

# World TV Information Series (WTVIS) Spotlight Service

Your essential intelligence partner for global TV and video market dynamics, delivering quarterly data and forecasts across 90+ countries to power strategic decisions.

## Key Questions Answered

- How are key OTT video services like Netflix, Disney+ and Amazon Prime performing?
- In which countries are they expected to perform best over the next **5** years?
- What are the size, share, and forecasts for key video and related sectors – Television, OTT Video, Smartphones and other devices?
- Where is traditional TV holding up best? In which markets is traditional TV still growing?

## What We Offer

- Comprehensive TV and video market sizing across **90+** countries, transforming complex data into actionable insights for your strategic planning
- Interactive tools that reveal market trends and competitive shifts at a glance
- Advanced forecasting models that map market evolution and viewer behavior patterns
- Validated data and trend analysis that de-risks your strategic decisions in the fast-evolving TV and video landscape



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. WTVIS provides such data.



**Maria Rua Agute**

*Senior Research  
Director*

**SPEAK WITH OUR EXPERTS**

# Delivering global data and forecasts for the TV and online video sectors

## Key Deliverables



### Market Data

Quarterly data tracking covering:

- TV & Online Video metrics
- OTT video subscribers and revenue
- TV subscriber and revenue data
- Top-line device data (smartphones, TV sets)
- Broadband subscribers
- Advertising revenue metrics
- **5-year forecasts**



### Analyst Access

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

**WTVIS Spotlight Service is a data only service.**

## Scope of Work

### Coverage

- **Geographic Scope:** Comprehensive country coverage across up to 91 countries globally, spanning Asia Pacific, Americas, EMEA, with specific focus on regional submarkets
- **Product Types:** Pay TV, Free TV, OTT Video services, Public Service TV, TV devices, with detailed technology and billing type segmentations
- **Measurement Metrics:** Subscriptions, service revenues, advertising revenues, household penetration rates, demographic data, device installations

### Market Coverage Scope

- OTT Video: ~**120** markets
- Pay TV/Free TV: Around **99** markets
- TV Advertising: Around **65** markets
- TV Devices: **82** markets
- Public Service TV: **59** markets

[\*\*GET OUR LATEST DATA SHEET\*\*](#)

# WTVIS Spotlight vs. TV & Online Video Intelligence Service

## WTVIS Spotlight Service

WTVIS is a legacy data product provided with legacy Ovum WTVIS subscribers in mind, and for new clients needing a less granular, data-only service.

### Geographic Segmentations:

Country-level data for **91** countries

#### Major region

- APAC
- Americas
- EMEA

#### Sub region

- Asia and Oceania
- Eastern Europe
- Latin America and the Caribbean
- Middle East and Africa
- North America
- Western Europe

#### Individual region

- Africa
- Central & Southern Asia
- Eastern Europe
- Latin America and the Caribbean
- Middle East
- Oceania, Eastern & South-Eastern Asia
- North America
- Western Europe

### Data Segmentations:

- Advertising – TV and online video revenues
- Broadband – Households, Penetration
- Free TV – Households, Technology
- Households, Population, TV Households
- Mobile Subscriptions (Units, K)
- Online Video – ARPU, Revenue, subs by Operator, Subscriptions, Views and Transactions (Units, M)
- Pay TV & Online Video – ARPU, Revenue, Subscriptions
- Pay TV – ARPU, On-Demand & Online, Video Views/Transactions, Penetration, Revenue, Subscriptions, Subscriptions by Operator, Views/Transactions, primary-level data
- Public TV Revenue
- Smartphones
- TV Sets

## TV & Online Video Intelligence Service

TV & Online Video IS provides everything in WTVIS along with, more granular, data from legacy IHSM data products plus extensive qualitative analysis.

### Additional Segmentations:

- Ad-supported online video revenue by company
- Home Entertainment Metrics
- On-demand Enabled Homes
- Pay TV ARPU by Subs Tier
- Multi-subscription data and analysis
- Online Video Subscription ARPU by Company
- Online Video Subscription Revenue by Company
- Pay TV Subscription and On-Demand Revenue by Company; by Subscription Tier
- Pay TV On-Demand Transactions by Company

### Reports and Trackers:

- ✓ Annual market monitors looking at countries/regions in depth
- ✓ Global Online Video Services Tracker
- ✓ Online Video Bundling and Partnerships Tracker
- ✓ Trends to watch reports – deep dives into hot topics
- ✓ Viewing trends data and analysis
- ✓ Wholesale Bundling Tracker

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