

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

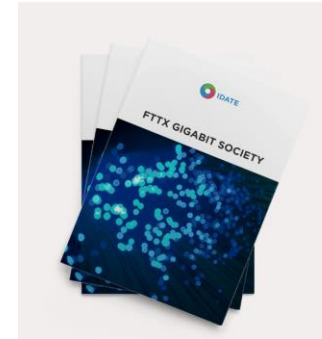
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6 THEMATIC COLLECTIONS

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.



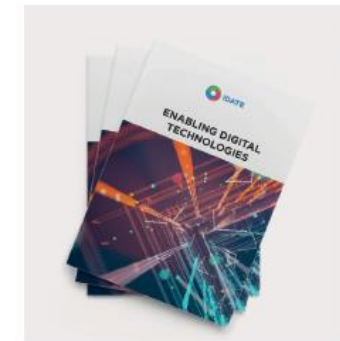
FTTX & GIGABIT SOCIETY



WIRELESS 5G



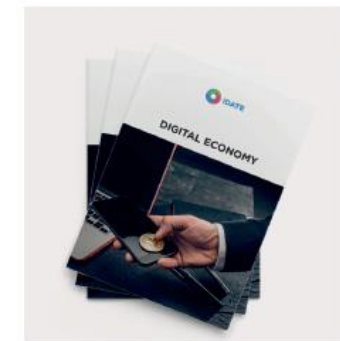
FUTURE TV & DIGITAL CONTENT



ENABLING DIGITAL TECHNOLOGIES



SMART VERTICALS & IOT



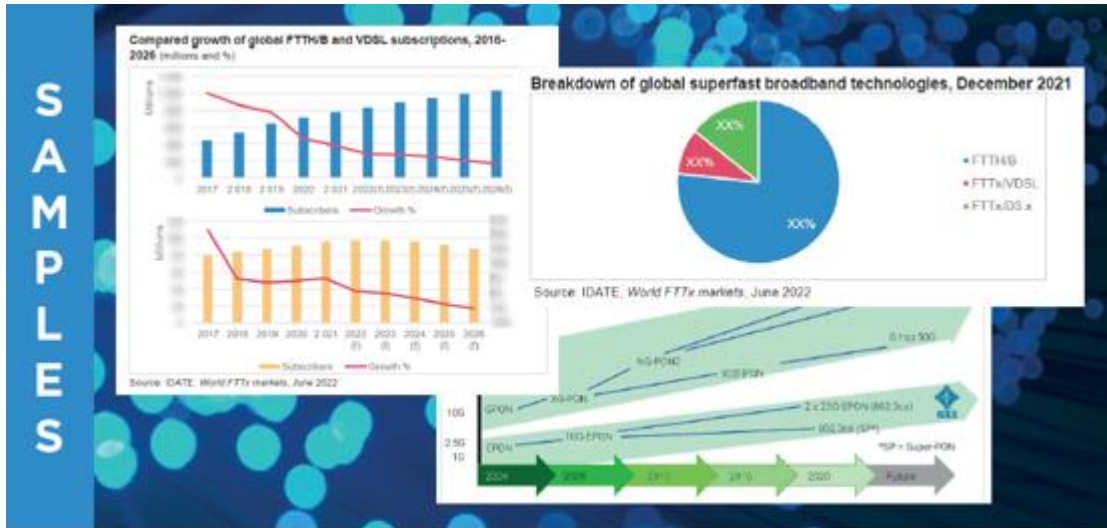
DIGITAL ECONOMY

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 + 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	What are the global growth areas in the fibre industry?	1H 2023
Report + DB	World FTTx Markets – 2H 2022	2H 2022
Report	In-home broadband – Technologies for in-home broadband	2H 2022
Report	Les territoires connectés et durables à l'épreuve des crises – La situation en France (French only)	2H 2022
Report	The future of (N)GPON	2H 2022
Report	Copper switch-off	1H 2022
Report	Connected Territories and Mobility	1H 2022
Report	eHealth: digital helping to build the future of health	2H 2021
Report	Corporate Social Responsibility of telcos	2H 2021
Report + DB	Smart City Markets	2H 2021
Report	Key dilemma for cable operators: FTTH versus DOCSIS 4.0	1H 2021
Report	The potential of 5G Fixed Wireless Access	2H 2020
Report	Open Access Fiber Networks in Europe	2H 2020
Report	Power Utilities and FTTH	1H 2020
Report	The Strategies of TowerCos and FiberCos	1H 2020
Report	FTTH deployment in China - The process accelerates	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

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?
- ...

SAMPLES



Upcoming publications*

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

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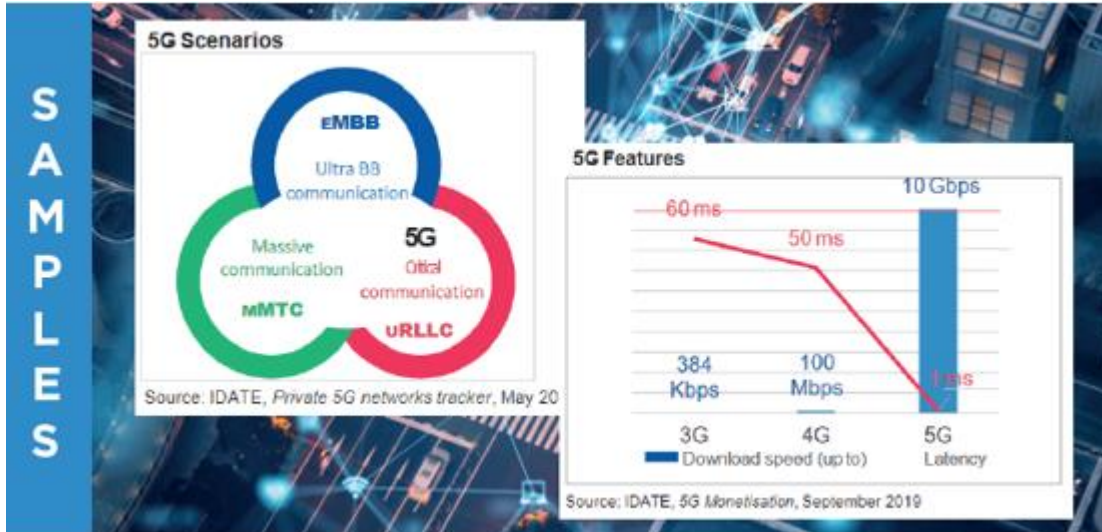
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DEEP DIVE ON 50+ USE CASES 360° MARKET ANALYSIS (DEMAND AND SUPPLY MARKET)

**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	Industrial 5G deployments - Key findings	1H 2023
Report	The future of V2X Market – An intermediate step towards self-driving systems	1H 2023
Report	The Video Surveillance Market – Analysis of a very dynamic IoT market	1H 2023
Report + DB	World Consumer IoT Markets – Markets at 2020 and forecasts to 2030	2H 2022
Report	Cloud and Data center markets – Market trends	2H 2022
Report + DB	World Industrial IoT Markets – Markets at 2020 and forecasts to 2030	2H2022
Report	Les territoires connectés et durables à l'épreuve des crises – La situation en France	2H 2022
Report	Cybersecurity - Outlook for the main threaten the digital economy	2H 2022
Report	The global market of Open RAN	1H 2022
Report+DB	Private 5G networks tracker - Analysis of current deployments	1H 2022
Report	Smart Utilities – Outlook for the leading IoT market	1H 2022
Report	Manufacturing 4.0 – Opportunities for the telecom industry	1H 2022
Report	Smart Farming – Towards precision agriculture	1H 2022
Report	Connected Territories and Mobility	1H 2022
Report + DB	World Cellular M2M market (yearly update)	1H 2022
Report	IoT et territoires	1H 2022
Report	Electric Vehicle charging points	2H 2021
Report + DB	Smart City Markets	2H 2021
Report	IoT Platforms	2H 2021
Report	The Smart Home - Towards an ecosystem-centric approach	1H 2021

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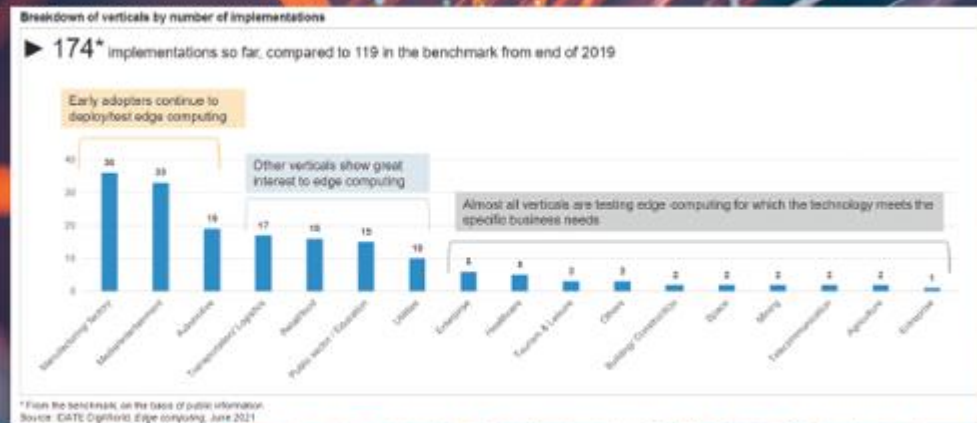
BUSINESS ASSISTANCE TO R&D PROJECTS & START-UPS

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 players 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	New tools for the future of work	2H 2023

Available publications

Format	Title	Publication date
Report	Artificial intelligence in the telecommunications industry	1H2023
Report	Artificial intelligence applications and challenges – Exploring the impact of AI on the telecoms sector	1H 2023
Report	Main trends in the Technology, Media and Telecom sector	2H 2022
Report	Cybersecurity - Outlook for the main threaten in the digital economy	2H 2022
Report	5G Devices – What innovative devices to boost 5G?	2H 2022
Report	The global market of Open RAN	1H 2022
Report	Telcos & the Green equation	2H 2021
Report	Artificial Intelligence for Deepfakes creation & detection	2H 2021
Report	Edge Computing	1H 2021
Report	Educational Technology for K-12 & Higher Education Markets	1H 2021
Report	Digital Sovereignty	1H 2021
Report	Quantum Computing	2H 2020
Report	Voice Assistants	2H 2020
Report	Blockchain for Telcos	1H 2020
Report	Digital Twin Cities	1H 2020
Report	Blockchain in media	1H 2020
Report	National Artificial Intelligence Strategies	2H 2019
Report	The Immersive Technologies Market (VR/AR/MR)	2H 2019
Report	Maritime 4.0	2H 2019
Report	Robotics	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	Financing Gigabit networks in Europe and Africa	1H 2023
Report	Future of Devices	2H 2023

Available publications

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

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THEY TRUST US ALL AROUND THE WORLD!

