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 Insights**
  Regular analyst commentary on industry and market news.

- **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.

- **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:**

<table>
<thead>
<tr>
<th>DVD (retail and rental)</th>
<th>EST (DTO, digital retail)</th>
<th>VCD (retail and rental)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blu-ray Disc (retail and rental)</td>
<td>iVoD (digital rental)</td>
<td>Physical music and Digital music</td>
</tr>
<tr>
<td>TV-based subscription VoD</td>
<td>Digital subscription streaming</td>
<td></td>
</tr>
<tr>
<td>TV-based transactional VoD</td>
<td>VHS (retail and rental)</td>
<td></td>
</tr>
</tbody>
</table>

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

**Related Research**

- Consumer Electronics
- Video Media
- TV Programming
- TV Technology
- Broadband Media
- Mobile Media

For more information ihsmarkit.com/technology

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