



TECHNOLOGY INTELLIGENCE SERVICE

TV and Online Video - Premium

Comprehensive view of the total TV & video market

Constantly updated detailed company and country level data analysis on free, pay and online television markets, with detailed coverage of 81 countries worldwide.

BENEFITS

- 40 years of experience tracking and forecasting media markets worldwide
- Constantly updated and comprehensive market data and forecasts
- Understanding of the global TV market and the growth of online video
- Data visualisation service providing a flexible visual overview of TV and online metrics in a single view
- Flow of analytical reports
- Direct access to expert analysts

The Premium TV & Online Video 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 compiled and presented by company and platform, delivered in Excel, IHS TRAX®, an online analysis tool and an enhanced data visualization platform.

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 television landscape is evolving fast, and becoming more competitive than ever. In order to keep up with the rapid pace of change, a combined view of TV adoption across traditional pay and free TV platforms and online video services is crucial for understanding this dynamic industry.

The **Premium TV & Online Video Intelligence Service** provides comprehensive data and forecasts for subscriptions, revenues and ARPU for all the key players operating through traditional and online platforms. The service also delivers focused analyst insights on market trends and events, and in-depth reports addressing business-critical questions for companies and organizations operating in the TV and video space.

Data Visualization

The Premium TV & Online Video Intelligence Service includes a unique data visualization tool, presenting our television market data in an easy to explore, visual and interactive manner.

The tool is centered around curated views which allow you to explore pay TV and online video adoption by technology, country and provider. The tool offers functionality allowing you to drill-down through increasing layers of granularity, as well as the ability to customize the displayed charts using filtering. In addition, the data visualization tool provides a comparison tab, designed to aid in benchmarking and comparing contrasting television markets.

You can view a video explaining the full capabilities of the data visualization tool on the Premium TV & Online Video Intelligence Service webpage.

Research Coverage

Basic data by country <i>(81 countries)</i>	Video Service Providers <i>(81 countries by company)</i>	Access Service Providers <i>(81 countries by company)</i>	Content <i>(40 countries by company)</i>	
<ul style="list-style-type: none">- Households- TV households by display type- Primary TV households- PC households- Broadband households- Broadband connections- TV and broadband penetration rates- Video advertising / licence fee revenues	<ul style="list-style-type: none">- Pay TV subscribers by company and platform (satellite, IPTV, cable, DTT)- Free TV homes (satellite, DTT)- OTT subscribers by company	<ul style="list-style-type: none">- Pay TV revenues by company and platform- Pay TV ARPU by company and platform- OTT revenues by company- OTT ARPU by company- OTT transactional VoD revenues by company- Pay TV homes enabled for on-demand- Pay TV VoD revenues by company	<ul style="list-style-type: none">- Broadband subscribers by company- Broadband revenues by company- Cable telephony subscriptions by company- Cable telephony revenues by company- Total cable revenues by company	<ul style="list-style-type: none">- Key movie rights- Key sports rights

Related Research

Channels & Programming Intelligence Service

Operator Multiplay Intelligence Service

Connected Devices Intelligence Service

Advertising Intelligence Service

Consumer Platforms & Ecosystems Intelligence Service

Broadband Media Intelligence Service

TV Sets Intelligence Service

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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.