



IHS Markit™

Media & Advertising

Business intelligence focused on the dynamics, strategies and trends of today's advertising, home entertainment and media markets.

Research Type Description

INTELLIGENCE SERVICES

Real-time access to continually updated market data and forecasts, analyst insights, topical research reports and analyst presentations.

MARKET TRACKERS

Regular periodic analysis and forecasts designed to provide timely visibility into relevant market and technology trends.

REPORTS

Topical reports addressing key focus areas with in-depth analysis on market and technology trends.

CUSTOM & CONSULTING

Meaningful analysis and action-oriented recommendations for custom cases and consulting, building on extensive IHS Markit data and recognized industry experience.

TV & Media Content

Today's television is more than just an end market that touches billions of lives; it is a dynamic, global industry with far-reaching impact and influence. Is it any wonder that massive amounts of revenue are at stake worldwide in the generation, programming and distribution of televised material?

IHS Markit offers robust coverage of the entire television value chain—from content development to production to delivery, via the free and pay-TV channels. Our careful analysis of business trends, coupled with accurate data gleaned from the television industry, provides a powerful vehicle for gaining deep insight into this complex, vital global space.



TV & Media Content

ADVERTISING INTELLIGENCE SERVICE

Holistic, global view of the rapidly evolving advertising and marketing terrain, offering timely analysis and forecasts based on frequently updated data. This is the only product of global scope and reach to cover in detail established media including cinema, magazines, newspapers, radio and television; as well as the emerging, digital-driven landscape of mobile and online platforms.

[Learn more](#)

BROADBAND MEDIA INTELLIGENCE SERVICE

Extensive tracking of company and market information on the broadband access and online entertainment industries of 50 markets worldwide.

[Learn more](#)

OPERATOR MULTIPLAY INTELLIGENCE SERVICE

Broad and wide-ranging examination of emerging markets and the fast-rising digital audience around the world, covering all parts of a multiplay offering.

[Learn more](#)

TV MEDIA INTELLIGENCE SERVICE

Critical research that leverages long-standing relationships with operators in over 70 markets, resulting in the only truly comprehensive source of television market intelligence available anywhere in the world.

[Learn more](#)

TV SETS INTELLIGENCE SERVICE - PREMIUM

Detailed coverage of the trends driving today's market for TV sets, maintained by an experienced team of regional industry experts to help provide a better overall understanding of current global TV dynamics.

[Learn more](#)

CHANNELS & PROGRAMMING INTELLIGENCE SERVICE

Providing the complete picture of the global channel and programming content industry with detailed market sizing metrics including revenues for TV channels and online services at worldwide and country levels, segmented by advertising revenues, public funding, carriage fees and direct-to-consumer subscriptions.

[Learn more](#)

Digital Media

The consumption of digital media is now a conventional, commonplace artifact, ingrained into the fabric of everyday life for vast swathes of the world's users. And thanks to the growth of broadband, consumers find it easier than ever to watch a streaming movie, interface with a mobile app or deploy social media online. But as market players, customer offerings and infrastructure investments for digital media continue to expand both regionally and globally, unsettling new models promise to shake up things even more.

IHS Markit Technology offers you nuanced, compelling views into today's sprawling online and digital media landscape—a vast panorama including broadband media, home entertainment, connected devices, mobile media, online music, social media and video on demand.



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CONNECTED DEVICES INTELLIGENCE SERVICE

Comprehensive information on the technical aspects of the connected home, ranging from broadband access to online video distribution and domestic hardware. Formerly known as Broadband Intelligence Service.

[Learn more](#)

HOME ENTERTAINMENT KPIS INTELLIGENCE SERVICE

Premium service available to IHS Markit Markit clients subscribing to all TV Intelligence, Video Intelligence and Broadband Media Intelligence Services. Includes key metrics for 14 distribution channels across 38 individual countries and 8 regional totals, offering the most complete picture available of the paid-for home entertainment market.

[Learn more](#)

Digital Media

MOBILE MEDIA INTELLIGENCE SERVICE

“Must-have” analysis of the business models transforming the digital world, including apps, app stores, messaging, games, music and video. Also examines the value-added-service strategies of operators and smartphone makers, over-the-top (OTT) start-ups and established media companies. Focuses on the economics of mobile content and services, with coverage of global trends and market data for 48 countries.

[Learn more](#)

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Cinema

The cinema landscape continues to see marked changes in content distribution, packaging and production. At work today are various forces disrupting how movies are exhibited and consumed, including new distribution models, continuing advances in digital technology and the emergence of new growth markets such as Brazil, China and Russia. Such weighty financial and technical concerns bear down heavily on distributors and studios alike.

IHS Markit Technology provides deep and expert perspectives on the modern cinema market, offering a critical framework and powerful means to track developments in the global film and theatrical industries.



Cinema

CINEMA INTELLIGENCE SERVICE

The trusted source for comprehensive market intelligence. Delivers cogent analysis of performance metrics for specific companies and regions via accurate and methodically updated market data, focused insights and timely forecasts, based on a thorough knowledge of the cinema world.

[Learn more](#)

Home Video

Physical video is the majority source of global home entertainment spending, even if it is a sector facing challenges as digital delivery vehicles expand in popularity. Nonetheless, a clear-sighted understanding of the space via both consumer- and trade-level data remains essential in situating physical video's true context within the larger global media market.

IHS Markit Technology offers extensive coverage of the physical discs and hardware market, applicable to both music and video, for the most incisive take on the subject.



Home Video

VIDEO MEDIA INTELLIGENCE US SERVICE

Detailed, in-depth coverage of the US home entertainment market and its globally influential trends. Also includes key US video market data and forecasts on spending, revenue and sales, accompanying critical analyst insights and reports.

[Learn more](#)

BROADCAST & INTERNET VIDEO SOFTWARE, SECURITY & ANALYTICS INTELLIGENCE SERVICE

Broadcast & Internet Video Software, Security & Analytics allows vendors, media companies, institutional investors, and strategic investors to benchmark competitor activity, track the flow capital in the market, and understand where value-creation is taking place across front-end and UX-related technologies.

[Learn more](#)

Advertising

Today's advertising professional must navigate a rapidly changing and fragmented environment, with numerous and diverse elements vying for consumer mindshare. And as mobile apps and online platforms have increased in popularity, advertisers are finding it harder than ever to get the attention of their target audience.

IHS Markit Technology provides the vital data and full analysis needed for a fresh appraisal of the modern advertising world and its myriad challenges.



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[Learn more](#)

Games

The leisure gaming sector is experiencing deep and disruptive changes in its business models, distribution, industry and platforms. Staying “in the game” requires a strategic grasp of the rapidly shifting game-plays animating this lucrative and evolving global market.

IHS Markit Technology provides the substantive coverage and rigorous tracking needed to gain the upper hand in the dynamic, competitive universe of games media.



Games

GAMES INTELLIGENCE SERVICE

Complete and up-to-date market data, information and analysis on the global interactive leisure software marketplace. Coverage includes well-established games markets such as consoles and handhelds, digital games and subscription services, as well as emerging areas including eSports and virtual reality. Also provides extensive visibility into the Asia games markets.

[Learn more](#)

GAMES INTELLIGENCE SERVICE - PREMIUM

Comprehensive coverage of the games sector, providing ongoing access to a continuous flow of research across geographies, topics and platforms. Coverage includes a tactical by territory view of games content and games hardware opportunities by each and every segment of the market with Industry competitive dynamics including: company and title performance, content pricing, funding and acquisition analysis.

[Learn more](#)

Contact Us

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ABOUT IHS MARKIT

IHS Markit (Nasdaq: INFO) is a world leader in critical information, analytics and solutions for the major industries and markets that drive economies worldwide. The company delivers next-generation information, analytics and solutions to customers in business, finance and government, improving their operational efficiency and providing deep insights that lead to well-informed, confident decisions. IHS Markit has more than 50,000 key business and government customers, including 85 percent of the Fortune Global 500 and the world's leading financial institutions. Headquartered in London,

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