



TECHNOLOGY INTELLIGENCE SERVICE

Consumer Platforms & Ecosystems

FEATURED TOPICS

- End-to-end analysis of major technology platforms and ecosystem strategies across content and services, apps.
- Visibility into future innovation via coverage of mergers, acquisitions and funding.
- Extensive data and forecasts across major platforms and content and service categories.

Global, expert analysis of the consumer strategies of major technology platforms, ecosystems, and operators – and how they reach, monetize, and engage their users.

Strategic focus on the business models and services transforming the digital world, including apps and content, messaging and communications, payments and commerce, digital assistants and AI, investments and M&A.

Real-time access to a continuous flow of research across geographies, topics and application areas:

Market insights

Frequent analyst commentary on product launches, market news and analysis

Market trackers

Historic and forecasted, delivered in Excel and TRAX®, an online analysis tool

Reports

Annual topical reports addressing key focus areas, detailing country-, company- and industry-level analysis

Analyst access

For prompt responses to urgent and unique questions

Clients of this service will receive:

Ecosystem strategy reports and Market Monitors - Regular analysis on topics including messaging and communications, content, commerce and payments, platform reach and monetization. Includes forecasts and analysis of quarterly results, company performance and strategy, and audience trends.

Topical reports - Analysis of all types of content, services, ecosystem strategies, business models, partnerships, investments and audience monetization trends. Topics include apps, audience reach and monetization, messaging, payments and commerce, content and service partnerships, digital assistants and AI, apps and games, wearables, content and advertising.

Company reports – Continuous coverage of major technology companies consumer platform and ecosystem strategies, KPIs, audience reach and monetization, investment and M&A activity, partnerships and competitive analysis.

Geographic coverage – Detailed historical and forecast mobile operator subscription and revenue data for 48 countries. Country level, regional, and global data, for mobile apps, games, payments and advertising.

Research Coverage

Topical coverage

- Apps, content and games
- Audience reach and monetisation
- Commerce & Payments
- Communications & networks
- Consumer cloud and tools
- Digital Assistants & AI
- Devices
- Home services
- Investments and M&A
- Location and Transportation
- Messaging
- Music
- Wearables and emerging devices

Company coverage (*continuously updated*)

Apple	Alibaba	Line	Twitter
Facebook	Tencent	Naver	Samsung
Google	Baidu	Snap	
Amazon	NetEase	Huawei	<i>*Mobile operator data</i>
Kakao	Rakuten	PayPal	<i>** Ongoing expansion of company coverage</i>

Country-level coverage (*mobile operators, apps & games: 48 countries plus global and regional totals*)

Asia Pacific Australia; China; India; Japan; New Zealand; South Korea	Middle East and Africa Algeria; Egypt; Israel; Morocco; Saudi Arabia; South Africa; Tunisia; UAE	South and Central America Argentina; Brazil; Mexico	Western Europe Austria; Belgium; Denmark; Finland; France; Germany; Greece; Ireland; Italy; Netherlands; Norway; Portugal; Spain; Sweden; Switzerland; UK
Central and Eastern Europe Czech Republic; Hungary; Poland; Russia; Slovakia; Slovenia; Turkey	North America Canada; US		

Related Research

**Broadband Media
Operator Multiplay**

**Games
Smartphone Premium**

**Cellular IoT
Tablets & Notebook PCs**

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

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