

# Consumer Research – Devices, Media & Usage Spotlight Service

**Gain unparalleled insights into global consumer dynamics, including device ownership, media preferences and usage habits.**

## Key Questions Answered

- Which media services and device are most popular by demographic group?
- What is driving shifts in consumer behaviour, and how do market players influence this?
- How do device ecosystems and partnerships influence media service adoption, usage and ratings?
- How many addressable devices and unique households can be reached globally?
- What are the strategies and technologies used by leading device and media service providers?

## What We Offer

- Consumer surveys, connected devices databases and expert support for tailored, actionable insights
- Identify key audiences by analyzing device markets and real media usage to guide deployments
- Benchmark competitors and explore consumer portfolio overlaps in devices and video services to find opportunities and reduce risks
- Track evolving tech ecosystems to understand their impact on device use and market shifts
- Analyze video trends—adoption, churn, and engagement—to refine content and strategy



Media consumption is constantly changing as more content becomes increasingly accessible across all devices. Direct consumer insights are vital to understand the relationship between devices and media engagement across all available brands and platforms to help inform market strategies.



**Max Signorelli**

*Principal Analyst  
Media & Entertainment*

**SPEAK WITH OUR EXPERTS**

# Amplify your reach globally with expert insights on consumer dynamics

## Key Deliverables



### Consumer Surveys and Tools

Bi-annual surveys covering key markets globally, delivered with interactive visualization tools for Devices and Video Services as well as topical Churn, Sports, Gamers and FAST dashboards.



### Connected Devices Database

Comprehensive data on connected device installed base at a territory level, updated quarterly across 100+ territories.



### High Quality Reports

Regular topical reports, presentations and monthly Media & Technology digest articles on key trends across consumer devices and media.



### Analyst Support and Insights

Direct access to market-expert research analysts for commentary and custom data cuts.

## Scope of Work

- **Consumer Surveys with Visualization Tools:** Bi-annual surveys that analyse device ownership, media usage habits and user opinions across **9** territories. Interactive dashboards allow granular filtering by demographics, devices and media services for actionable insights
- **Connected Devices Forecasts:** Quarterly updated data covering connected-TV and mobile devices, segmented by platform and territory across **100+** markets worldwide
- **Gaming Visualization Tool:** In-depth analysis of gaming behaviors, demographics and device usage. Explore multi-device usage and content engagement trends, providing essential insight for targeted strategies
- **Sports Fans Visualization Tool:** Detailed insights into sports consumption habits and sports league engagement by audience segment and media ownership
- **Video Subscriptions and Churn Insights:** Track usage, preference and churn patterns across subscription video services, analyzing reasons for churn, resubscription trends and audience segmentation by market and demographics

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