



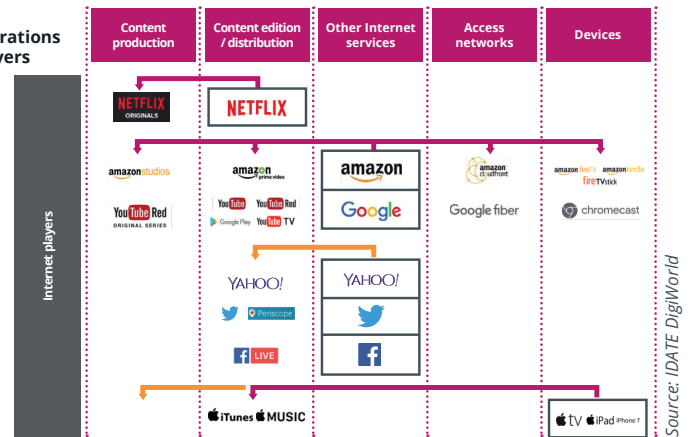
“In an environment deeply affected by digital, media stakeholders need a real understanding of those factors – strategic, technical, economical, regulatory – that will influence their markets in the near future. Players from the physical and digital value chain can benefit from our expertise – production, 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

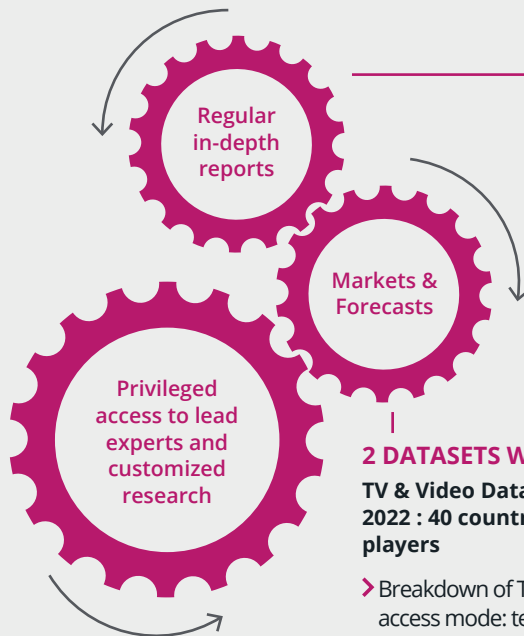


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- Future TV: Where is the Value?
- Content economy at the time of digitalization
- Media-Telecom Convergence
- OTT Entertainment Strategies
- Broadcast & Broadband TV
- E-Sports economy
- ...

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

Digital Content Database & forecasts up to 2022: Video, Music, Video Game, Publishing, Press

- An in-depth coverage of the 7 major countries + all regions
- Breakdown of physical and digital sales in volume and value for each sector

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