



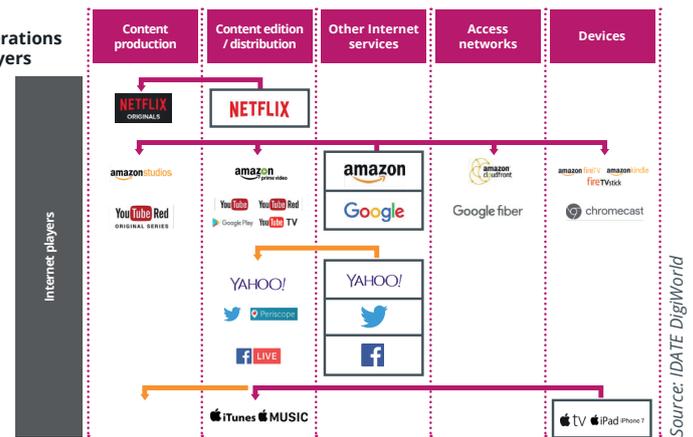
“In an environment deeply affected by digital, media stakeholders need a real understanding of those factors – strategic, technical, economical, regulatory – that will influence their markets in the near future. Players from the physical and digital value chain can benefit from our expertise – production, edition, distribution, delivery, public bodies – to obtain a 360° view of this ecosystem in the throes of major upheaval”

*Florence Le Borgne, lead analyst*

## KEY ISSUES & COVERAGE

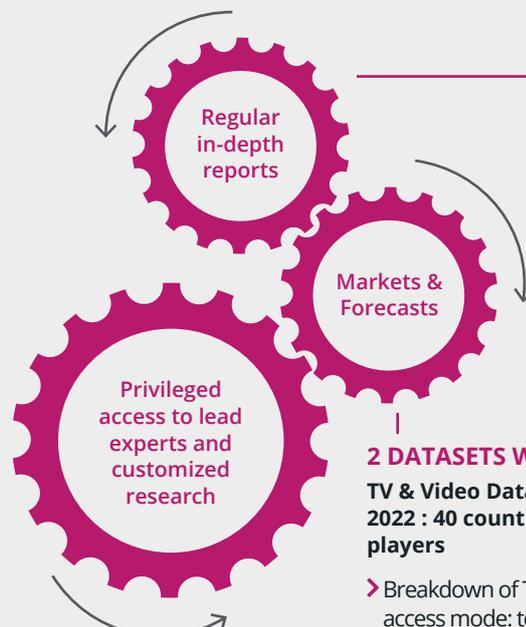
- If content is still king, how to monetize it?
- Media-telecom convergence: what prospects of success?
- Can GAFA become the new content industry giants?
- Content or user experience: what's the main driver to attract and retain subscribers?
- Do traditional media stakeholders still have a future in an OTT world?

### Major vertical integration operations by Internet players



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- Content economy at the time of digitalization
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- OTT Entertainment Strategies
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- E-Sports economy
- ...

### 2 DATASETS WITH FORECASTS UP TO 2022

**TV & Video Database & forecasts up to 2022 : 40 countries and +150 channels/players**

- Breakdown of TV households for each access mode: terrestrial, satellite, cable, IPTV, analog/digital, FTA/ pay-TV
- Breakdown of TV revenue and On demand revenue per source of funding: advertising, subscription, fee for service, public funding

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Global tracking of key Internet services, and insights into the challenges facing the telcos.

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Since 1977, IDATE DigiWorld's teams of specialists have earned a global reputation for independent, high quality analysis of digital industry markets, through three closely linked areas of activity:

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- **Research:** a global observatory of digital markets and innovation
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