

# Can't believe the success of a new trend or device? Check the facts.

Your revenue depends on the true impact of new consumer trends or devices taking markets by storm. That's where we come in. Our Media & Communications (SNL Kagan) offering combines data, projections, news, and insights from worldrenowned analysts onto one, easy-to-use platform so you can focus on determining your moves, not on sifting through current trends.

## **You can't enter a new market with outdated research.**

Our research and data can help you assess new and established markets to develop growth strategies or sales forecasts. If your home market is highly penetrated, identify the best opportunities to grow your business globally. Know what operators are buying, from middleware to set-top boxes to broadband access systems, to explore how product development could be tweaked to improve competitiveness.

## **You've got to answer a lot of questions on different markets and your products. Simplify your sources.**

With our interactive database, dig in to technology vendor market-share data from around the world, including units shipped, revenue, and trends to quickly identify new market opportunities. Perform global analysis of operator equipment vendors by market, equipment type, and platform to fold essential data into your business strategy.

View profiles of operators, with detailed financial data including CapEx and services offered, to guide product strategy and serve as target lists for business development. Efficiently enter new markets with granular video and broadband datasets and Tier 1 & 2 operator profiles. Understand OTT and broadband business models in specific markets and the effects they could have on the technologies that power them.

## **Consumer trends are the heart of the business.**

Understanding complex consumer behaviors is made easy with our proprietary survey data. Shape production and licensing strategies with global consumer insights revealing devices most commonly used in a specific market, multiscreen habits, content preferences, and price sensitivities.

Align your plans with shifting consumer preferences around devices, formats, and mobility. Get a powerful picture of which technologies could have an edge in a certain market with detailed figures for platform adoption and the technologies that power IPTV, OTT, cable, Broadband (FTTX, DSL, G.fast, CCAP), OTT (CDNs), satellite (STB, middleware, content protection), and content distribution (HEVC, 4K, transcoding).

## **No one can predict the future, but you can arm yourself with industry-leading projections.**

Review industry benchmarks and projections for transcoders, encoders, set-top boxes, online video platforms, 4K and connected-device industry trends, advanced services (VOD, DVR, HD) and subscribers (basic, digital, HSD). Explore the uptake of linear UHD services by region, how the OTT supply chain is shifting, and device shipment projections.

## **Tell us what you don't know, and we'll find the answers.**

The same renowned analysts who produce our research can produce custom analyses for your toughest questions. Our consulting services include technology assessments, white papers, business plans, 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.

## **Turn to service you can count on.**

Nothing satisfies us more than helping you complete a project or meet a deadline. Reach out 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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