

# Digital Consumer Operator Strategy Intelligence Service

Optimize digital consumer revenue streams through data-driven telco strategy insights.

## Key Questions Answered

- Where are the new revenue opportunities beyond broadband and mobile connectivity?
- What's the best strategy for broadband service providers in the connected and smart home?
- What's the future of telco TV and video offerings?
- How can service providers capitalize on gaming and financial services?
- Which new technologies, such as Smart Wi-Fi, should service providers prioritize?

## What We Offer

- Identify top commercial opportunities in telco media, smart home, and consumer IoT
- Track strategies of leading industry players
- Gain insights through case studies, competitive analysis, and benchmarks
- Omdia's best in class "Ask An Analyst" support service included in your subscription



Finding the right balance between remaining competitive and growing revenue streams is not easy. Post-pandemic customer appreciation for quality connectivity requires providers to clearly differentiate between basic services and premium applications.



**Michael Philpott**

*Senior Research Director*

**Service Provider  
Consumer & Markets**

**SPEAK WITH OUR EXPERTS**

# Delivering actionable telco consumer strategies

## Key Deliverables



### Market Data

Consumer Digital Revenue Opportunity Model, Total Internet Users Forecast, Telco TV and Video Forecast, Smart Home Forecasts, Consumer Cybersecurity Forecasts, Digital Consumer Insights Survey data.



### Flagship Reports

Quantifying the Consumer Telco Opportunity; Monetizing the Telco Digital Home; Telco Best Practice for Driving Greater Engagement on Home Broadband Apps.



### Benchmarks

Digital Consumer Operator Strategies Tracker; Smart Home Broadband Service Provider Benchmark; Smart Wi-Fi Service Provider Tracker and Benchmark.



### Analyst Insights and Access

Analyst commentary on market shifts, technology and regional developments, and prompt responses from Omdia's regional analysts.

## Scope of Research

### Coverage

- Digital consumer services including OTT video, broadband, smart home, and telco TV services
- Consumer engagement and digital revenue opportunities
- Market forecasts and benchmarking services

### Key Research Themes

- Digital consumer revenue opportunities and engagement strategies
- Smart home services and Wi-Fi platform development
- OTT video bundling and partnership strategies
- Telco TV and video service evolution
- Consumer cybersecurity solutions and digital protection
- Broadband value-added services and applications
- Digital consumer operator benchmarking and best practices
- Market trends and technology developments across telco services

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