

# MARKET INTELLIGENCE

**A 360° view of key digital markets and emerging trends**

# MARKET INTELLIGENCE

CONNECT TO THE TRENDS OF TOMORROW

Our **Market Intelligence Programme** delivers an international view of today's outstanding tech disruptions, for both the ICT industry and traditional sectors in the throes of a digital transformation.



## KEY AREAS OF EXPERTISE

- Market analysis (competition, demand)
- Understanding regulation
- International coverage
- Technological expertise
- Special focus on innovative players
- Economic modelling

Our reports thus provide our readers with a concise state of the art of today's markets, along with estimates and forecasts for **the next five to ten years!**

6

collections

200

deliverables

10

datasets

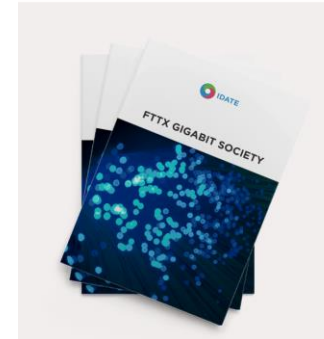
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# 6 THEMATIC COLLECTIONS

THE OBSERVATORY OF INNOVATION MARKETS

Access nearly **200 deliverables** including **50 new publications per year** including granular quantitative data, benchmark reports, indepth analysis reports and briefs notes on hot topics in the news.



FTTX & GIGABIT SOCIETY



WIRELESS 5G



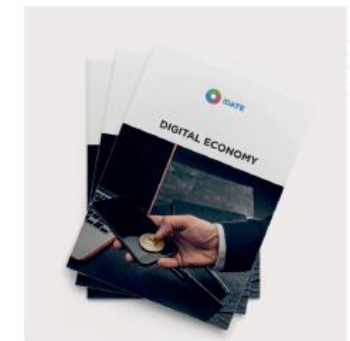
FUTURE TV & DIGITAL CONTENT



ENABLING DIGITAL TECHNOLOGIES



SMART VERTICALS & IOT



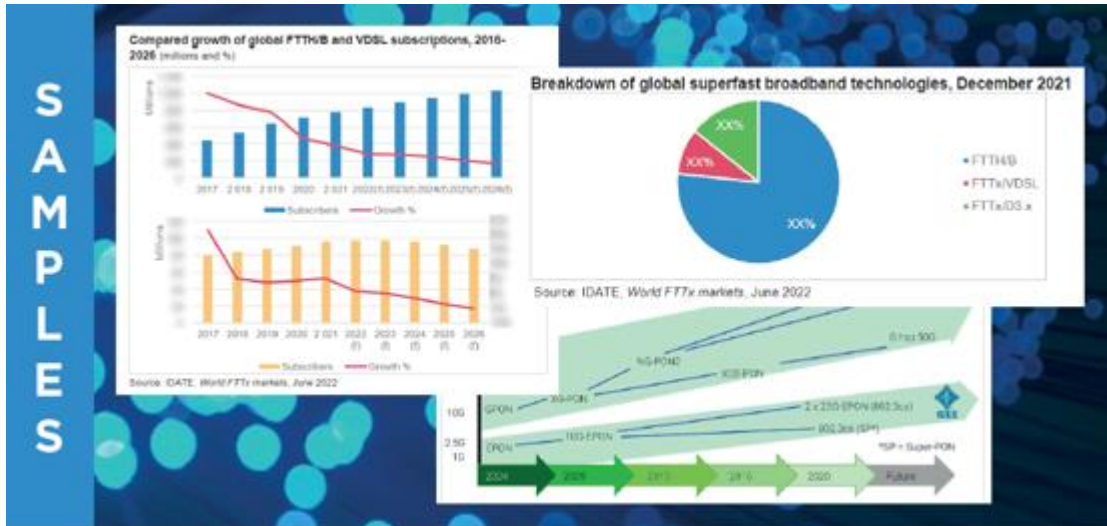
DIGITAL ECONOMY

## WORLD REFERENCE – FTTH COUNCIL

**FTTx, xDSL, Cable/DOCSIS, Regulation, Wholesale, SDN/NFV, Funding of PPP, Copper Switch off**

### KEY QUESTIONS & AREAS COVERED

- Can superfast mobile technologies provide a solid alternative to FTTx in developing countries?
- What new business models are telcos adopting to monetise their FTTH networks? What role are wholesale operators playing?
- Does the deployment of G.Fast solutions change the way new FTTH networks are deployed?
- Will 5G be a complement to or competitor for FTTx?
- Do FTTH networks bolster the development of convergent services?
- What role can and should government and regional bodies play in FTTH network development?
- ...



### Upcoming publications\*

Format	Title	Publication date
Report	What are the worldwide growth pockets in the fibre industry?	1H 2023
Report + DB	World FTTx Markets – 1H 2023	1H 2023
Report	Government Aids & Broadband/FTTH plans: where are we?	1H 2023
Report	LEO Constellations and FTTH: synergies when deploying FTTH networks?	1H 2023
Report	ODN innovation and market sizing	1H 2023
Report	NGPON for mobile fronthaul and backhaul	2H 2023
Report	GIS planning tools for deploying FTTH: Telco strategies	2H 2023
Report + DB	World FTTx Markets – 2H 2023	2H 2023
Report	Carbon efficiency when deploying FTTH networks: player approaches	2H 2023

### Available publications

Format	Title	Publication date
Report + DB	<a href="#">World FTTx Markets – 2H 2022</a>	2H 2022
Report	<a href="#">In-home broadband – Technologies for in-home broadband</a>	2H 2022
Report	<a href="#">Les territoires connectés et durables à l'épreuve des crises – La situation en France. (French only)</a>	2H 2022
Report	<a href="#">The future of (N)GPON</a>	2H 2022
Report	<a href="#">Copper switch-off</a>	1H 2022
Report	<a href="#">Connected Territories and Mobility</a>	1H 2022
Report	<a href="#">eHealth: digital helping to build the future of health</a>	2H 2021
Report	<a href="#">Corporate Social Responsibility of telcos</a>	2H 2021
Report + DB	<a href="#">Smart City Markets</a>	2H 2021
Report	<a href="#">Key dilemma for cable operators: FTTH versus DOCSIS 4.0</a>	1H 2021
Report	<a href="#">The potential of 5G Fixed Wireless Access</a>	2H 2020
Report	<a href="#">Open Access Fiber Networks in Europe</a>	2H 2020
Report	<a href="#">Power Utilities and FTTH</a>	1H 2020
Report	<a href="#">The Strategies of TowerCos and FiberCos</a>	1H 2020
Report	<a href="#">FTTH deployment in China - The process accelerates</a>	1H 2020

Non-exhaustive list. 40+ other reports in this collection available from our catalogue

\* Additional titles to be announced  
Titles and scheduling of upcoming publications are indicative – details for available publications can be accessed online

## 5G EUROPE REFERENCE - 5G OBSERVATORY

**5G Markets, Spectrum, Slicing, FWA,  
Private Networks, RAN, CAPEX**

### KEY QUESTIONS & AREAS COVERED

- What are the latest inroads being made by 5G? How are operators investing in and around 5G?
- What percentage of mobile connections will be 5G by 2027?
- How is the transition from 4G and the shutdown of 2G/3G networks progressing?
- How will 5G satisfy the needs of vertical markets? How will it be positioned with respect to IoT technologies in general, and LPWA in particular?
- Will less-advanced countries benefit from 5G to the same degree?
- When will mmWaves unleash the full potential of 5G?
- ...



### Upcoming publications\*

Format	Title	Publication date
Report	6G: what are the next steps?	1H 2023
Report	Network sharing – Spectrum sharing: techniques, examples, operator/country strategies	1H 2023
Report + DB	World 5G Markets – 1H 2023	1H 2023
Report	Private networks: examples, developments, operator/country strategies	2H 2023
Report	New mobile spectrum at the dawn of 6G and ahead of WRC-23	2H 2023
Report + DB	World 5G Markets – 2H 2023	2H 2023

### Available publications

Format	Title	Publication date
Report + DB	<a href="#">World 5G Markets – 2H 2022</a>	1H 2023
Report	<a href="#">5G mmWave use cases - When will mmWave unleash the full potential of 5G?</a>	2H 2022
Report	<a href="#">5G Devices – What innovative devices to boost 5G?</a>	2H 2022
Report	<a href="#">2G and 3G network shutdowns</a>	1H 2022
Report	<a href="#">The global market of Open RAN</a>	1H 2022
Report+DB	<a href="#">Private 5G networks tracker - Analysis of current deployments</a>	1H 2022
Report	<a href="#">LEO satellite constellations</a>	1H 2022
Report	<a href="#">5G in Europe: myths and realities</a>	1H 2022
Report	<a href="#">5G B2B market – A challenging growth path for telcos</a>	1H 2022
Report	<a href="#">Satellite &amp; 5G</a>	1H 2022
Report	<a href="#">5G B2B: 5G use cases in China</a>	2H 2021
Report	<a href="#">Has 5G changed the spectrum price evolution?</a>	2H 2021
Report	<a href="#">How could Cloud Gaming benefit from 5G technology?</a>	1H 2021
Report	<a href="#">Network Sharing</a>	2H 2020
Report	<a href="#">The potential of 5G Fixed Wireless Access</a>	2H 2020
Report	<a href="#">Green 5G</a>	2H 2020
Report	<a href="#">Impact of new mobile network architectures</a>	1H 2020
Report	<a href="#">The Strategies of TowerCos and FiberCos</a>	1H 2020

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## TRANSITION TO OTT MARKETS

**TV & OTT video market dynamics, Video games, Media regulation, Players' strategies, Innovation & Technology**

### KEY QUESTIONS & AREAS COVERED

- Are publishers' and producers' national and pan-European syndication strategies an effective response to the massive success of international OTT services?
- Will hybrid models be the new paradigm for OTT video services?
- Can telcos still win the content battle?
- Will web giants dominate the entertainment segment in the future?
- Is regulation fully responding to the new challenges for local media players?
- How do technological innovations (extended reality, blockchain, artificial intelligence, metaverse, 5G) impact content markets and players?
- ...



### Upcoming publications\*

Format	Title	Publication date
Report	Impacts of the arrival of new OTT video services in Europe	1H 2023
Report	Future TV: the streaming era	1H 2023
Report + DB	World OTT Video Services Markets	2H 2023
Report + DB	The World Television Market	2H 2023

### Available publications

Format	Title	Publication date
Report	<a href="#">Connected TV – The TV streaming accelerator</a>	1H 2023
Report	<a href="#">European regulation of media and digital entertainment</a>	2H 2022
Report+DB	<a href="#">The World Television Market</a>	2H 2022
Report+DB	<a href="#">World OTT Video Services Markets</a>	2H 2022
Report	<a href="#">FAST services, the new television?</a>	1H 2022
Report	<a href="#">Tech Giants in Digital Entertainment</a>	1H 2022
Report	<a href="#">Metaverse, a brave new world?</a>	1H 2022
Report	<a href="#">Future TV</a>	1H 2022
Report	<a href="#">The e-Sports market</a>	2H 2021
Report	<a href="#">HBVOD in Europe – Competing with US Giants</a>	2H 2021
Report	<a href="#">AVOD services</a>	2H 2021
Report	<a href="#">How could Cloud Gaming benefit from 5G technology?</a>	1H2021
Report	<a href="#">XR consumer market</a>	1H 2021
Report	<a href="#">The programmatic TV market</a>	1H 2021
Report	<a href="#">Social advertising and influencer marketing*</a>	2H 2020
Report	<a href="#">OTT Platform Regulation*</a>	2H 2020
Report	<a href="#">Operators' STB strategies</a>	1H 2020
Report	<a href="#">Blockchain in media*</a>	1H 2020
Report	<a href="#">Pay TV markets and players - The market's transition to OTT*</a>	2H 2019
Report	<a href="#">Sports, Films, Series: funding in the age of OTT*</a>	2H 2019
Report	<a href="#">Public broadcasting in the Digital Age*</a>	1H 2019

Non-exhaustive list. 50+ other reports in this collection available from our catalogue

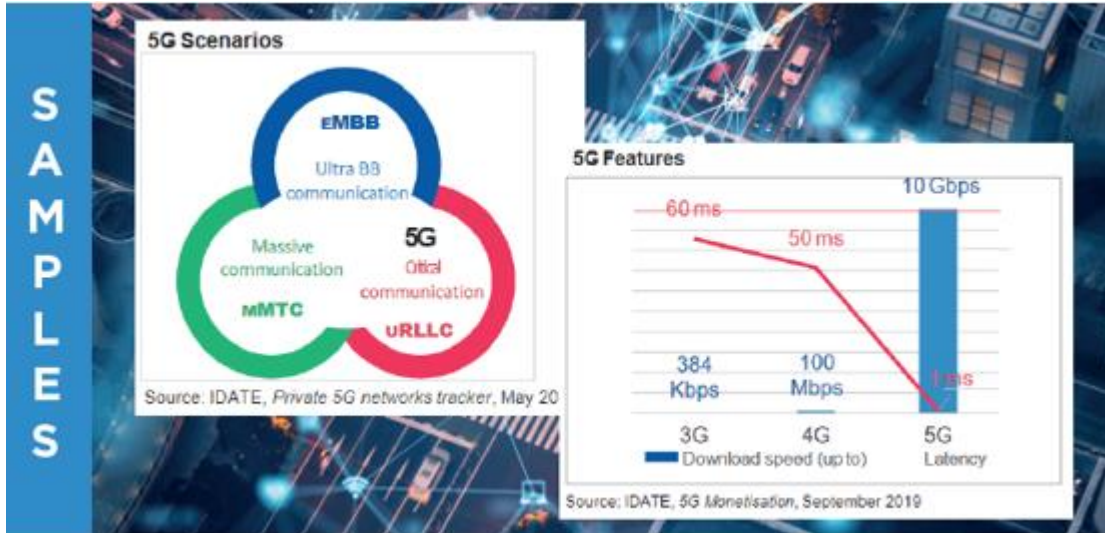
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# DEEP DIVE ON 50+ USE CASES 360° MARKET ANALYSIS (DEMAND AND SUPPLY MARKET)

**Cellular M2M, including 5G and LPWA,  
vertical IoT markets, IoT Platforms, Telcos strategies**

## KEY QUESTIONS & AREAS COVERED

- What qualitative and quantitative opportunities are opening up for IoT in vertical markets? How are the automotive (notably autonomous car), health, farming, smart building, transport and logistics segments developing?
- What are the main use cases in each vertical market?
- What are the key markets for solution providers (hardware, connectivity, platforms and services)?
- Who are the key IoT ecosystem's players? How are telcos positioning themselves, beyond M2M markets?
- What is driving IoT adoption in the different vertical markets?
- ...



## Upcoming publications\*

Format	Title	Publication date
Report + DB	The world cellular M2M market – Technologies & market forecasts	1H 2023
Report	Smart City	1H 2023
Report	Industrial 5G and private networks	1H 2023
Report	Edge Computing	1H 2023
Report	IoT Market analysis	2H 2023
Report	IoT market, focus on logistics	

## Available publications

Format	Title	Publication date
Report + DB	<a href="#">Industrial 5G deployments - Key findings</a>	1H 2023
Report	<a href="#">The future of V2X Market – An intermediate step towards self-driving systems</a>	1H 2023
Report	<a href="#">The Video Surveillance Market – Analysis of a very dynamic IoT market</a>	1H 2023
Report + DB	<a href="#">World Consumer IoT Markets – Markets at 2020 and forecasts to 2030</a>	2H 2022
Report	<a href="#">Cloud and Data center markets – Market trends</a>	2H 2022
Report + DB	<a href="#">World Industrial IoT Markets – Markets at 2020 and forecasts to 2030</a>	2H 2022
Report	<a href="#">Les territoires connectés et durables à l'épreuve des crises – La situation en France (French only)</a>	2H 2022
Report	<a href="#">Cybersecurity - Outlook for the main threat in the digital economy</a>	2H 2022
Report	<a href="#">The global market of Open RAN</a>	1H 2022
Report+DB	<a href="#">Private 5G networks tracker - Analysis of current deployments</a>	1H 2022
Report	<a href="#">Smart Utilities – Outlook for the leading IoT market</a>	1H 2022
Report	<a href="#">Manufacturing 4.0 – Opportunities for the telecom industry</a>	1H 2022
Report	<a href="#">Smart Farming – Towards precision agriculture</a>	1H 2022
Report	<a href="#">Connected Territories and Mobility</a>	1H 2022
Report + DB	<a href="#">World Cellular M2M market (yearly update)</a>	1H 2022
Report	<a href="#">IoT et territoires</a>	1H 2022
Report	<a href="#">Electric Vehicle charging points</a>	2H 2021
Report + DB	<a href="#">Smart City Markets</a>	2H 2021
Report	<a href="#">IoT Platforms</a>	2H 2021
Report	<a href="#">The Smart Home - Towards an ecosystem-centric approach</a>	1H 2021

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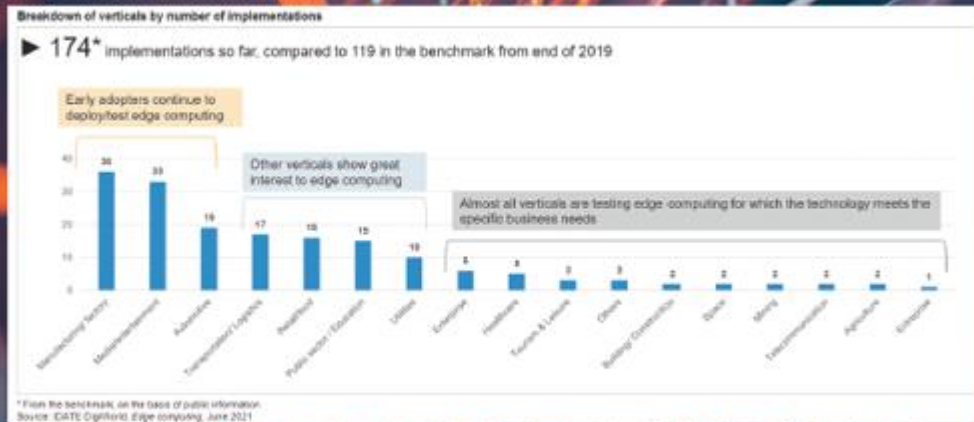
## BUSINESS ASSISTANCE TO R&D PROJECTS & START-UPS

**Artificial Intelligence, Blockchain, Robotics, Quantum Computing, Edge computing, 6G**

### KEY QUESTIONS & AREAS COVERED

- What will be the key technologies by 2030?
- How will future technologies (robotics, deep learning, quantum computing) bring concrete benefits to different sectors and impact current business models?
- Will the GAFAMs maintain their leadership? How will industrial sectors position themselves in the age of artificial intelligence?
- When will extended reality technologies (augmented reality, virtual reality, mixed reality) be truly adopted?
- To what extent will future mobile infrastructures (edge computing, slicing, 5G) be catalysts for accelerating digital transformation?
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### Upcoming publications\*

Format	Title	Publication date
Report	NFTs, Blockchains, Web3: transformation of competitive environments	1H 2023
Report	6G: what are the next steps?	1H 2023
Report	IA new tools	1H 2023
Report	New tools for the future of work	2H 2023

### Available publications

Format	Title	Publication date
Report	<a href="#">Main trends in the Technology, Media and Telecom sector</a>	2H 2022
Report	<a href="#">Cybersecurity - Outlook for the main threat in the digital economy</a>	2H 2022
Report	<a href="#">5G Devices – What innovative devices to boost 5G?</a>	2H 2022
Report	<a href="#">The global market of Open RAN</a>	1H 2022
Report	<a href="#">Telcos &amp; the Green equation</a>	2H 2021
Report	<a href="#">Artificial Intelligence for Deepfakes creation &amp; detection</a>	2H 2021
Report	<a href="#">Edge Computing</a>	1H 2021
Report	<a href="#">Educational Technology for K-12 &amp; Higher Education Markets</a>	1H 2021
Report	<a href="#">Digital Sovereignty</a>	1H 2021
Report	<a href="#">Quantum Computing</a>	2H 2020
Report	<a href="#">Voice Assistants</a>	2H 2020
Report	<a href="#">Blockchain for Telcos</a>	1H 2020
Report	<a href="#">Digital Twin Cities</a>	1H 2020
Report	<a href="#">Blockchain in media</a>	1H 2020
Report	<a href="#">National Artificial Intelligence Strategies</a>	2H 2019
Report	<a href="#">The Immersive Technologies Market (VR/AR/MR)</a>	2H 2019
Report	<a href="#">Maritime 4.0</a>	2H 2019
Report	<a href="#">Robotics</a>	2H 2019

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## 2030 SCENARIOS

### OTT Markets, Telecom Markets and Prospective, Digital geopolitics, Disruptive players

#### KEY QUESTIONS & AREAS COVERED

- What are the telecoms and Internet market dynamics, region by region?
- What strategies are the top OTT players and especially platforms employing?
- What role can Europe play in the digital ecosystem in 2030 given the rising power of Chinese players and US companies' dominance of software segments?
- Who are the up and coming innovators capable of subverting the status quo?
- How are traditional sectors being affected by the digital revolution (retail, media, etc.)?
- ...



#### Upcoming publications\*

Format	Title	Publication date
Report	World Telecom CapEx Dynamics	1H 2023
Report	Digital Economy Macro trends	1H 2023
Report	Financing Gigabit networks in Europe and Africa	1H 2023
Report	Digital Key Technology trends	2H 2023
Report	Future of Devices	2H 2023

#### Available publications

Format	Title	Publication date
Report + DB	<a href="#">World Telecom markets and players – Markets at December 2022 &amp; forecasts to 2026</a>	1H 2023
Report + DB	<a href="#">World OTT markets – Data and forecasts up to 2026</a>	2H 2022
Report	<a href="#">Telecom operators' strategies in the health market</a>	2H 2022
Report	<a href="#">Digital Services Act: What impact on the European digital market?</a>	2H 2022
Report	<a href="#">Digital Markets Act: What impact on digital players?</a>	2H 2022
Report	<a href="#">Cybersecurity - Outlook for the main threaten the digital economy</a>	2H 2022
Report	<a href="#">World Telecom CapEx Dynamics 2020</a>	1H 2022
Report	<a href="#">LEO satellite constellations</a>	1H 2022
Report	<a href="#">eHealth: digital helping to build the future of health</a>	2H 2021
Report	<a href="#">Digital China</a>	1H 2021
Report	<a href="#">Educational Technology for K-12 &amp; Higher Education Markets</a>	1H 2021
Report	<a href="#">Key technologies 2030</a>	2H 2020
Report + DB	<a href="#">From the Internet bubble to COVID-19: the impact of crises on digital services</a>	2H 2020
Report	<a href="#">High Altitude Platform Systems</a>	1H 2020
Report	<a href="#">Omnichannel strategies in retail and telecom industries</a>	2H 2019

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