



TECHNOLOGY INTELLIGENCE SERVICE

Broadband Media

Provides a broad, deep and continuously updated view of the rapidly changing global online media market.

Real-time access to a continuous flow of research across geographies, topics and application areas:

FEATURED BENEFITS

- Understand the global market environment and growth of online entertainment
- Track the market dynamics of online movies, online TV and digital music via access to up-to-date adoption and financial data.
- Monitor the growth in broadband access and ISP subscribers, both globally and regionally
- Customize market analysis via direct access to expert Broadband Media analysts

Market Insights

Frequent analyst commentary on product launches, market news and analysis.

Reports

Annual topical reports addressing key focus areas, detailing country, company and industry-level analysis.

Market Trackers

Historic and forecasted, delivered in Excel and in IHS TRAX®, an online analysis tool.

Analyst Access

For prompt responses to urgent and unique questions.

Clients of this service will receive:

Broadband Media Geography Reports- Offer detail on key metrics such as broadband connections, and subscriber data. Also provided is a full suite of data covering usage and revenue from online video and music across all major business models (subscription, purchase, rental (VoD) and advertising). Continuously updated, these reports provide historical data and forecasts at both country and regional levels. Coverage is provided for over 150 countries, plus global and regional totals.

Broadband Media Subject Reports - Offer analysis, current & historical data and forecasts focused upon key subject area of interest in broadband, including online video (movies, TV shows, sport, etc.), digital music and broadband connection technology.

Topical Market Reports - Offer detailed, timely examination and expert illustration of important issues that influence business decisions in the global digital media market. Previous topics have included cross-platform viewing time, the growth of digital movie purchasing, Netflix's global strategy, and assessment of pay TV operators' online strategies.

Research Coverage

Broadband Media Intelligence Coverage Includes:

63 countries worldwide with detailed company data, plus an additional 90 markets at national-level, 8 regions, 5-year forecasts

Online movie, online TV revenues per market

Business model breakdowns – subscription, advertising, rental, retail

Service provider performance – Netflix, YouTube, Amazon, Voyo, Sky Go, etc.

Online music revenue and consumption by market

Business model breakdowns illustrating the rise of different service models – e.g., subscription services such as Spotify

Historical quarterly ISP-level information covering subscribers, market share, net additions

Key metrics for broadband households and connections by country

Detailed information on technology uptake - DSL, DOCSIS, FTTP, and other broadband technologies information

Broadband Media Intelligence Geographical Coverage Includes:

Regions:

Asia Pacific

Central and Eastern Europe

North America
South and Central America

Western Europe

Countries:

Algeria | Argentina

Australia | Austria

Bahrain | Belgium

Brazil | Bulgaria

Canada | Chile

China | Colombia

Croatia | Cyprus Czech

Republic Denmark |

Egypt Estonia | Finland

France | Germany

Greece | Hong Kong

Hungary | Iceland

India | Ireland

Israel | Italy

Japan | Jordan

Kuwait | Latvia

Lebanon | Lithuania

Luxembourg | Malta

Mexico | Morocco

Netherlands | New

Zealand

Norway

Oman | Poland

Portugal | Qatar

Romania | Russia

Saudi Arabia |

Singapore

Slovakia | Slovenia

South Africa

South Korea

Spain | Sweden

Switzerland

Taiwan | Tunisia

Turkey | UAE

UK | USA

Broadband Media Intelligence Topical Coverage Includes:

Companies:

ISP
Network Operators
Online Video Providers

Subjects:

Basic Data (PC Households, broadband households etc.)
Online Movies
Online Music

Online TV
Broadband Access by Technology

Related Research from IHS Markit:

Broadband Infrastructure Connectivity and IT

Video Media Mobile Networks

Professional Video Mobile Media

Consumer Electronics Set-Top Box

For more information technology.ihs.com

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