

Addressable Consumer Devices Intelligence Service

Gain a holistic view of the fast-evolving consumer devices landscape with in-depth country-level data, forecasts, and analysis.

Key Questions Answered

- 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 emerging technologies that will shape device ownership and consumption trends?
- Who are the key players across the landscape of consumer devices? How do their strategies, platforms and technologies differ?

What We Offer

- Size the entire consumer device market using Omdia's deep device research expertise
- Track ecosystem and technology growth across multiple device segments
- Identify underserved consumers to guide product launches and strategies
- A global team of **350+** analysts and consultants with unmatched market expertise.
- Direct access to our experts for tailored advice and support through our **Ask an Analyst service**



The device landscapes changes quickly, with consumers having unique viewing habits across many types of devices. This service provides a top-level view of the which devices are used to consume various types of media and highlights partnership and platform opportunities to maximize reach.



David Tett

*Principal Analyst,
Addressable
Consumer Devices*

SPEAK WITH OUR EXPERTS

Delivering analyst commentary on market shifts, technology and regional developments

Key Deliverables



Market Tracker

Quarterly updates on connected devices with annualized installed base data split by device type and platform.



Analyst Insights

Regular ongoing expert commentary on market shifts, technology updates, regional trends, vendor activity and key events.



High-Quality Reports

Detailed reports and analysis on key market segments, consumer behavior and tradeshows.



Annual Reports

Annual reports covering industry trends and key topics with in-depth analysis of major developments.

Scope of Work

Core Connected Devices:

- **Installed Base Forecasts:** Global, regional, and country-level forecasts for key consumer devices
- **Device Segmentation:** Covers smartphones, tablets, smart TVs, STBs (pay & free), media streamers, game consoles, PCs and VR headsets
- **Platform-Level Splits:** Detailed platform breakdowns by device:
 - Smartphones: Android, iOS and HarmonyOS Next
 - Smart TVs: Tizen, webOS, Android, Fire TV, Roku and more
 - PCs: Windows, Mac, Chromebook
- **TV Screen Resolution:** Installed base data for SD, HD, 4K, and 8K resolutions across **103** markets and a global total
- **Devices with Native FAST Services:** Tracks installed base for smart TVs and media streamers with native FAST services

Hardware Partnerships Tracker:

- Tracks TV vendor and content company partnerships for remote shortcut buttons across **15** key markets annually

Media opportunity in the connected car:

- Annual investigation into the latest developments for media access consumption in the connected car market

[DISCOVER OUR LATEST REPORTS](#)



Disclaimer

The Omdia research, data and information referenced herein (the “Omdia Materials”) are the copyrighted property of TechTarget, Inc. and its subsidiaries or affiliates (together “Informa TechTarget”) or its third-party data providers and represent data, research, opinions, or viewpoints published by Informa TechTarget, and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice and Informa TechTarget does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an “as-is” and “as-available” basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa TechTarget and its affiliates, officers, directors, employees, agents, and third-party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa TechTarget will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.