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.

“Technology has thoroughly transformed global advertising markets. From new media and formats to the ascendancy of data-driven audience buying, the pace of innovation and change shows no signs of slowing in this marketplace. What remains constant is the critical role advertising plays in funding content creation and consumption.”

Marija Masalskis
Senior Principal Analyst, TV, Video and Advertising
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 online video advertising, analysis of formats and platforms, ground-up coverage of AVOD services.

• Comprehensive, country level ad market revenue data and forecast across all traditional and digital media

• Analysis of and recommendations of how and where companies should play across digital advertising.
Advertising: Meet the Analysts

Marija Masalskis
Senior Principal Analyst

Matt Bailey
Senior Analyst

Kia Ling Teoh
Senior Analyst

Max Signorelli
Senior Analyst
Advertising: Deliverables

DATABASES
— Ongoing —
Advertising Summary Database
Advertising Company M&A

REPORTS
— Ongoing —
Reports covering advertising dynamics for online, TV, online video, as well as overall advertising market dynamics and the future of advertising.

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 Segmentsations

**Data Deliverables – Continuous**

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

**DETAILS**
- Search, display, classified and misc. online advertising revenue split
- Online video advertising and AVOD: • Instream vs outstream
  - Device platform segmentation (PC, Mobile and connected TV)
  - Company and service level revenue and monthly average user (MAU)*
- Online platform (Facebook, YouTube) advertising revenues
- Company-level linear TV and digital advertising revenues for all major broadcasters and channel groups in Tier 1 markets
- M&A activity from 2014 onwards by advertising agencies, broadcast groups, online companies, and telco groups.

**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

*To be added in Q2 2021

**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

**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

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

* To be added in Q2 2021
## Advertising: Reports and Analysis

### Reports, Surveys and Analysis

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<td>Trends To Watch: Advertising Super-Themes</td>
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<td>US Market Monitor Report</td>
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<th>Other topical reports (1-2 per quarter), including:</th>
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<td>Connected TV</td>
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<td>APAC online video/ AVOD</td>
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### Examples Report Titles

- India Online Video Trends and Omdia Consumer Research Highlights
- Advertising company M&A
- Global Online Video Advertising Report 2020
- AVOD Consumption Behaviors
- 2021 Trends To Watch: Social Video
- 2021 Trends To Watch: TV and Online Advertising in Asia and Oceania
- Ad revenues set for torrid 2020 as COVID-19 impact hits global economy
TV & Online Video: Data

EXCEL based pivot tables with flat data

TRAX interactive database

Visualization tool
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.

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**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

- **Kāren Dyer**
  Customer Success Manager

96% of our customers rate our service as Excellent or Very Good.
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.