

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

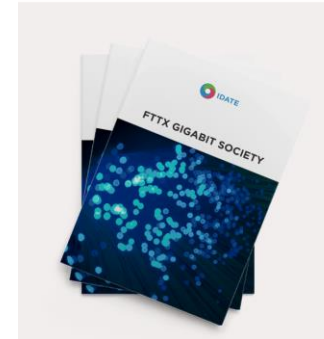
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6 THEMATIC COLLECTIONS

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



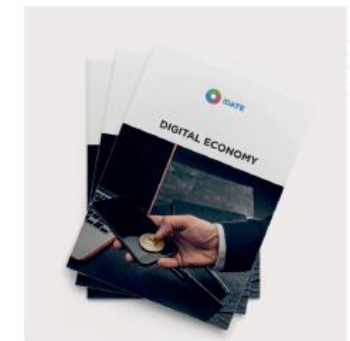
FUTURE TV & DIGITAL CONTENT



ENABLING DIGITAL TECHNOLOGIES



SMART VERTICALS & IOT



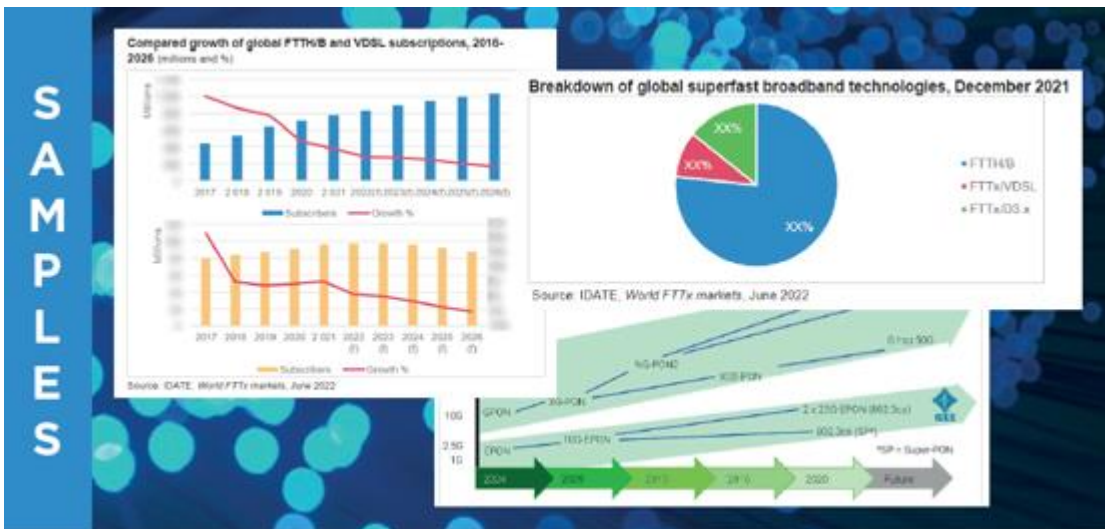
DIGITAL ECONOMY

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

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
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	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	Monetization of 5G	1H 2024
Database	World 5G Markets – 6G Initiatives – Data and forecasts up to 2028	1H 2024
Report	Evolution of the world 5G market: investment, spectrum and next steps	2H 2023
Report	New frequencies for mobile ahead of WRC 23 and towards 6G	2H 2023
Report	Telco's Wireless Macroeconomic Trends 2023	2H 2023
Report + DB	Private 5G networks tracker – Analysis of current deployments	2H 2023
Report	World 5G Markets – Key facts and numbers – Market coverage and technology	2H 2023
Database	World 5G Markets – 6G Initiatives – Data and forecasts up to 2028	2H 2023
Report	5G indoor: Demand analysis	2H 2023
Report	Open RAN and network virtualization	2H 2023
Report	How and when will 6G emerge from 5G? Milestones and next steps	2H 2023
Report	5G indoor deployment strategies and technical trends	2H 2023
Report	Network sharing – A cost-saving strategy to be considered on a case-by-case basis	1H 2023
Report + DB	World 5G Markets – 2H 2022	1H 2023
Report	5G mmWave use cases - When will mmWave unleash the full potential of 5G?	2H 2022
Report	5G Devices – What innovative devices to boost 5G?	2H 2022
Report	2G and 3G network shutdowns	1H 2022

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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	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	Dynamics of the video streaming markets in the 5 major European countries	1H 2024
Report + DB	The World Television Market - Data and forecasts to 2027	2H 2023
Report	AI in Media & Entertainment	2H 2023
Report + DB	World OTT Video Services Markets – Revenues & usage, 2019-2027	2H 2023
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	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?	1H 2021
Report	XR consumer market	1H 2021
Report	The programmatic TV market	1H 2021

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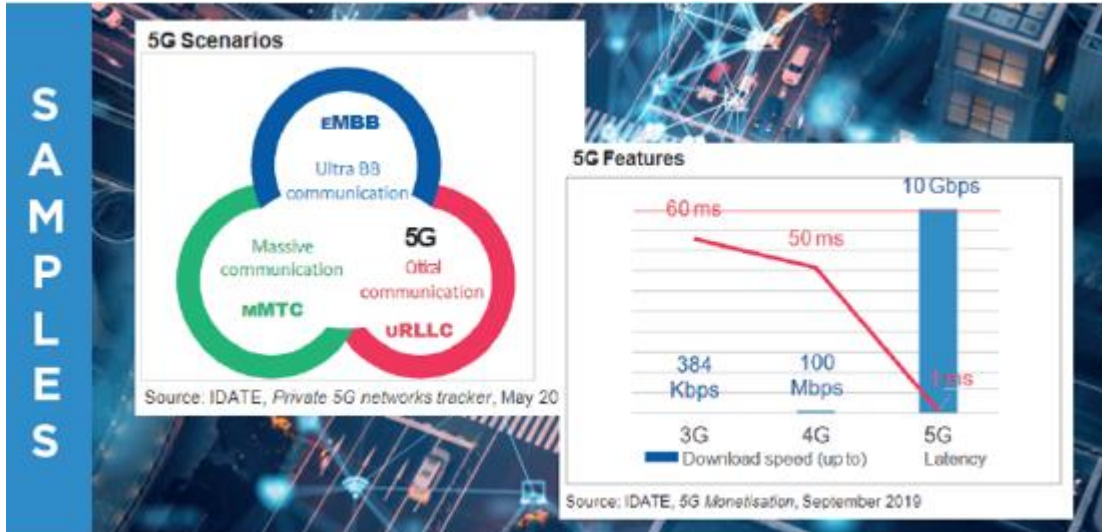
Titles and scheduling of upcoming publications are indicative – details for available publications can be accessed online

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

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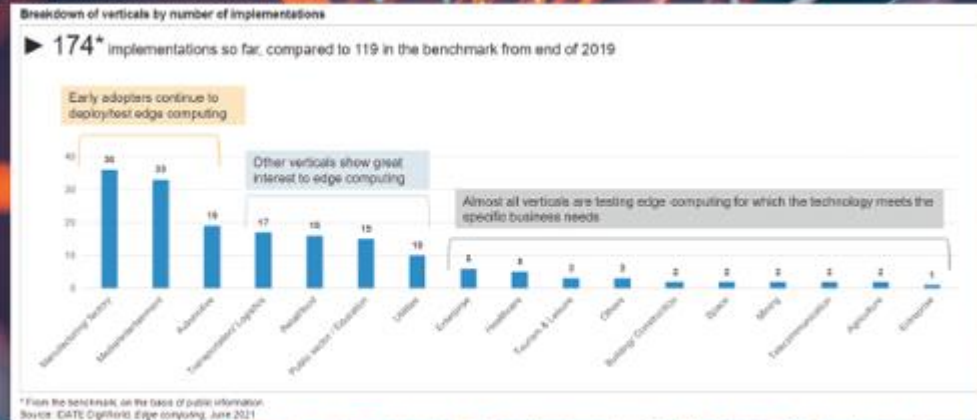
BUSINESS ASSISTANCE TO R&D PROJECTS & START-UPS

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	Industrial Digital Twins: main usage and market sizing	1H 2024
Report	Transformation of businesses through AI and blockchain	1H 2024
Report	Industrial applications of the metaverse	1H 2024
Report	Quantum computing - outlook, main trends, use cases	1H 2024

Available publications

Format	Title	Publication date
Report	AI Ethics and Regulation: Where do we stand?	1H 2024
Report	Unveiling Cloud Market Dynamics	1H 2024
Report	New tools for the future of work - How new technologies are transforming the workplace	2H 2023
Report	How and when will 6G emerge from 5G? Milestones and next steps	1H 2023
Report	Web 3.0 value chain demystified: Analysing the ecosystem and regulatory framework	1H 2023
Report	Telecom operators in Web 3.0: Navigating the changing landscape of services and infrastructure	1H 2023
Report	Artificial intelligence in the telecommunications industry	1H 2023
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 threat 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	Blockchain for Telcos	1H 2020
Report	Digital Twin Cities	1H 2020
Report	Blockchain in media	1H 2020

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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	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	World telecom markets & players	1H 2024
Report	World Telecom CapEx Dynamics	1H 2024
Report	Key digital trends 2023	2H 2023
Report + DB	World telecom markets & players – Markets at December 2022 & Forecasts to 2026	2H 2023
Report	Telecom Operators' carbon neutrality strategies worldwide	2H 2023
Report + DB	World OTT Markets – Data & forecasts up to 2027	2H 2023
Report	Telco's Wireless Macroeconomic Trends 2023	2H 2023
Report	Smart devices – Features and trends	2H 2023
Report	Investing in Gigabit Networks in Africa	2H 2023
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 threaten 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

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