

# Advertising Intelligence Service

Advertising is at the heart of global media and technology growth. Omdia delivers extensive advertising intelligence across markets, services and players.

## Key Questions Answered

- How do traditional and digital media advertising markets perform in countries and regions?
- Which media segments are driving ad revenue growth, and how should players respond?
- How are media incumbents and new entrants competing with Google, Meta and, increasingly Amazon for ad revenue?
- How advanced is each region in the shift from linear TV to CTV, and who will win or lose?
- How are advertising value chains evolving amid the rise of digital and data-driven formats, and how can TMT players engage?

## What We Offer

- Comprehensive market sizing across countries, business models and regions to identify service opportunities and roles
- In-depth analysis of the advertising competitive landscape, including new entrants like CTV platforms and retail media platforms, highlighting emerging opportunities
- Best-in-class research on online video advertising, covering social video, premium AVOD/FAST services, and hybrid SVOD/AVOD models
- Direct access to expert analysts via our **Ask an Analyst** service



The advertising industry has changed rapidly in recent years, (re)emerging as a key route to monetization for not only traditional, digital, and social media players but also new entrants like hardware manufacturers and retailers. Understanding advertising's evolving competitive and technological landscape is crucial for players across the TMT value chain.



**Matthew Bailey**  
*Senior Principal Analyst  
Advertising*

**SPEAK WITH OUR EXPERTS**

# Powering your strategy with global, data-driven advertising intelligence

## Key Deliverables



### Market Data and Forecasts

Detailed country-level data across **67** Tier 1 and Tier 2 markets, including CTV and retail media advertising revenue forecasts.



### Interactive Databases

Advertising Intelligence Database, GAMA Advertising Revenue, Online Retail Media Advertising Forecast and CTV Platform Advertising Revenue Forecast, featuring rich visualization tools for deep analysis.



### High-Quality Reports

Ongoing reports analyzing advertising dynamics in traditional and digital media, with a focus on high-growth segments like social video, FAST services, retail media and CTV.



### Analyst Insights and Access

Regular commentary on market developments and direct access to analysts for tailored guidance and timely responses.

## Scope of Work

**Global Coverage:** Country-level advertising revenue data across traditional (TV, print, radio) and digital (search, display, social video, AVOD/FAST) media in Tier 1 and Tier 2 markets.

**Digital Media Segmentation:** Detailed breakdowns of online video advertising revenues by platforms, formats (instream vs outstream) and devices (mobile, PC, CTV).

**GAMA and Retail Media Insights:** Comprehensive analysis of advertising revenue from Google, Amazon, Meta and Apple, alongside retail media ad revenue forecasts and coverage of competitive landscape shifts.

**Service Level Coverage:** Revenue forecasts for major broadcasters and ad-supported online platforms in Tier 1 markets, with monthly active user forecasts for online platforms.

**M&A Activity Tracker:** Insights into advertising-related M&A and investment trends across key industry players, including broadcasters, tech giants, online platforms and ad tech vendors.

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