

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

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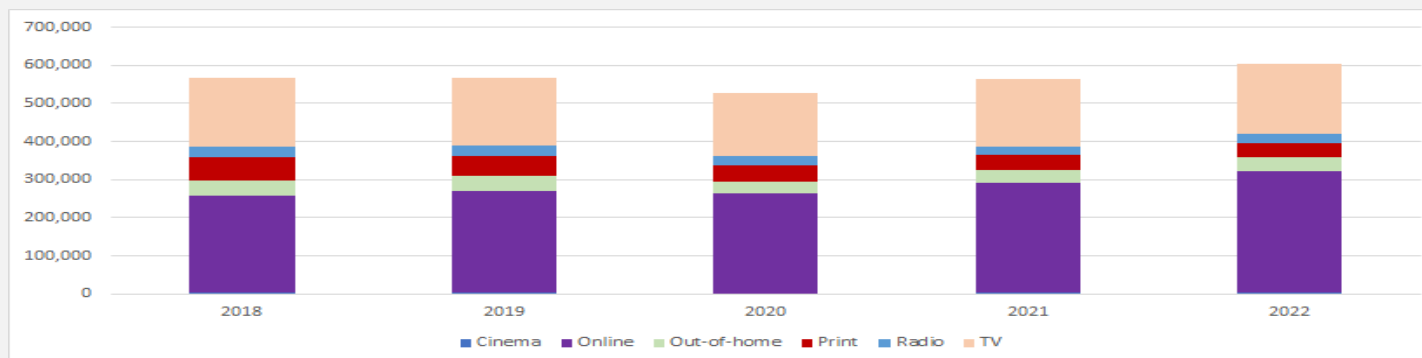
HOW OMDIA HELPS YOU

- 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 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.

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



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 Segmentations

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

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

- Global Advertising Market Tracker
- Trends To Watch: Advertising Super-Themes
- US Market Monitor Report
- APAC Market Monitor Report
- Western Europe Market Monitor Report

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

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

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

Region

- Western Europe
- Asia & Oceania
- Eastern Europe**
- Latin America & the Carib...
- Middle East & Africa
- North America
- (blank)

Country/market

- Norway
- Russia
- South Korea
- Spain**
- Sweden
- Turkey
- UK
- US

Service type

- BVOD
- Online Group
- Other

Service

- Atresplayer
- Facebook
- Google
- Mitele
- Other

EXCEL based pivot tables with flat data

Measure: Online video advertising by service - re

Sum of LOC (M)	Service	Year			
		2015	2016	2017	2018
Spain		149.2	229.2	321.3	433.1
BVOD	Mitele				
	Atresplayer				
	Other broadcast groups				
Online Group	Facebook				
	Google				
Other	Other				
Grand Total					



HOME RESEARCH BY MARKET EVENTS ABOUT OMDIA | EXPERTS | PRESS

Data Insight Research Area Advertising Intelligence Trax Version History

Search Settings

Select Category:

- Advertising Revenues - USC
- Broadcaster group revenue
- Online advertising revenue
- Online group revenue - USC
- Online video advertising by

Show Time Periods

Download Results | Print Results | Download All Data | Export Data to Workbook

Data Horizontal Categories Subtotals Percent Change Percent of Total Compound Growth Rate (CGR) Show Top: All

Broadcaster group revenue - USD (M) by B - Country-market, C - Media, F - Segment, K - Company

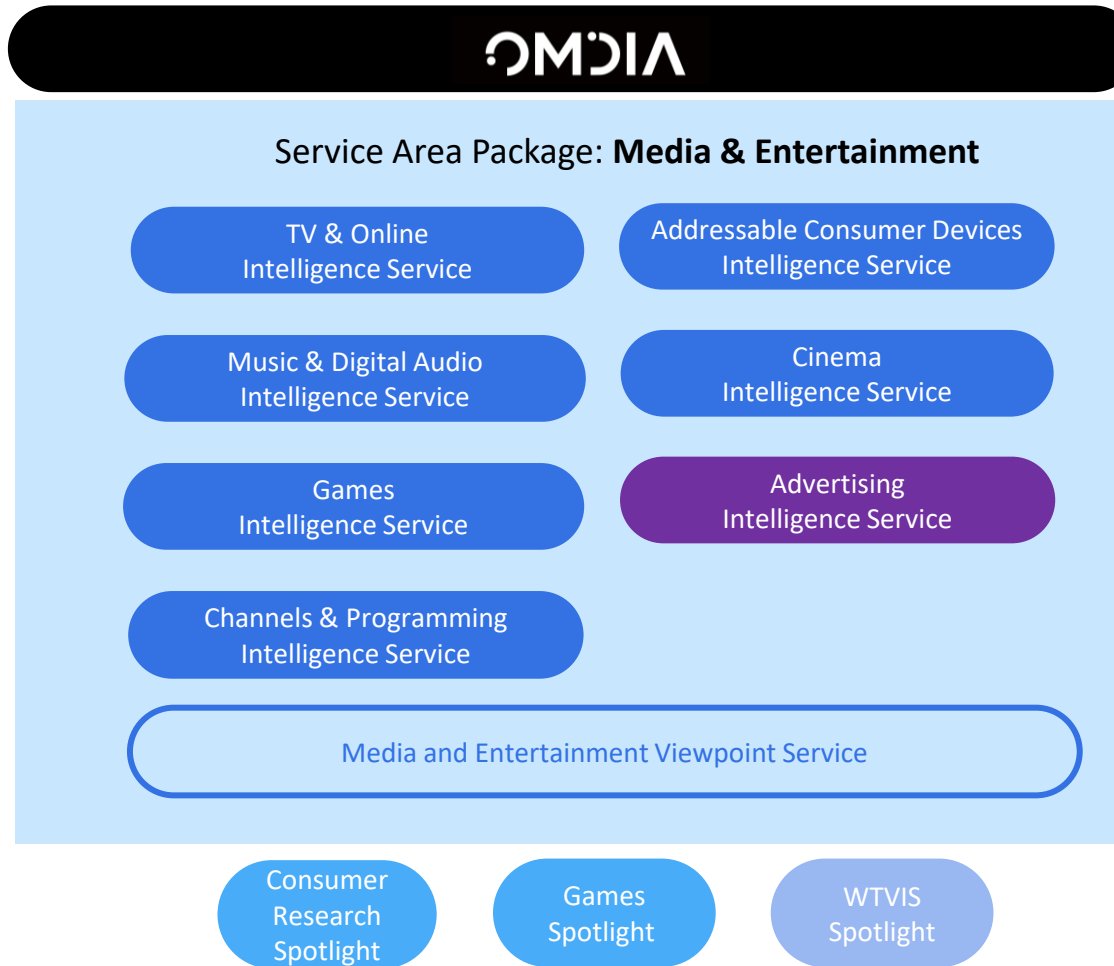
B - Country-market	C - Media	F - Segment	K - Company	2015	2016	2017	2018	2019	2020
UK	Linear TV	Flagship channel	Channel 4	825	722	638	647	602	553
UK	Linear TV	Flagship channel	Channel 5	395	410	397	404	380	344
UK	Linear TV	Flagship channel	ITV	1,051	1,557	1,441	1,481	1,350	1,207
UK	Linear TV	Flagship channel	Other broadcast groups	63	58	67	102	127	127
UK	Linear TV	Other linear	Channel 4	407	381	351	364	341	291
UK	Linear TV	Other linear	Channel 5	54	57	56	57	54	46
UK	Linear TV	Other linear	ITV	567	500	450	469	429	364
UK	Linear TV	Other linear	Other broadcast groups	1,136	919	823	760	817	750
UK	Linear TV	Other linear	Sky UK	630	630	659	692	658	569
UK	Linear TV	Other linear	UKTV	308	292	243	264	246	216
UK	Online	Online video	Channel 4	54	51	73	106	117	122
UK	Online	Online video	Channel 5	20	22	33	45	50	53
UK	Online	Online video	ITV	110	100	157	190	206	218
UK	Online	Online video	Other broadcast groups	63	58	67	102	127	127
UK	Online	Online video	Sky UK	13	14	23	32	36	37
UK	Online	Online video	STV	6	6	8	10	12	14
UK	Online	Online video	UKTV	13	14	18	26	29	30

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.

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:



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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.