



IHS MARKIT TECHNOLOGY INTELLIGENCE SERVICE

Video UX Technology

FEATURED TOPICS

- Total value of the digital video software market
- Emerging digital video software technologies such as 2nd screen app solutions
- Value generation tracked across 8 technology verticals
- Detailed profiles of vendor deployments and technology relationships
- Historical and forecast market share of >70 digital video software service vendors
- Integrated view of the competitive landscape

Comprehensive insight into the digital video software market

Real time access to a continuous flow of research across technologies, geographies and vendors, delivered via:

Market Insights

Frequent analyst commentary on product launches, M&A, vendor positioning, and strategy

Market Monitors

Historic and forecasted data, delivered in Excel and via IHS TRAX[®], an online analysis tool

Reports

Annual topical reports addressing key focus areas with in-depth analysis on market and technology trends

Analyst Access

For prompt responses to urgent and unique questions

Clients of this service will receive:

Industry Market Monitor – offers industry value forecasts and analysis for 8 technology verticals including content metadata, content security, content discovery, monetization solutions, 2nd screen app solutions, cloud DVR solutions and OVP platforms; updated biannually.

Vendor Analysis – offers detailed revenue and market share analysis of over 70 vendors operating in the video software space, and active across 4 macro-geographic regions (Asia Pacific; Europe, Middle East & Africa; North America; South and Central America)

Reports and Market Insights – provide a strategic review of emerging technology disruption, vendor strategy, market consolidation, opportunities driven by R&D investment, and changes in the competitive landscape; delivered continuously

Research Coverage

Industry verticals

Content metadata

Media metadata solutions

Content Security

Broadcast CA systems
IPTV CA systems
Multiscreen, unmanaged device DRM

Content Discovery

Content search platforms
Content recommendation platforms

Monetization solutions

Data and audience management platforms (DMPs)

2nd screen app solutions

2nd screen UIs and EPGs
App development services and solutions
2nd screen web-CMS

STB software solutions

STB software (STB OS, middleware, and UX)

Cloud DVR solutions

Cloud DVR systems and solutions

OVP Platforms

End-to-end content management systems

Core metrics

Measure

- Industry value
- Market share
- Forecasts

Split 1

- By industry vertical (8)
- By vendor (75)

Split 2

- North America
- Europe, Middle East, Africa
- South and Central America
- Asia Pacific

Ancillary context

Measure

- Vendor deals

Split 1

- by media company
- by vendor

Split 2

- by country
- by industry vertical

Related Research

[Set-Top Box Intelligence](#)

[Connected Devices Intelligence](#)

[Broadband Media Intelligence](#)

[Media Managed Service Intelligence](#)

For more information [ihsmarkit.com/technology](https://www.ihsmarkit.com/technology)

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