

VIDEO & TV INSIGHTS

A strategic market outlook service tracking trends in broadcast & related industry sectors



TV, Online Video, Infrastructure, Connected Devices



Over 50 Key Countries



KPIs for 150+ Operators



5 Year Forecasts & Key Economic Metrics

- | As consumers' viewing time becomes increasingly fragmented across many devices and multiple services, the wider landscape of media and entertainment must be fully understood in order to exploit the potential return from the new opportunities that portable devices and broadband infrastructure improvements present.
- | As broadcasters transition to online, and online services move to the TV screen, the historical silos of video and television have eroded with content now available to consumers on any device, at anytime, anywhere - making access to reliable insights and metrics essential for effective market and product analysis and planning.
- | Futuresource's 25 year heritage at the heart of media and entertainment research gives us an unparalleled viewpoint from which to provide a consolidated service offering complete coverage and knowledge of the TV eco-system.
- | Futuresource's understanding of the complete picture beyond the core entertainment landscape - including broadcast infrastructure, consumer electronics, digital delivery technology and software - means we have a unique and unrivalled perspective on the media and entertainment sector, applying our understanding to insights and forecasts that increase our clients' confidence in the decisions they make.



The Futuresource proposition is unique, extending beyond the metrics, providing the context and insight around the data sets, with analysts that are always on hand to discuss, debate, consult and chat through assumptions, methodology, insight and general industry trends.

DATA

- | Subscribers have access to a comprehensive database of market metrics across TV, video, delivery infrastructure and consumer electronics
- | All data regularly reviewed with all datasets projected out five years.
- | Data is based on a combination of industry primary research and secondary data collection.
- | Data is provided through Futuresource's online portal and as Excel data files.

MARKET REPORTS

- | Reports provide qualitative interpretation of the data, analyst commentary, assumptions and additional value-add information / data.
- | The service includes annual reviews of key geographies, offering analyst insight, industry feedback and forward-looking commentary.
- | In addition, monthly strategic bulletins offer focused deliverables on key topics around company announcements / news / shows.

DEBRIEFS

- | Debriefs present an opportunity to meet with the Futuresource project team.
- | Sessions are based on a pre-agreed agenda provided by the client, covering areas of strategic interest and any relevant issues.
- | Some clients opt to conduct these meetings under NDA in order to use them as brainstorming sessions for future business plans.

HELPLINE

- | On-going support from the project team for additional information & support
- | As part of the all-inclusive fee, Futuresource offers clients un-timed access to the analyst team for ad-hoc questions that rise within the scope of the service

TV

- | TV Households
- | Pay/Free TV Households

Pay:

- | Households by Platform
- | ARPU by Platform
- | Revenue by Platform
 - Split Subscription / VoD
- | Key Operator KPIs

ONLINE VIDEO

iVoD/EST/SVoD

- | Transactions (iVoD/EST)
- | Subscribers (SVoD)
- | ARPU by Business Model
- | Revenue by Business Model
- | Key Operator KPIs

Pay-TV Services

- | Attributable Revenues
- | Key Service KPIs

INFRASTRUCTURE

Broadband

- | Household Penetration
- | Segmentation by Technology
- | Segmentation by Speed
- | Key Operator KPIs
- | Dual/Triple Play Uptake

Mobile

- | Smartphone Penetration
- | 3G/4G Adoption
- | Key Operator KPIs

CONNECTED DEVICES

Installed Base & Annual Sales

- | Smart TV
- | Blu-ray
- | PS3/4
- | Xbox 360/One
- | Mobile
- | Tablet

- | KPIs provided for 150+ individual operators
- | All datasets include five year forecasts
- | Market data supplemented by key economic metrics:
 - | Population/Households
 - | GDP per Capita
 - | Inflation
 - | Exchange Rates
 - | Unemployment

Futuresource Core Country Coverage:

Brazil
Canada
Mexico
USA

Belgium
Denmark
Finland
France
Germany
Italy
Netherlands
Norway
Spain
Sweden
UK

Australia
China
India
Japan
Poland
Russia
South Africa
Turkey
UAE
Saudi Arabia
Israel

Additional Country Coverage Roadmap:

Argentina
Chile
Colombia
Costa Rica
Ecuador
Perú
Venezuela

Austria
Greece
Ireland
Portugal
Switzerland
Bulgaria
Czech Republic
Hungary

Egypt
Kenya
Nigeria
Tunisia

Bangladesh
Hong Kong
Indonesia
Malaysia
New Zealand
Singapore
South Korea
Taiwan

Additional country coverage will commence with roll-out of TV metrics and subsequently include broadband, mobile & online video data points

Delivery of Data

| All Data Supplied In:

- Flat file
- Formatted tables
- Pivot Tables

| Accessible via Online Portal & Email

| Online Dashboards launching soon

| Allowing:

- Easy export
- Quick circulation
- Cross referencing
- Manipulation

Pay-TV VoD: Total Market Development: Key Countries

Retail Value (Local Currency)	2010	2011	2012	2013	2014	2015	2016
USA (US\$)	1,696	1,800	1,907	2,014	2,103	2,174	2,219
Canada (C\$)	146.0	183.2	212.6	234.8	255.9	271.9	281.2
UK (£)	118.7	125.4	135.9	146.4	155.1	162.1	167.3
Germany (€)	22.5	28.4	40.9	53.1	63.5	72.7	79.6
France (€)	105.6	128.2	150.1	144.7	147.7	157.3	157.1
	28.8	28.5	29.4	30.9	32.1		
	30.9	30.5	30.4	30.6	31.0		
	63.2	76.6	87.0	94.6	100.4		
	65.5	77.8	88.4	95.5	99.3		
	125.9	142.9	159.9	174.5	187.4		
	99.3	137.9	165.9	182.0	192.2		
	116.5	146.2	166.7	183.0	195.1		
	5.0	6.5	8.3	10.1	11.6		
	16,842	19,977	22,555	24,236	25,085		
	53.8	55.4	56.6	57.7	58.7		
	153.5	195.3	243.8	302.8	370.5		
	35.0	51.7	67.0	85.1	107.7		

TV Futures: Pay-TV

Select Relevant Filters:

Region: Asia Pacific, CE Europe, Latin America, North America, Western Europe

Country: Australia, Belgium, Brazil, Canada, China, Denmark, Finland, France, Germany, India, Italy, Japan, Mexico, Netherlands, Norway, Russia, Spain, Sweden, UK, USA

Technology: Analogue, Digital

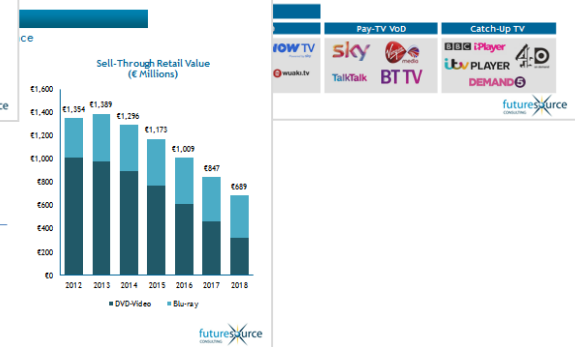
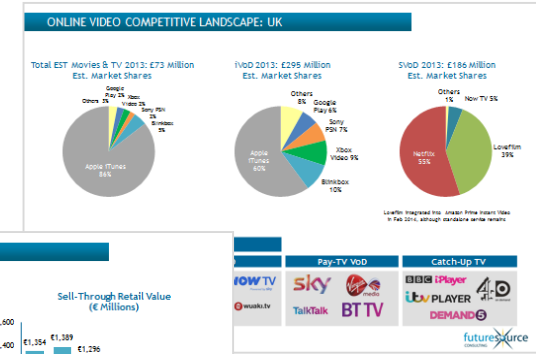
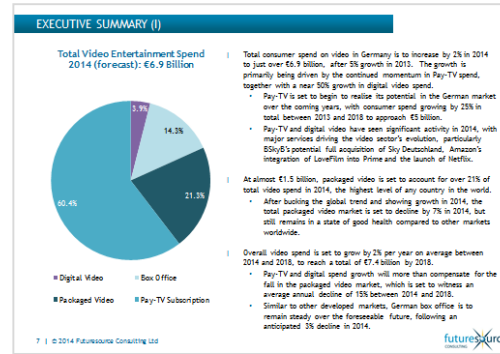
Platform: Cable, IPTV, Satellite, Terrestrial

Row Labels: Australia

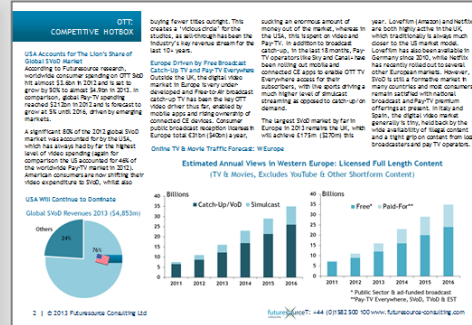
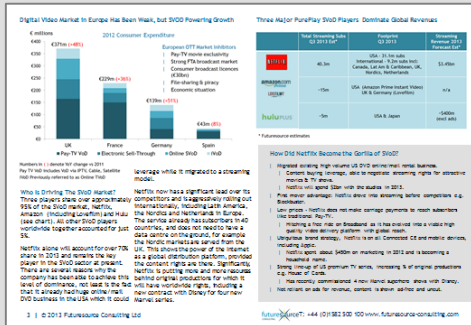
	2010	2011	2012	2013	2014	2015	2016	2017
Cable								
Households (000s)	820	825	840	838	835	832	830	830
ARPU: Local	86	92	97	102	106	110	115	119
ARPU: USD	79	95	100	105	110	114	119	123
Revenue: USD	777	938	1,003	1,062	1,101	1,141	1,183	1,229
Revenue: Local	845	908	969	1,025	1,063	1,102	1,142	1,187
IPTV								
Households (000s)	150	328	364	355	349	332	310	300
ARPU: Local	21	20	18	18	18	18	18	18
ARPU: USD	19	21	19	19	19	19	19	18
Revenue: USD	17	59	77	81	80	78	72	67
Revenue: Local	19	57	75	78	78	75	69	65

Market Reports - Putting the Data in Context

- | Analyst Commentary
- | Insight on Industry Activity
- | Refreshed Annually
- | Country and Operator Level



Strategic Bulletins



- | Bi-Monthly Deliverable
- | Micro-Level Insight on Key Topics...
 - Long-Term OTT Success
 - 4K Sector Update
 - Market Outlook for Media Adaptors
 - YouTube and Google's Strategy

Subscription Includes:

- | Regular Country & Regional Market Reports (20+ per annum)
- | Strategic Bulletins (minimum of 6 per annum)
- | Online Data Portal Access (unlimited users)
- | Onsite Debriefs (2 per annum)
- | Open-ended Helpline

Video & TV Insights

Informed Insights

Data

Analyst Interaction

TV

Online Video

Infrastructure

Devices

About Futuresource Consulting

Futuresource Consulting is a specialist research and knowledge-based consulting company with a heritage stretching back to the 1980s.

Its insight and global market coverage are based on informed regional expertise, ensuring its portfolio of world-class clients is fully supported in research, analysis, strategic planning and decision making.

- | Consumer Electronics
- | Print & Imaging
- | Media & Entertainment
- | Education Technology
- | Optical Disc Manufacturing
- | Broadcast Equipment
- | Professional Displays

talk to us...

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