

# THE DIGITAL EXPERTS

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# Recognized expertise for over 40 years

Founded in 1977, IDATE is an independent digital expert consulting company. Our experts support our client on hundreds of consulting missions and market watch services

Our goal → decipher the challenges of the digital economy and enlighten your strategic decisions.

## CONSULTING

The guarantee of independent and trusted consulting solutions, drawing on the expertise of teams specialised in tracking telecoms, media and internet markets.

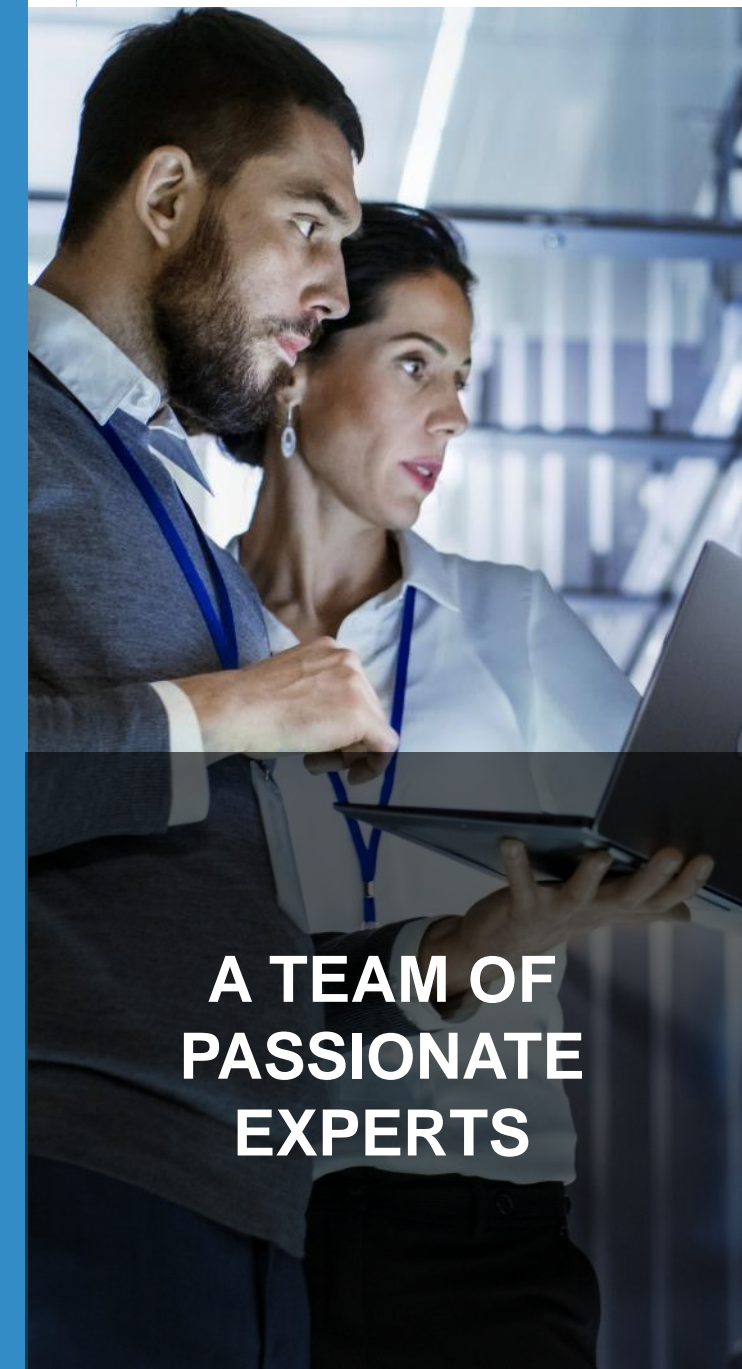


## MARKET INTELLIGENCE

A 360° view of the multi-sector digital market through international reports & databases.

### They trust us





**A TEAM OF  
PASSIONATE  
EXPERTS**

## **CONSULTING**

The guarantee of independent and trusted consulting solutions, drawing on the expertise of teams specialized in tracking **telecoms, media and internet markets**.

- Our teams conduct **hundreds of studies and assignments** each years
- We work **in close and permanent contact** with our customers
- We master **a broad spectrum of methodologies** tailored to suit each assignment: interviews, B2B and B2C surveys, market models and forecasts, strategic analysis, prospective analysis...



**A LARGE NETWORK  
OF CONTACTS IN  
THE DIGITAL SECTORS**



**HIGHLY SPECIALIZED  
AND RECOGNIZED  
SECTORAL EXPERTISE**



**INTERNATIONAL  
PUBLICATIONS & WATCH**

## SERVICE OFFERS ADAPTED TO YOUR NEEDS

Each project gives rise to a **personalized follow-up**, based on specifications, a **detailed proposal** and **the involvement of our team** at all key stages of the mission.



### PUBLIC POLICIES

Master plans | Assistance to the project owner | Management of DSP & PPP | Assistance to lending infrastructure funds | Economic Development Strategy | Definition & evaluation of public policies...



### MARKET & USAGE ANALYSIS

Market Observatory | Market research | Barometers | Living Lab...



### STUDIES OF FEASIBILITY

Market sizing & Forecasts | Business Plan | Commercial qualification and partnership | Due Diligence...



### STRATEGIC SUPPORT

Strategic marketing | Strategic seminars | Prospective...



### COURSES AND COMMUNICATION

Introduction to key digital files | Courses focus | White paper | Keynote & customer seminars...



**A PERSONALIZED  
ACCOMPANIMENT**



**A 360° VISION  
OF THE DIGITAL  
MARKET**

# MARKET INTELLIGENCE

Benefit from **the analysis of our experts** through a **program of market research publications** that offers an international vision of the major digital disruptions, both in the digital sectors and in the traditional sectors in full transformation.



**Reports**



**Database**



**Insights**



**Webinars**



**Analyst support**



**On-site  
presentation**

## 6 THEMATIC COLLECTIONS

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

### FTTX & GIGABIT SOCIETY

#### WORLD REFERENCE – FTTH COUNCIL

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

### WIRELESS

#### 5G EUROPE REFERENCE 5G OBSERVATORY

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

### SMART VERTICALS & IOT

#### DEEP DIVE ON 50+ USE CASES

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

### FUTURE TV & DIGITAL CONTENT

#### TRANSITION TO OTT MARKETS

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

### EMERGING TECH

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

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

### DIGITAL ECONOMY

#### 2030 SCENARIOS

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

**CONNECT TO  
THE TRENDS  
OF TOMORROW**