

TV Media

The only truly comprehensive source of television market intelligence available, anywhere

Today's television is more than just an end-market: it is a dynamic, global industry that touches billions of lives and, in the process, generates many billions in revenue. If tracking the players and trends in this arena is key to your business performance, it is important that you have a source of information and insights that is easily accessible, up-to-date and, most importantly, highly accurate.

The TV Media Intelligence Service provides:

- On-line access to constantly updated and detailed company and market level data analysis on the pay and free television industry across 70+ countries worldwide.
- Data compiled and presented company-by-company, platform-by-platform, providing detailed information on both operators and markets.
- Market-level data is underpinned by company-level data, individual company-level forecasts and accompanied by expert analysis.
- All data is supplemented by direct access to expert analysis who will provide you with detailed answers to specific questions

Deliverables

Continuous Flow of Research

Market Insights - Analyst Commentary on regular market news and analysis

Reports and Presentations
Detailing country, company and industry level analysis

Historic and forecasted market data - Delivered in Excel and in IHS TRAX®, an online analysis tool

Direct Analyst Access,
For prompt responses to urgent, unique questions

Research Coverage Overleaf

BENEFITS

- 40 years of experience tracking and forecasting media markets worldwide
- Continuous online intelligence research services
- Constantly updated and comprehensive market data and forecasts
- Flow of analytical reports
- Strategic consultancy
- Historical archive going back 10+ years and 5-year forecasts for all data points

Research Coverage

Television Intelligence Data Provides:

Operator data	All satellite, IPTV and terrestrial platform operators and all major cable operators are covered individually with historic and forecast data; Pay & free TV platforms; Cable, satellite, IPTV, DTT; Subscription and revenue forecasts by operator and platform; Quarterly data for key metrics; Penetration rates / Market shares / Total and Primary TV set splits
Distribution platforms	Pay TV operators across all platforms, Free TV; On-demand services
High Definition TV (HDTV)	Platforms, channels; Penetration (pay and free) and households by display type
Content	Key TV sports/film rights (free TV, pay TV, PPV)
Video on Demand	Homes enabled for on-demand; Revenue/ ARPU by operator, content type, delivery system, PVR households by Pay TV operator

Thematic Reports Include

Cross-Platform Television Viewing Time	State of the US pay TV operator market
European Broadband Cable	PayTV in MENA
Scaling OTT: Do the economics stack up?	IPTV & Television Market Monitors

Global Television Market Coverage

North America	Asia Pacific	Western Europe	Central and Eastern Europe	Africa and Middle East
Canada USA	Australia China Hong Kong	Austria Belgium Cyprus Denmark Finland France Germany Greece	Armenia Belarus Bulgaria Croatia Czech Republic Estonia Georgia Hungary Latvia Lithuania Macedonia	Algeria Bahrain Egypt Ghana Iran Israel Jordan Kuwait Kenya Lebanon Libya Morocco Nigeria Oman Qatar
South and Central America Argentina Brazil Chile Mexico	India Indonesia Japan Malaysia New Zealand Singapore South Korea	Ireland Italy Luxembourg Malta Netherlands Norway Portugal Spain Sweden Switzerland UK	Moldova Poland Romania Russia Serbia Slovakia Slovenia Turkey Ukraine	Saudi Arabia South Africa Syria Tunisia UAE Uganda

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