, Kuwait, Nigeria, Oman, Qatar, Saudi Arabia, South Africa, Tanzania, Uganda, United Arab Emirates

# Advertising: Reports and Analysis

## Reports, Surveys and Analysis

### Recurring reports

- Online advertising market dynamics
- TV advertising market dynamics
- Online video market dynamics
- Advertising market dynamics
- Future of advertising

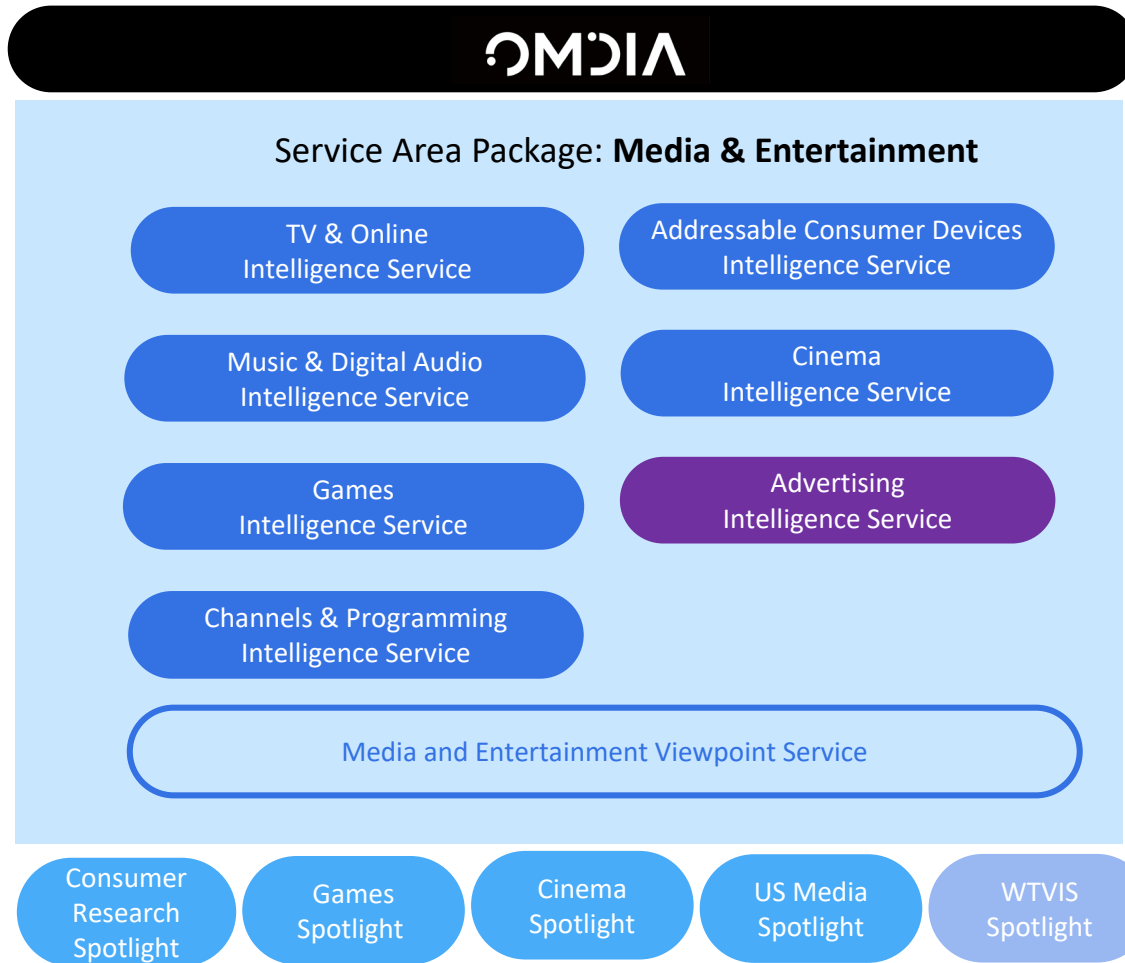
### Other topical reports (1-2 per quarter), including:

- Connected TV
- APAC online video/ AVOD
- Advertising and games

## Examples Report Titles

- Ad revenues set for torrid 2020 as COVID-19 impact hits global economy
- AVOD Market Report - US - 2019
- Amazon Advertising, the third force of digital advertising?
- Global advertising trends: 2018 and beyond
- European broadcasters must collaborate to level the digital advertising playing field
- Online Video Advertising Forecast: Broadcaster AVOD, YouTube, and Facebook, 2019–24
- Digital Advertising Forecast: 2019-24
- Global TV Advertising Forecasts, 2005–24
- App Ecosystems Forecast: 2019–24
- Podcast Market Forecast: 2019–24
- Recorded-Music Retail Sales Forecast: 2019–24

# Related Content: Media & Entertainment Service Area Coverage



## 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.

# Advertising: Migration to a Combined Product

## Relevant to Subscribers of Legacy Products

- ✓ **Media and Entertainment (Ovum)**
- ✓ **Advertising Intelligence Service (IHS Markit Technology)**

The new Advertising Intelligence will be a joining of the legacy IHSM service of the same name with overlapping elements of Ovum's Media & Entertainment offering.

## BENEFITS AND FEATURES OF NEW SERVICE

- **Legacy Ovum Media and Entertainment Subscribers:**
  - Desktop vs. Mobile Video (approx 67 countries), Instream vs. Outstream (20), Connected TV (20)  
In-app advertising & in-game forecasts
- **Legacy IHSM Advertising Intelligence Service Subscribers:**
  - View of total advertising market, including traditional advertising totals
  - Broadcaster by company – online + linear (approx 10 countries)
  - AVOD views
  - Quarterly update [annual data]



# 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:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



## CONNECT WITH US

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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.