

It's not enough to just have data. Can it drive your next decision?

Our Media & Communications solutions can. With an interactive OTT database, real-time news, and world-renowned research, we provide unparalleled perspective on the video ecosystem—including critical analysis of rapid market shifts, technologies, and strategies that support online video and its expansion.

Data + news + analytics

It's what you need to have a bird's eye view on the video ecosystem and capture market share when you're ready. Our coverage is comprehensive.

Interactive OTT database

With details on 1,500+ OTT service and device deployments, find out who your competitors are before you enter new markets. Then, quickly pull information like pricing strategies and revenue models to fully understand your competitors, different prices and revenue models for a specific location. Or, examine OTT service categories across the globe to assess successful revenue models. Run any of these analyses to assist with strategic expansion decisions. Identify supported devices for services in specific markets to help productize your solution. Or, conduct your own unique analysis – we provide all the tools you need.

Track technologies from the ground-up

Access proprietary consumer surveys and data-driven insights that reveal local multiscreen habits, content preferences, and price sensitivities. Plus, take your analysis a step further by examining the technology that's driving your business – with reports on cross-market trends including IPTV, connected devices, broadband access, online video players, 4K/UHD, OTT/VOD, as well as media technology forecasts and market share analysis.

Stay apprised of market (and market-share) trends

Explore content offerings of competitors and track cord cutting and MSO broadband growth to continue to strengthen your own libraries, or explore niches you could invest in. Assess the proliferation of multichannel networks, their business models, and programming offerings to stay on top of which models are thriving or diving in specific markets. Access OTT service subscriber and market revenue estimates.

Our projections. Your call

Get internet advertising projections, including display, search, and video. View e-commerce projections and explore information on social-network coverage, including active users and revenues. Plus, with industry benchmarks and projections for subscribers (basic, digital, HSD), advertising, passings, penetration, set-top boxes, and advanced services (VOD, DVR, HD), you get the insight you need to get ahead of the competition.

Tell us what you don't know

The same renowned analysts who produce our research can produce custom analyses for your toughest questions. Our consulting services include white papers, business plans, technology assessments, custom studies, valuation services, expert witness support, and more. Looking for training or events? Expand your knowledge with our complementary range of training courses and conferences, run year-round.

Service you can count on

Nothing satisfies us more than helping you complete a project or meet a deadline. Turn to our 24x7x365 global support team anytime, from anywhere. We're just a phone call or email away.

About S&P Global Market Intelligence

S&P Global Market Intelligence integrates financial and industry data, research, and news into tools that help track performance, generate alpha, identify investment ideas, understand competitive and industry dynamics, perform valuation, and assess risk.

Stay ahead of the rapidly evolving global media and communications industry with our Media & Communications (SNL Kagan) offering. Assess impact on your business, identify opportunities, and manage risk on a platform with data coverage, news, research, and forward-looking projections.

Media & Communications (SNL Kagan) solutions are an offering of S&P Global Market Intelligence.

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