

**TECHNOLOGY INTELLIGENCE SERVICE**

# Video Media

## Build deep understanding of the consumer & distributor-level video markets

### BENEFITS

- Provides an overview of both consumer and trade level data in context with the broad media market
- Furnishes up-to-date revenue and shipment information on physical video media
- Offers a comprehensive set of accurate, continuously updated market data, both historic and forecasted.
- Breaks down retail and rental metrics for physical video for all markets
- Direct access to analysts highly experienced in the home video industry

Physical video, despite the rise of digital delivery, remains the majority source of global home entertainment spending. It is a profitable, yet challenging sector in which clear decision making can uncover and capitalize upon opportunities. Understanding the dynamics of the physical video and music industry will be necessary to stabilize or grow your foothold through clearer decision-making and strategic planning.

### **The Video Media Intelligence Service provides a continuous flow of research:**

#### **Reports**

Reports and Presentations detailing country, company and industry level analysis.

#### **Market Forecasts**

Historic and forecast data for all games content segments and device categories, delivered in Excel and in IHS TRAX®, an online analysis tool.

#### **Market Insights**

Regular analyst commentary on industry and market news.

#### **Analyst Access**

Providing knowledge sharing and forecast outlook discussions. Prompt responses to urgent and, often, unique questions.

The **Video Media Intelligence Service** combines advanced forecasts with expert commentary to offer you the means to a comprehensive understanding of the consumer and distributor level market for physical video discs and hardware.

Used by all major Hollywood studios and the largest independent distributors, this service offers you a wealth of spending, revenue, unit sales data and forecasts, focused analyst insights on market trends and events, and highly relevant, expert reports on the business landscape surrounding physical video media, household video players & recorders, and music. Additionally, in order to grow and customize your perspectives on the market, you'll gain direct access to a team of analysts with industry experience dating from the beginning of the home video era.

## Research Coverage

### Video Media Intelligence Service Data Provides:

<b>Market Overview</b>	Reported by units shipped, distributor revenue and consumer spending
<b>Retail / Rental</b>	Stated by units shipped to trade, units sold to consumers, average price, transactions, consumer spending
<b>By Territory</b>	Providing key market data & forecasts, hardware penetration rates, video software (retail / rental) by volume, value, average price, market shares (studio, channel), genre split, and store-based vs. subscription, trading environment, audio

### Video Media Intelligence Service Global Coverage:

<b>North America</b>	<b>Asia Pacific</b>	<b>Western Europe</b>	<b>Central &amp; Eastern Europe</b>
Canada USA	Australia China Hong Kong	Austria Belgium Denmark	Ireland Italy Netherlands
<b>South and Central America</b>	India Malaysia New Zealand	Finland France Germany	Norway Portugal Spain
Argentina Brazil Mexico	Singapore South Korea Taiwan	Greece Iceland	Sweden Switzerland UK
			<b>Africa</b> South Africa

### Related Research

<b>TV Channel</b>	<b>TV Programming</b>
<b>Cinema</b>	<b>Broadband Media</b>
<b>Advertising</b>	<b>Home Entertainment KPIs</b>

For more information [technology.ihs.com](http://technology.ihs.com)

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#### About IHS Markit

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London, IHS Markit is committed to sustainable, profitable growth.