

# Service Provider Markets – Americas Intelligence Service

## Part of the Service Providers and Markets Service Area Package

Analysis of North and South America's communications markets exploring country and regional market developments, and service provider strategy across mobile, broadband, pay TV and video services, with extensive data, forecasts and research from our 'in market' analyst team.

“

Omdia estimates that COVID-19 will reduce mobile services revenues in Brazil by 5% in 2020. Furthermore, Omdia believes it may take until 2023 for the sector to see revenues recovering to 2019 levels. ”

**Ari Lopes**

Senior Research Manager

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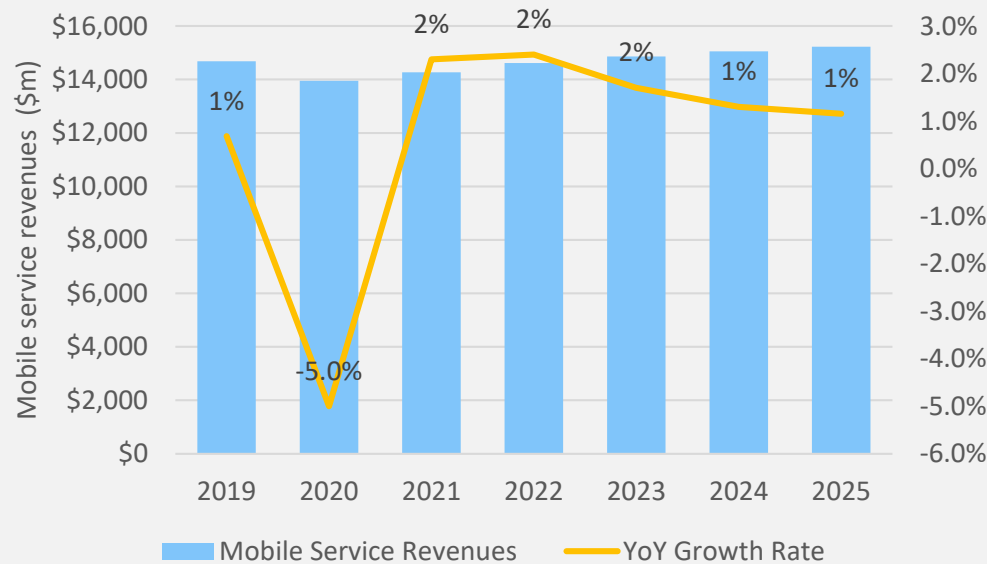
## HOW OMDIA HELPS YOU

- Size and compare mobile, broadband, TV and OTT video markets in the region
- Understand major trends and competitive dynamics by country market
- Scrutinize service provider performance with case studies and operator profiles
- Assess the prospects for 5G and track service launches
- Assess and mitigate the impact of COVID-19

## KEY QUESTIONS ADDRESSED

- How will service revenues and subscriptions for mobile, broadband, TV and OTT video services grow in key country markets across the region?
- How will COVID-19 impact service provider markets across the region, in both the short and medium term?
- What steps are service providers taking to defend their businesses against the impact of COVID-19, and how are they taking advantage of new opportunities?
- How are 5G service launches progressing across the region?
- What are the major trends across the region and key country markets?
- How are the major service provider groups performing and innovating, and how are they evolving their digital strategies?
- How is service provider consolidation in the US changing the dynamics of the market, and which players have the strategies to succeed?

Brazil, mobile service revenues, includes COVID19 impact, 2019-25



# Service Provider Markets – Americas: Our Expert Analysts



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Data Analyst,  
Americas Markets

# Service Provider Markets – Americas: Deliverables



## MARKET DATA

—Annual—

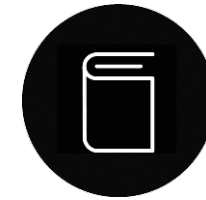
Comprehensive 5-year forecasts for major countries in the region for network traffic, 5G and mobile, fixed, TV and video markets.



## REGIONAL OUTLOOK REPORTS

—Annual—

Quarterly reports with analysis and data, highlighting market developments with recommendations



## COUNTRY REPORTS

—Annual—

Profiles of the major country markets in the region, with data and analysis for telecoms and TV sectors.



## MARKET TRACKING

—Annual—

Service provider 5G launches and service providers' fixed-mobile convergence (FMC) activities in the Americas



## ANALYST INSIGHTS

—Ongoing—

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



## ANALYST ACCESS

—Ongoing—

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

# Service Provider Markets – Americas: Market Data

## Mobile, Broadband, TV, and OTT Video Forecasts

Five year subscription and revenue forecasts for telecoms and media markets covering mobile, fixed broadband, fixed voice, pay TV, TV advertising, and OTT video, for 8 country markets.

### DETAILS

**Frequency:** Annual

#### Measures

- ARPU
- Service revenues
- Subscriptions
- Household penetration
- Population penetration
- Connections
- Advertising revenues
- Subscription revenues

#### Geographies:

- Latin America and the Caribbean: Argentina, Brazil, Chile, Colombia, Mexico, Peru
- North America: USA, Canada

### COVERAGE

#### Fixed broadband

- Wireline: Cable modem; DSL; Fiber; Other (ARPU, Service Revenues, Subscriptions, Household penetration)

#### Mobile

- 3G; 4G; 5G; Other (Subscriptions, Population penetration)
- Data; Voice; SMS (ARPU, Service Revenues)

#### Machine to person (M2P)

- Subscriptions

#### Machine to machine (M2M)

- Subscriptions

#### Fixed voice

- Wireline: Call revenues; Subscriptions revenues (Service revenues)
- Wireline: PSTN; ISDN; Fixed wireless telephony; Cable telephony; VoIP (Subscriptions)

#### TV advertising

- Multichannel TV (Advertising revenues, ARPU); FTA TV (Advertising revenues)

#### OTT video

- SLIN; SVOD (ARPU, Subscriptions, Household penetration, Subscription revenues)

#### Pay TV

- Cable TV; IPTV (ARPU, Service Revenues, Subscriptions, Household penetration)
- Digital DTH (ARPU, Service revenues)
- Pay digital DTH (ARPU, Revenues)

#### Free TV

- Connections, Household penetration

# Service Provider Markets – Americas: Reports and Analysis

## Regional Outlook and Trends to Watch Reports

Analysis of the latest market developments and predicted trends, with an assessment of the implications and recommendations for key market players.

**Frequency:** Regional Outlook Reports - Quarterly/ Trends to Watch Reports - Annual

Omdia's Regional Outlook reports provide a quarterly update on the major trends and dynamics across the region's digital markets. Our Trends to Watch reports provide an annual assessment of the major trends predicted to shape key markets in the region in the following year, with recommendations. Markets covered: Brazil, Latin America, US.

## Market Forecast Reports

A new research note analyzing the assumptions behind fixed and mobile forecast.

**Frequency:** Bi-annual

Omdia will start publishing a research note accompanying the publication of its forecasts. The report will discuss the assumptions behind the latest fixed and mobile revenues and subscriptions forecasts for the following countries: US, Canada, Brazil and Mexico.

## Country Reports

Profiles of key country markets in the region

**Frequency:** Annual

Our country report series provide detailed market summaries covering mobile, broadband, TV, and OTT video service segments, with insight into operator initiatives, M&A and regulation. They include subscription, revenue, and technology forecasts for these services. Countries covered: Argentina, Brazil, Canada, Chile, Mexico, Peru and the US

# Service Provider Markets – Americas: Market Tracking

## 5G Service Provider Tracker

Service provider 5G launches, operator 5G service announcements, and 5G initiatives in the Americas split by country

**Frequency:** Quarterly

This tracker covers service provider 5G launches, operator 5G service announcements, and 5G initiatives. It includes 5G spectrum used for commercial services as well as 5G network-sharing agreements. It provides a detailed and comprehensive view of concrete 5G launch plans and the 5G-specific services offered.

## Service Provider Fixed-Mobile Convergence Tracker

Service providers' fixed–mobile convergence (FMC) activities in the Americas

**Frequency:** Quarterly

This tracker covers service providers' FMC activities at three levels: the corporate-level convergence of fixed/TV with mobile businesses, fixed/TV with mobile at commercial-bundling level, and fixed and mobile technology convergence for the provision of broadband services (convergence at a technology level).

# Related Content: Service Providers & Markets Service Area Coverage



## Service Area Package: Service Providers & Markets

Service Provider Strategies  
Intelligence Service

Service Provider Markets  
Regulation Intelligence Service

Service Provider Markets –  
Americas Intelligence Service

Service Provider Markets –  
Asia Intelligence Service

Service Provider Markets –  
Europe Intelligence Service

Service Provider Markets –  
MEA Intelligence Service

World Information Series –  
Service Provider (WIS-SP)

5G Spotlight Service

World Cellular Information  
(WCIS) Series Spotlight Service

World Telecoms Financial  
Benchmarks Spotlight Service

World Broadband Information  
(WBIS) Series Spotlight Service

World Cellular Investors  
Spotlight Service

## About Omdia's Service Providers & Markets Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts, leveraging the most comprehensive industry dataset available, will help you unlock value in entirely new and profound ways.

### 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.

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**Tom Coate**  
Customer Success  
Manager



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Customer Success  
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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.