

# 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

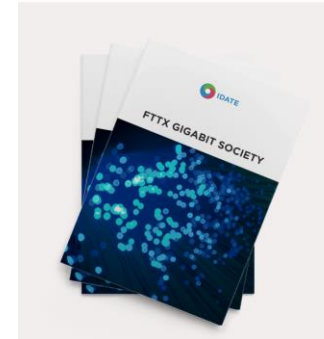
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# 6 THEMATIC COLLECTIONS

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.



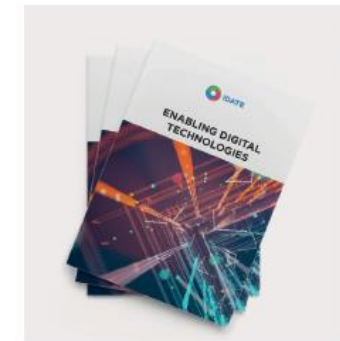
FTTX & GIGABIT SOCIETY



WIRELESS 5G



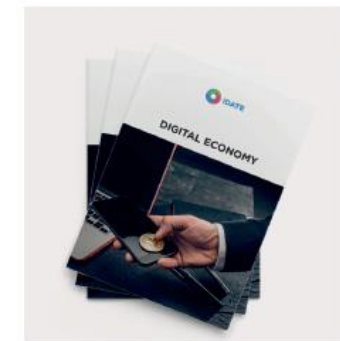
FUTURE TV & DIGITAL CONTENT



ENABLING DIGITAL TECHNOLOGIES



SMART VERTICALS & IOT



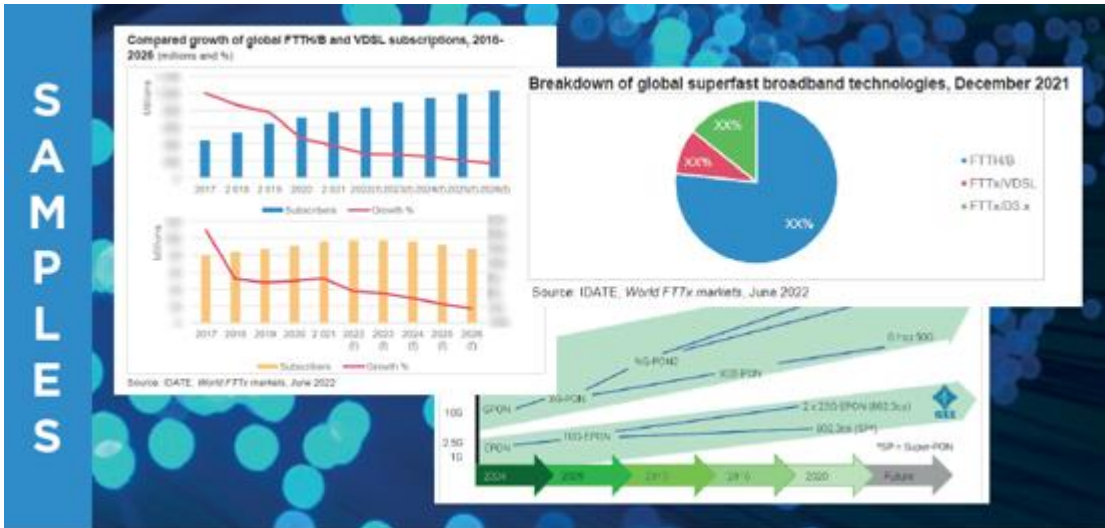
DIGITAL ECONOMY

## 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	NGPON for mobile fronthaul and backhaul	1H 2024
Report + DB	World FTTx Markets – Markets at December 2023 and forecasts to 2027	1H 2024
Report	Fiber for enterprises	1H 2024
Report	Slicing for fixed networks	1H 2024
Report	Gigabit deployment in Africa: national broadband plans and major contractors	1H 2024
Report	Sustainability of the fiber optics	2H 2024
Report	25GPON deployment: status and telcos' strategies	2H 2024
Report	Fibre optics roll out in rural areas in Europe	2H 2024
Report + DB	World FTTx Markets – Markets at June 2024 and forecasts to 2027	2H 2024

### Available publications

Format	Title	Publication date
Report + DB	<a href="#">World FTTx Markets – Markets at June 2023 &amp; Forecasts to 2027</a>	2H 2023
Report	<a href="#">GIS planning tools for FTTH deployment: telco strategies</a>	2H 2023
Report	<a href="#">LEO constellations and FTTH: network deployment synergies</a>	2H 2023
Report	<a href="#">Government Aids &amp; Broadband/FTTH plans: where are we?</a>	1H 2023
Report	<a href="#">Telecom Operators' carbon neutrality strategies worldwide</a>	2H 2023
Report	<a href="#">Investing in Gigabit Networks in Africa</a>	2H 2023
Report + DB	<a href="#">World FTTx Markets – Markets at December 2022 and forecasts to 2027</a>	1H 2023
Report	<a href="#">Optical Distribution Network innovation and market sizing</a>	1H 2023
Report	<a href="#">What are the global growth areas in the fibre industry?</a>	1H 2023
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 (NG)PON</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

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

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
Database	World 5G Markets – 6G Initiatives – Data and forecasts up to 2028	1H 2024
Report + DB	World 5G Markets - 1H2024	1H 2024
Report	Mmwave Use Cases 5G	1H 2024
Report	E-Sim: technological evolution and market sizing - interoperabilité	1H 2024
Report	Consolidation of mobile telephony operators and infrastructures in Europe	1H 2024
Report	Monetisation of 5G	2H 2024
Report	Comparing the main 6G initiatives	2H 2024
Report	Satellite - Integrating 5G broadband	2H 2024
Report + DB	World 5G Markets - 2H2024	2H 2024

### Available publications

Format	Title	Publication date
Report	<a href="#">Evolution of the world 5G market: investment, spectrum and next steps</a>	2H 2023
Report	<a href="#">New frequencies for mobile ahead of WRC 23 and towards 6G</a>	2H 2023
Report	<a href="#">Telco's Wireless Macroeconomic Trends 2023</a>	2H 2023
Report + DB	<a href="#">Private 5G networks tracker – Analysis of current deployments</a>	2H 2023
Report	<a href="#">World 5G Markets – Key facts and numbers – Market coverage and technology</a>	2H 2023
Database	<a href="#">World 5G Markets – 6G Initiatives – Data and forecasts up to 2028</a>	2H 2023
Report	<a href="#">5G indoor: Demand analysis</a>	2H 2023
Report	<a href="#">Open RAN and network virtualization</a>	2H 2023
Report	<a href="#">How and when will 6G emerge from 5G? Milestones and next steps</a>	2H 2023
Report	<a href="#">5G indoor deployment strategies and technical trends</a>	2H 2023
Report	<a href="#">Network sharing – A cost-saving strategy to be considered on a case-by-case basis</a>	1H 2023
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

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

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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 2024
Report	Influence marketing	1H 2024
Report	Future of content distribution	1H 2024
Report	Social video platforms	1H 2024
Report	Evolution of the cloud gaming market	1H 2024
Report + DB	The World Television Market	2H 2024
Report + DB	World OTT Video Services Markets	2H 2024

### Available publications

Format	Title	Publication date
Report + DB	<a href="#">The World Television Market - Data and forecasts to 2027</a>	2H 2023
Report	<a href="#">AI in Media &amp; Entertainment</a>	2H 2023
Report + DB	<a href="#">World OTT Video Services Markets – Revenues &amp; usage, 2019-2027</a>	2H 2023
Report	<a href="#">Future TV – What are the market scenarios in the face of the current disruptions?</a>	1H 2023
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	<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="#">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>	1H 2021
Report	<a href="#">XR consumer market</a>	1H 2021
Report	<a href="#">The programmatic TV market</a>	1H 2021

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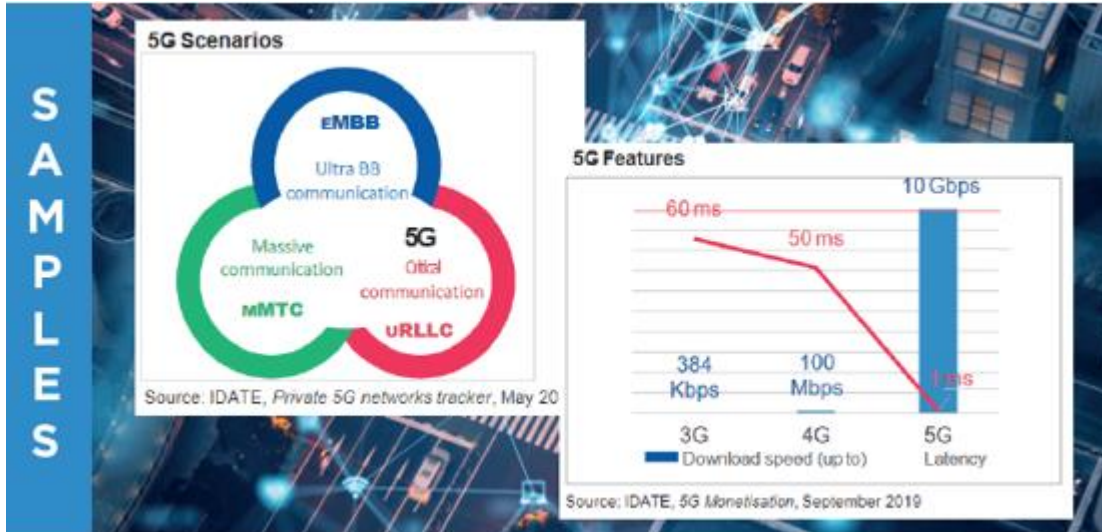
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## DEEP DIVE ON 50+ USE CASES 360° MARKET ANALYSIS (DEMAND AND SUPPLY MARKET)

**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	The smart City: which platforms for which applications?	1H 2024
Report + DB	The world cellular M2M market	1H 2024
Report + DB	Private 5G networks tracker – Analysis of current deployments	1H 2024
Report + DB	World Consumer IoT Markets	1H 2024
Report	IoT softwares market overview	2H 2024
Report	IoT and sustainability	2H 2024
Report	IoT security and privacy	2H 2024
Report	IoT & mobility	2H 2024

### Available publications

Format	Title	Publication date
Report	<a href="#">Transforming logistics: The impact of IoT on industry development</a>	2H 2023
Report	<a href="#">Connecting the unconnected through hybrid IoT</a>	2H 2023
Report	<a href="#">Edge Computing Innovations – A widely coveted technology, a catalyst for innovation</a>	2H 2023
Report + DB	<a href="#">Private 5G networks tracker – Analysis of current deployments</a>	2H 2023
Report	<a href="#">World Industrial IoT Markets – Overview and forecasts to 2030</a>	2H 2023
Report + DB	<a href="#">The world cellular M2M market – Technologies &amp; market forecasts up to 2027</a>	2H 2023
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	<a href="#">Les territoires connectés et durables à l'épreuve des crises – La situation en France</a>	2H 2022
Report	<a href="#">Cybersecurity - Outlook for the main threaten 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

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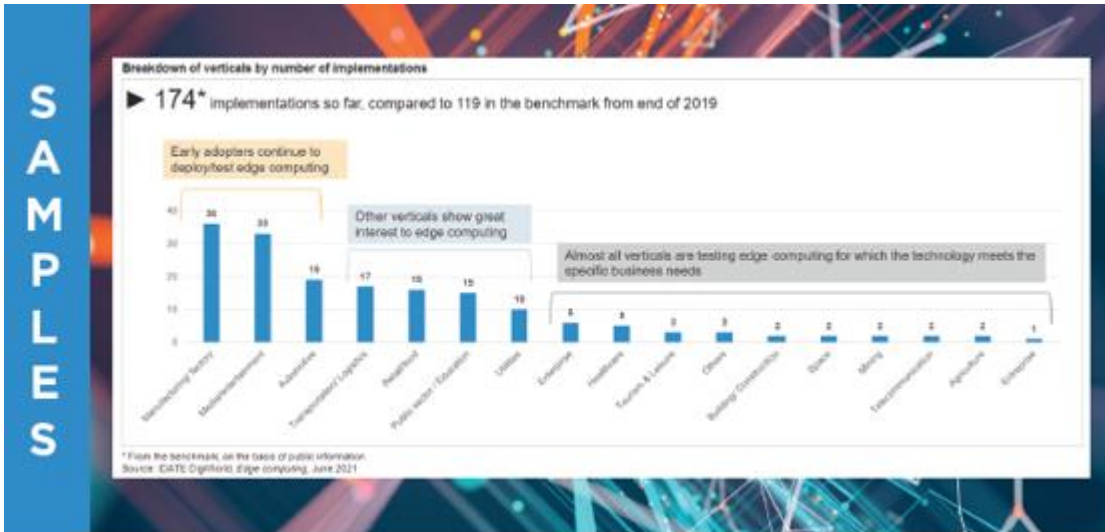
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## BUSINESS ASSISTANCE TO R&D PROJECTS & START-UPS

**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?
- ...



### Upcoming publications

Format	Title	Publication date
Report	<a href="#">Industrial Digital Twins: main usage and market sizing</a>	1H 2024
Report	<a href="#">AI ethics and liability + regulatory monitoring</a>	1H 2024
Report	<a href="#">Evolution of the Cloud market and question of sovereignty and cybersecurity</a>	1H 2024
Report	<a href="#">Transformation of businesses through AI and blockchain</a>	1H 2024
Report	<a href="#">Industrial applications of the metaverse</a>	1H 2024
Report	<a href="#">Quantum computing - outlook, main trends, use cases</a>	1H 2024

### Available publications

Format	Title	Publication date
Report	<a href="#">New tools for the future of work - How new technologies are transforming the workplace</a>	2H 2023
Report	<a href="#">How and when will 6G emerge from 5G? Milestones and next steps</a>	1H 2023
Report	<a href="#">Web 3.0 value chain demystified: Analysing the ecosystem and regulatory framework</a>	1H 2023
Report	<a href="#">Telecom operators in Web 3.0: Navigating the changing landscape of services and infrastructure</a>	1H 2023
Report	<a href="#">Artificial intelligence in the telecommunications industry</a>	1H 2023
Report	<a href="#">Artificial intelligence applications and challenges – Exploring the impact of AI on the telecoms sector</a>	1H 2023
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="#">Blockchain for Telcos</a>	1H 2020
Report	<a href="#">Digital Twin Cities</a>	1H 2020
Report	<a href="#">Blockchain in media</a>	1H 2020

Non-exhaustive list. 20+ other reports in this collection available from our catalogue

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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 2024
Report	Digital Economy Macro trends	1H 2024
Report	Key digital trends 2024	1H 2024
Report	Smart Devices	1H 2024
Report	World telecom markets	1H 2024
Report	B2B telco services: supply side and market sizing	2H 2024
Report	World telecom markets	2H 2024
Report	World Telecom CapEx Dynamics	2H 2024

## Available publications

Format	Title	Publication date
Report	<a href="#">Key digital trends 2023</a>	2H 2023
Report + DB	<a href="#">World telecom markets &amp; players – Markets at December 2022 &amp; Forecasts to 2026</a>	2H 2023
Report	<a href="#">Telecom Operators' carbon neutrality strategies worldwide</a>	2H 2023
Report + DB	<a href="#">World OTT Markets – Data &amp; forecasts up to 2027</a>	2H 2023
Report	<a href="#">Telco's Wireless Macroeconomic Trends 2023</a>	2H 2023
Report	<a href="#">Smart devices – Features and trends</a>	2H 2023
Report	<a href="#">Investing in Gigabit Networks in Africa</a>	2H 2023
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 threat in 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

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