

# TV and Online Video Intelligence Service

Maximize video market opportunities with global data and industry expertise.

## Key Questions Answered

- How have traditional pay TV operators evolved to co-exist with online native juggernauts like Netflix and Amazon?
- What are the market sizes, shares, and forecasts for TV, online video and related sectors?
- What is the role of online video partnerships across traditional and digital platforms?
- How is the convergence of TV and online platforms shaping consumer habits?

## What We Offer

- Comprehensive market data and regularly updated forecasts for TV and online video.
- Granular operator-level insights for detailed market dynamics analysis.
- Actionable forecasts offering reliable projections for strategic planning.
- Insight reports and deep analysis on trends, events and key market shifts.
- Expert advisory and bespoke analysis of strategic shifts in the market.



Change is the only constant in today's TV and online video sector. This makes access to robust, reliable and comprehensive data and forecasts essential if businesses are to be truly informed about the sectors they operate in or are looking to expand into. This service provides such data.



**Maria Rua Aguete**

*Senior Research Director*  
**Media and Entertainment**

**SPEAK WITH OUR EXPERTS**

# Delivering global video market intelligence

## Key Deliverables



### Market Data and Forecasts

Quarterly data on video subscriptions and revenues, public TV, advertising and transactional revenues and video infrastructure data. **5-year** market projections on all data points.



### Reports

Annual regional market monitors, including Cross-Platform viewing time report, Trends to Watch reports, quarterly Country & Territory Profiles, topical, company or country specific reports.



### Trackers

Regularly updated data trackers on the availability of online video services, online video bundling and partnerships, multi-subscription TV and indirect wholesale SVOD subscriptions.



### Analyst Insights & Access

Ongoing expert commentary and direct access to analysts for real-time responses to critical questions.

## Scope of Research

### Coverage

- Comprehensive data across **100+** countries with detailed territory profiles for key markets
- TV, broadband, mobile, and online video services including pay TV and OTT platforms
- Revenue metrics, household penetration, subscriber growth, ARPU, and viewing transactions

### Key vendors covered

- Pay TV operators
- OTT service providers
- SVOD platforms
  - Direct retail providers
  - Indirect wholesale providers
- Public TV broadcasters

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