

TECHNOLOGY INTELLIGENCE SERVICE

Home Entertainment KPIs

Easy accessible metrics on the home music and video markets

BENEFITS

- Facilitates analysis of key financial & market share metrics for the home video and music sectors
- Enables swift and easy platform comparison for video consumption
- Delivers aligned metrics (consumer spending, consumer revenue and transactions) for video on physical, digital and Pay-TV platforms
- Complements IHS Markit Intelligence services in Broadband, Television, and Video
- Customized market knowledge via direct access to expert analysts

The entertainment market is undergoing a period of unparalleled change. While consumer consumption of content continues to grow, access is fragmenting through many different platforms. If you play in this space, you'll need to understand how it is transitioning in order to assure that your products receive the broadest market exposure. Having an up-to-date, concise source of crucial market metrics is a key element of successful planning and strategy development.

The Home Entertainment KPIs 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 **Home Entertainment KPI Intelligence Service** offers unparalleled analysis of the total home video and music markets. It utilizes IHS Markit expertise and intelligence coverage in Broadband, Movies, Television, and Video to provide you with key metrics of this space in a form swiftly and easily accessed.

Important data on consumer spending, revenue and transactions for all video entertainment across all delivery platforms is at your fingertips, as well as regular reports and timely analyst insights on important aspects of the video markets. Additionally, the service offers you direct access to analysts who will provide expert answers to your specific questions.

Research Coverage

Home Entertainment KPIs Intelligence Service Market Data by Platforms:

DVD (retail and rental)	EST (DTO, digital retail)	VCD (retail and rental)
Blu-ray Disc (retail and rental)	iVoD (digital rental)	Physical music and Digital music
TV-based subscription VoD	Digital subscription streaming	
TV-based transactional VoD	VHS (retail and rental)	

Home Entertainment KPIs Intelligence Service Data Provides the Following Six Levels of Market Data :

All genre (data directly comparable to numbers stated in TV media, Video media and Broadband media services)

Excluding sports and live events (data used by the TV industry to compare VoD services)

Excluding sports, live events and adult content (directly comparable to physical video reporting)

Movies only

TV Content only

Movie and TV content (directly comparable to home video content categories)

Home Entertainment KPIs Intelligence Service Global Coverage Includes:

Australia	Hong Kong	Russia
Austria	Hungary	Singapore
Belgium	Iceland	South Africa
Brazil	India	South Korea
Canada	Ireland	Slovakia
China	Italy	Spain
Croatia	Malaysia	Sweden
Czech Republic	Mexico	Switzerland
Denmark	Netherlands	Taiwan
Finland	New Zealand	UK
France	Norway	USA
Germany	Poland	
Greece	Portugal	

Related Research

Consumer Electronics

TV Technology

Video Media

Broadband Media

TV Programming

Mobile Media

For more information tihsmarkit.com/technology

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