

Digital Content & Channels Intelligence Service

A unique service delivering in-depth coverage of the global content landscape, from free-to-air broadcasters to pay TV and D2C platforms.

Key Questions Answered

- What is the value of the global TV and video programming market, and how much do the top groups invest in programming, including original, acquired, and sports content?
- Which markets lead in FAST channel adoption, and what is the competitive position of platforms and channel owners?
- How are sports rights valued across different regions and sports properties?
- How are on-demand content catalogs evolving across countries and providers?

What We Offer

- Comprehensive data covering broadcasting revenues, program spend, channel distribution (including FAST) and sports rights
- Analysis of on-demand content catalogs, tracking featured titles, exclusivity and genre trends across global providers
- Insightful commentary and reports on industry trends, strategies and market growth
- Expert analyst support via our **Ask an Analyst** service to provide tailored insights and deeper dives into the data



Content has become a key battleground not just for broadcasters and studios but, increasingly, service providers and technology companies.



Tim Westcott

Senior Principal Analyst

SPEAK WITH OUR EXPERTS

Delivering strategic intelligence for the content industry

Key Deliverables



Data-Driven Insights

Comprehensive databases tracking revenues, programming spend, channel distribution, and sports rights value across **120** markets and **100+** global players.



On-Demand Catalog Tracking

Dashboard providing catalogue size and make-up of major SVOD platforms in key markets



High-Quality Reports

Regular reports covering major trends, including FAST channel adoption, sports rights evolution and programming strategies.



Analyst Commentary

Direct access to analysts for tailored advice, clarification and custom data cuts to address your business needs.

Scope of Research

Broadcasting Revenues and Programming Spend

Track revenues from advertising, subscription, and public sources, with detailed analysis of original, acquired and sports programming investments across **120** markets and **100+** groups.

Distribution and Channel Availability

Analyze the reach of free-to-air, pay TV, and FAST channels across regions, highlighting availability and genre types.

Sports Rights and Values

Examine key sports rights agreements, ownership, and valuations, providing clarity on strategies, league dynamics, and rights-holder negotiations across markets.

On-Demand Catalog Insights

Analyze movie and TV content catalogs for leading on-demand providers, tracking genre breakdowns, exclusivity, language and other key metrics across SVOD and AVOD platforms.

Macro Trends and Emerging Services

Access strategic insights into evolving D2C strategies, content production investments, and the rise of FAST channels, eSports and social media in content distribution.

[EXPLORE OUR LATEST RESEARCH](#)



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