



MARKET INTELLIGENCE

Catalogue 2026

www.idate.fr | market.intelligence@idate.fr



CONNECTING TOMORROW'S TRENDS, TODAY

Our [Market Intelligence programme](#) gives decision-makers the **clarity and confidence** to navigate **rapidly evolving technology markets** and capture **new growth opportunities**. Drawing on decades of international expertise, our research delivers **actionable insights** into the trends reshaping the ICT sector and all digitally transforming industries.

Each publication delivers a **sharp, structured analysis of market dynamics**, reinforced by **robust 5- to 10-year forecasts** that **strengthen strategic planning**, **guide investment decisions**, and **enhance competitive positioning**.

Built around three pillars, our programme provides decision-makers with a **360° understanding of market trajectories** and **competitive dynamics**:

1. **Market databases:** Reliable, granular, and forecast-driven metrics for benchmarking and building evidence-based strategies.
2. **Thematic reports:** Forward-looking analyses of key technologies, regulations, and business shifts to identify opportunities and guide strategic alignment.
3. **Major players insights:** Focused profiles of leading and disruptive TMT actors to reinforce competitive intelligence and anticipate market movements.



REPORTS | DATABASES | INSIGHTS
ON-SITE PRESENTATIONS | WEBINARS
ANALYST SUPPORT

CONNECTING TOMORROW'S TRENDS, TODAY

WHAT SETS OUR INTELLIGENCE APART

- **Deep market analysis:** Competitive landscapes, demand drivers, value-chain evolution, emerging business models.
- **Regulatory insight:** Policy frameworks and their strategic impacts.
- **Global perspective:** International coverage, regional specificities, global trends.
- **Technological expertise:** In-depth evaluation of breakthrough technologies set to transform future ecosystems.
- **Disruptive market players:** Identification and profiling of leading challengers reshaping market boundaries.
- **Economic modelling:** Robust, data-driven forecasts that secure sound long-term decision-making.

IDATE delivers **best-in-class vision, data, and strategic intelligence** that **empowers organizations** to **anticipate disruption, stay ahead** of market shifts, and turn change into **lasting competitive advantage**.



Ready to elevate your strategy with intelligence you can act on?
[Connect with us](#) to start turning market change into measurable advantage.



NetworkAPIs • Datacenters • Cloud • AIEdge
Next-GenerationNetworks • Spectrum • 5G/6G
IntelligentConnectivity • TelecomInfrastructure
SubseaConnectivity • ConvergedNetworks
NGPON • EdgeComputing • FTTx • M2M • OTT
LEOConstellations • Non-TerrestrialNetworks
Interconnections • PlatformEconomics • IoT
OpticalNetworks • SmartTV • OpenSource
CriticalInfrastructure • TelcoTransformation • AI
HyperPersonalisation • Cybersecurity
Immersive Media

MARKET DATABASES



World FTTx Markets
(bi-annual, in June and December)



World 5G+ Markets
(bi-annual, in June and December)



World Cellular M2M Markets



World Industrial IoT Markets



World Consumer IoT Markets



World Telecom CapEx



**World Telecom Markets
and Players**



World Television Markets



**World OTT video
services Markets**

World FTTx Markets

(bi-annual, at June and December)



World FTTx Markets



Bottom-up approach

Metrics covered by country & by players

- ✓ Number of subscribers and homes passed per superfast architecture
- ✓ Factoring in overlaps when applicable
- ✓ FTTx as a share of total broadband customers
- ✓ Leading superfast broadband players' market share
- ✓ Breakdown of FTTH vs. FTTB subscribers
- ✓ Breakdown of Ethernet vs. PON technology
- ✓ The database covers three network architectures: FTTH/B, DOCSIS 3.x, and xDSL.

Forecasts up to 5 years

Countries covered (total of 100)

Western Europe: Andorra, Austria, Belgium, Denmark, Finland, France, Germany, Greece, Iceland, Ireland, Italy, Luxembourg, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, United-Kingdom

Eastern and Central Europe: Belarus, Bulgaria, Croatia, Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, North Macedonia, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Turkey, Ukraine

North America: Canada, USA

Latin America: Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, Mexico, Paraguay, Peru, Uruguay

Asia Pacific: Australia, Bangladesh, Cambodia, China, French Polynesia, Hong_Kong, India, Indonesia, Japan, Kazakhstan, Laos, Malaysia, Myanmar, New Zealand, Pakistan, Philippines, Singapore, South Korea, Sri-Lanka, Thailand, Taiwan, Vietnam

Middle-East & Africa: Algeria, Angola, Bahrain, Egypt, Ethiopia, Ghana, Iran, Iraq, Israel, Ivory Coast, Jordan, Kenya, Kuwait, Lebanon, Libya, Mauritius, Morocco, Mozambique, Nigeria, Oman, Palestine, Qatar, Saudi Arabia, Senegal, South Africa, Tunisia, UAE

+250 companies analyzed

World 5G+ Markets

(bi-annual, at June and December)

Countries covered (total of 41)

Europe: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Turkey, United-Kingdom

North America: Canada, USA

Asia Pacific: China, India, Japan, South Korea

Middle-East & Africa: Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, UAE

Metrics covered

- ✓ Subscriptions and revenues are broken down into three business cases: eMBB, mMTC and uRLLC. The 5G share corresponds to the share in % of total mobile subscriptions or total mobile revenues.
- ✓ Figures have been revised significantly due to delays in defining 5G IoT. We posit that 5G mMTC and 5G uRLLC will not be ready before 2023. This means that each new cellular LPWAN device will be "5G mMTC" ready as of 2023.
- ✓ CapEx is based on public information disclosed by players and/or regulators and broken down when possible into wireless and wireline. The CapEx-to-sales ratio corresponds to CapEx divided by revenues and expressed in %.
- ✓ Spectrum: total price, price per lot, price per MHz per capita for 10 years

Forecasts up to 5 years





World Telecom Markets & Players

Metrics covered

TELECOM SERVICES MARKET

- ✓ Fixed telephony
- ✓ Corporate data and internet access
 - Corporate data services
 - Internet services
 - > o/w broadband access
- ✓ **Mobile Services**
 - > o/w M2M revenues

- ✓ **Fixed Internet**
 - Broadband subscribers
 - > o/w FTTx subscribers
 - > o/w FTTH/B subscribers
 - Top fixed broadband providers market share

SUBSCRIBERS

- ✓ **Fixed telephony**
 - PSTN / ISDN lines
 - VoIP subscribers
- ✓ **Mobile Services**
 - PSTN / ISDN lines
 - > o/w 5G subscribers
 - > o/w postpaid subscribers
 - M2M cards
 - Top Mobile operators Market share

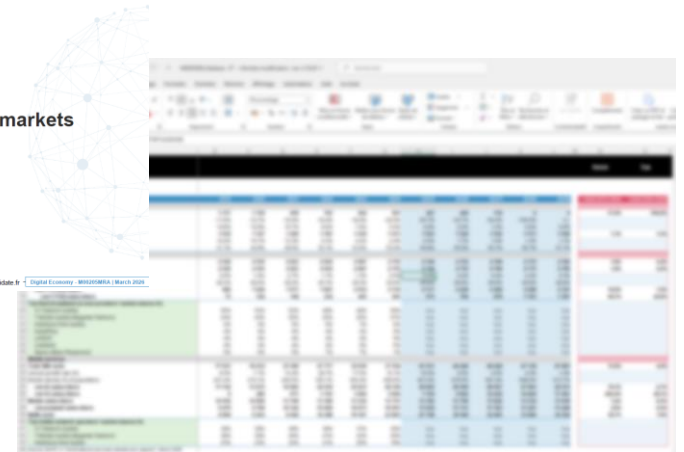
GENERAL DATA

- ✓ **Population**
 - Number of inhabitants
- ✓ **Economic data**
 - GDP

Forecasts up to 5 years



World telecom markets & players
Major trends



Countries covered (total of 39)

EU27+UK: Austria, Belgium, Bulgaria, Croatia, Cyprus, Czechia, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United-Kingdom

North America: USA

Latin America: Brazil

Asia Pacific: China, India, Japan, South Korea

Middle-East & Africa: Bahrain, Oman, Qatar, Saudi Arabia, UAE

World Television Market

Countries covered (total of 41)

Europe: Austria, Belgium, Czech Republic, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Poland, Portugal, Romania, Russia, Spain, Sweden, Switzerland, Turkey, United-Kingdom

North America: Canada, USA

Latin America: Argentina, Brazil, Colombia, Mexico

Asia Pacific: Australia, China, India, Japan, South Korea

Middle-East & Africa: Egypt, Israel, Ivory Coast, Jordan, Kenya, Morocco, Nigeria, Qatar, Saudi Arabia, South Africa, UAE

Metrics covered

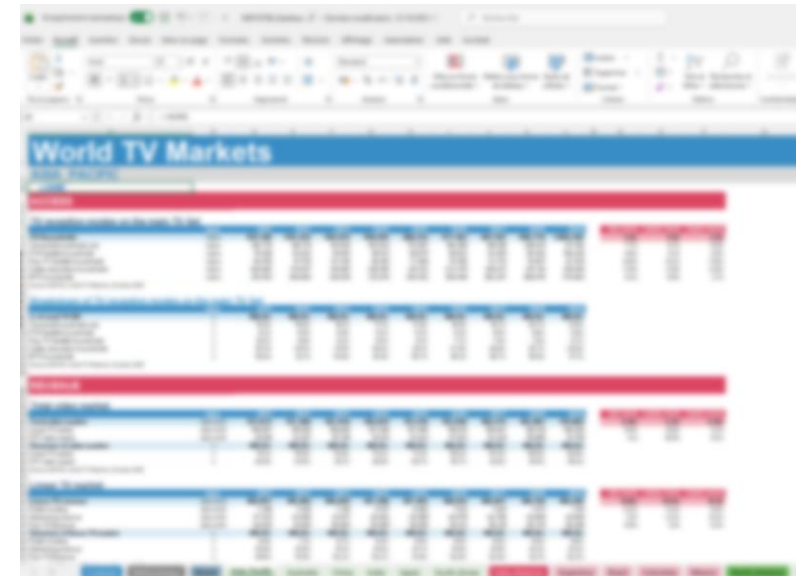
ACCESS INDICATORS

- ✓ General access indicators: TV households, FTA & pay-TV households
- ✓ Households' main television access mode: terrestrial, satellite, cable, IPTV
- ✓ Pay-TV penetration: pay-TV/free-to-air only split
- ✓ Customer numbers for the main pay-TV services

REVENUE INDICATORS

- ✓ Income from public financing/licensing fees
- ✓ TV ad revenue
- ✓ Pay-TV revenue
- ✓ Revenue from OTT video services

Forecasts up to 5 years



World OTT Video Services Markets



World OTT Video Services Market

Revenue & Usage, 2021–2029



Project Leader: Jacques Bajon, Director of Studies | j.bajon@idate.fr | Future TV & Digital Content - M00184 | August 2025

Metrics covered

REVENUES OF SERVICES

- ✓ Video ads revenues
- ✓ In-stream video ads revenues
- ✓ SVOD revenues
- ✓ TVOD revenues
- ✓ OTT Video revenues

REACH OF SERVICES

- ✓ SVOD subscriptions
- ✓ SVOD subscribers
- ✓ SVOD Stacking
- ✓ SVOD BBHH
- ✓ SVOD HH

PLAYERS

- ✓ Subscribers per player-country
- ✓ A-BVOD MAU per player-country
- ✓ Top players SVOD subscribers
- ✓ Top players revenues

COUNTRY PROFILES

- ✓ France
- ✓ Germany
- ✓ Italy
- ✓ Spain
- ✓ United Kingdom
- ✓ USA

Forecasts up to 5 years

Countries covered (total of 38)

Europe: **Western Europe:** Austria, Belgium, France, Germany, Ireland, Italy, Netherlands, Portugal, Spain, Switzerland, United-Kingdom

Scandinavia: Denmark, Finland, Norway, Sweden

Central & Eastern Europe: Czech Republic, Greece, Poland, Russia, Turkey

North America: Canada, USA

Latin America: Argentina, Brazil, Mexico

Asia Pacific: Australia, China, India, Japan

Middle-East & Africa: Bahrain, Egypt, Israel, Jordan, Kuwait, Morocco, Qatar, Saudi Arabia, UAE

World Cellular M2M Market

Countries covered (total of 32)

Europe: Belgium, France, Germany, Greece, Italy, Netherlands, Poland, Russia, Spain, Sweden, Switzerland, Turkey, United Kingdom

North America: Canada, USA

Latin America: Brazil, Mexico

Asia Pacific: Australia, China, India, Japan, South Korea

Middle-East & Africa: Algeria, Egypt, Israel, Lebanon, Morocco, Qatar, Saudi Arabia, South Africa, Tunisia, UAE

Metrics covered

- ✓ Cellular M2M modules/SIMs (at mid-year, million units)
- ✓ Communication and associated services (million EUR)
- ✓ Mobile revenues (million EUR)
- ✓ Mobile subscribers (thousand subscribers at year end)
- ✓ Share of communication and associated services revenues in total mobile revenues (%)
- ✓ Share of SIMs (%)
- ✓ Cellular

Forecasts up to 5 years



The World Cellular M2M Market

Technologies and market forecasts up to 2029



Project leader: Jean-Paul Nohra, Consultant | jp.nohra@idate.fr

Smart Verticals & IoT | M00169 | March 2025

The screenshot shows a report titled "The World CellMarket" with a sub-section "The Machine-to-Machir2-2029". The table below provides data for various metrics from 2024 to 2029.

	2024	2025	2026	2027	2028	2029	Change 2024-2029
Mobile revenues (incl. M2M)	4,112	4,598	5,114	5,764	6,555	7,502	4.1%
Mobile subscribers (incl. M2M)	42.2	43.2	44.2	45.2	46.2	47.2	12.3%
M2M share							
Share of communication and associated services revenues in total mobile revenues	3.8%	4.2%	4.7%	5.4%	6.2%	7.2%	
Share of SIMs	41.1%	40.2%	39.7%	39.2%	38.7%	38.2%	

World Consumer IoT Markets

Regions covered

World, Africa, Asia-Pacific, Europe, Latin America, Middle East, North America

Metrics covered

TECHNOLOGIES

- ✓ Cellular
- ✓ Satellite
- ✓ Wireless
- ✓ Unlicensed LPWAN
- ✓ Licensed LPWAN
- ✓ Wired

VERTICALS

- ✓ Pets
- ✓ Smart home
- ✓ Wellness

Forecasts up to 5 years



World Consumer IoT Markets

Overview and forecasts to 2030



Project leader: Jean-Paul NOHRA, Consultant | jp.nohra@idate.fr

Smart Verticals & IoT | M00170 | April 2025

A large table with multiple columns and rows, likely containing market data, forecasts, and regional breakdowns. The table is partially obscured by a blue bar at the top and a blue bar at the bottom. The visible text includes "Smart Verticals & IoT" and "M00170 | April 2025".

World Industrial IoT Markets

Regions covered

World, Africa, Asia-Pacific, Europe, Latin America, Middle East, North America

Metrics covered

TECHNOLOGIES

- ✓ Cellular
- ✓ Satellite
- ✓ Wireless
- ✓ Unlicensed LPWAN
- ✓ Licensed LPWAN
- ✓ Wired

VERTICALS

- ✓ Agriculture
- ✓ Automotive
- ✓ Energy
- ✓ Healthcare
- ✓ Industry
- ✓ Logistics
- ✓ Military
- ✓ Mining & Public Works
- ✓ Oil & Gas
- ✓ Public Safety
- ✓ Retail
- ✓ Smart Building
- ✓ Smart City
- ✓ Transport

Forecasts up to 5 years



World Industrial IoT Markets

Overview and forecasts to 2030



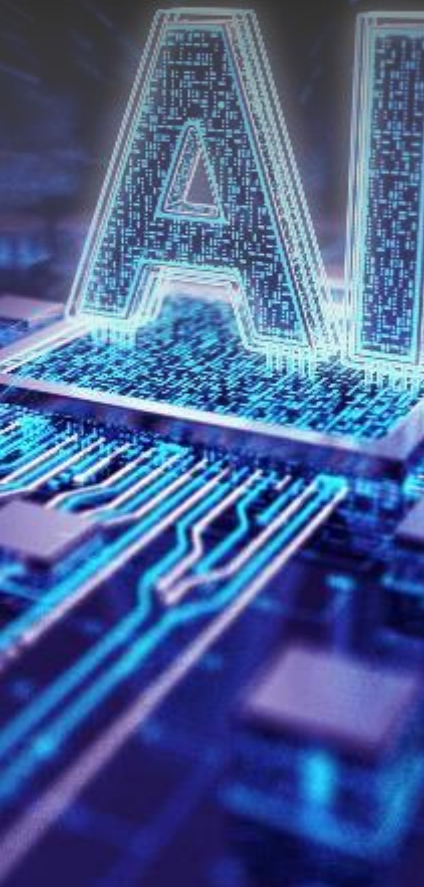
Project leader: Jean-Paul NOHRA, Consultant | jp.nohra@idate.fr

Smart Verticals & IoT | M00171 | April 2025

A screenshot of a data table with multiple columns and rows, likely representing market data or forecasts. The table is partially obscured by a blue header bar and a sidebar on the left.

OUR 6 RESEARCH TOPICS

**AI-led
transformation**



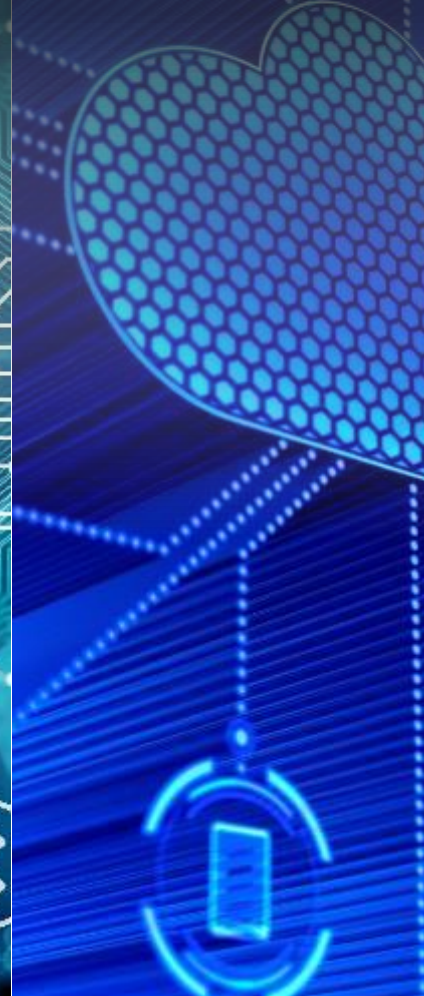
**Next-Gen
Telecom
infrastructure**



**Connected
World IoT**



**Cloud, Edge,
Datacenters**



**Digital
Markets**



**Consumer
value-added
services**



AI-led transformation

This collection provides a **clear strategic blueprint** for how **AI is reshaping telecom** economics, networks, and competitiveness.

It helps executives understand

- the shift to AI-native operating models,
- the convergence of cloud and 6G,
- new monetisation opportunities,
- energy-efficient intelligent networks,
- the architecture required to build future-ready broadband.

Each report delivers actionable insights to turn AI-driven transformation into measurable competitive advantage.



Contact us for more information
or to receive a sample

market.intelligence@idate.fr

The evolving role of telecom operators within the value chain

Autonomous networks: control and governance model between AI agents and orchestration

Unlocking the cross-domain barrier of autonomous networks through digital twins
Solving the problem of federating heterogeneous sources

AI for real-time optimisation of 6G radio resources
How AI turns 6G radio allocation into sustainable performance gains

Upcoming

AI at the heart of 6G ISAC and V2X for autonomous vehicle perception and navigation

AI-driven broadband as a pillar of national competitiveness

Redefining value creation in Intelligent Connectivity

Programmable networks and AI-native telemetry

Building AI-ready broadband for the Edge Era

Human supervision in AI-driven automation

Next generation telecom Infrastructure

This collection offers executives a comprehensive strategic view of how fibre, optical, IP, mobile transport, wireless access, and subsea systems must evolve amid new economic and operational constraints.

Spanning converged transport, densification, satellite, LEO disruption, next-generation PON, DOCSIS evolution, 5G-Advanced, 6G readiness, quantum-safe networks, and in-building connectivity, it delivers **actionable insights** to:

- optimise investments,
- strengthen critical infrastructure,
- navigate a shifting landscape,
- and build resilient, future-proof networks in a rapidly transforming market.



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Fibre for SMEs

The next growth engine in saturated FTTH markets

Quantum-safe data transport models

Standardisation and scalability

Making converged transport operationally viable at scale

From IP-Optical convergence to cross-layer automation, assurance

Structural capacity tension between FWA and mobile traffic

How FWA alters the economics and governance of mobile networks

Evolving Fixed Access Economics in the 25G and 50G PON Era

From technical feasibility to economic selectivity in next-generation access

Who Controls the Access Layer?

LEO-NTN and the structural reallocation of telecom infrastructure value

Minimum Efficient Scale in Telecom Infrastructure

Who Can Survive the Capital Intensity Shift?

Ensuring connectivity continuity in the face of evolving submarine cable market dynamics

Upcoming

5G advanced and 6G readiness

Building networks under resource, logistics, and regulatory pressures

Connected World IoT

This collection provides a **complete strategic view** of how IoT is evolving into a critical layer of national power, industrial performance, and digital innovation.

This collection equips organisations with the insight needed to:

- Anticipate geopolitical, defence, and industrial shifts driven by IoT.
- Secure critical infrastructure against rising cyber and operational threats.
- Build scalable architectures for a 100-billion-device world.
- Harness AI, edge computing, and IoT data for automation and new revenue models.
- Accelerate transformation across energy, cities, health, mobility, supply chains, and more.



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Energy 4.0: the IoT backbone of the net-zero grid in Europe

Smart agriculture: the connected utility revolution

Upcoming

Defense and national security IoT

Critical infrastructure protection

IoT shift to fully autonomous industrial operations

Edge-to-Cloud IoT scalability

AI-powered IoT marketplaces, monetisation of data and user experience

Smart cities: AI, IoT and the economics of urban autonomy

Connected mobility: From vehicle data to infrastructure intelligence

Logistics & supply chains: IoT for Visibility, efficiency and security

Cloud, Edge and Datacenters

This collection gives leaders a clear strategic view of how cloud, edge, and data-center infrastructures are evolving, showing **how power constraints, geopolitical dynamics, energy convergence, and new architectures reshape** where capacity is deployed, how it is interconnected, and how future infrastructure can be monetized

The collection equips stakeholders to:

- Plan capacity in a power-constrained world
- Balance sovereignty, resilience, and global interconnection
- Deploy profitable edge networks at scale
- Adapt to AI-driven operational and architectural demands
- Unlock new revenue streams in infrastructure monetisation



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Balancing AI server refresh cycles vs circularity constraints
in data centers

Sovereign infrastructure

Observability as the missing link of multi-vendor optical automation

Europe's datacenter boom

Capacity planning in a power-constrained world
Power-constrained Europe: quantifying the data-center
capacity gap and its network implications

Upcoming

Edge pricing under pressure: why the distributed edge grid has
no viable economic model today

Metro edge interconnections

Interconnection and interoperability
across datacenter networks

Cloud–Network–Energy
convergence

Quantifying regional capacity shifts and infrastructure value capture (2024–2030)

Digital markets

Upcoming

This collection provides executives with the strategic clarity needed to navigate the **new economics** of digital infrastructure, **platform monetisation**, and **capital investment** in the telecom sector.

Clients gain actionable insight to:

- Unlock new revenue pools through APIs, platform models, and consumer cybersecurity.
- Strengthen profitability and investment capacity by connecting ESG-driven efficiencies with capital-market opportunities, enabling smarter capital allocation and improved EBITDA performance.
- Redefine telco economics for a future driven by platforms rather than pure network scale.



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Carbon reporting for enterprise connectivity

Monetising network APIs: positioning telecom operators as programmable platform enablers for enterprise digital ecosystems (2026–2030)

The megawatt gap: how energy constraints are repricing datacenter investments in Europe

Developer experience, convergence and cross-domain interoperability of Network APIs

Operating models, governance and go-to-market execution of API-first telcos

Transforming consumer cybersecurity into an effective revenue stream

Sovereign infrastructure funds and telco capital alliances

The new carrier economics from CapEx intensity to platform leverage

From networks to assets: the financialisation of telecom infrastructure

Vendor models under pressure in light of open-source

Consumer value-added services

This collection offers a clear roadmap for operators and media platforms to **unlock new consumer revenues** through AI-driven entertainment, hyper-personalisation, immersive formats, cloud-native distribution, and next-generation monetisation models, revealing where future digital content value will emerge.

Clients gain clear guidance on boosting consumer revenues by:

- enhancing the in-home experience,
- deploying AI across the content chain,
- monetising engagement with advanced advertising,
- shifting to cloud-native media platforms, and
- building operator-led app ecosystems to regain strategic relevance.



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Micro-dramas

What outlook for European stakeholders?

Upcoming

Improving in-home experience and monetization

Immersive and interactive media ecosystems

Tech Giants' platforms structure the digital entertainment market

Smart TV, the contender in video entertainment distribution

Resilient and sovereign media infrastructures

From Broadcast-as-a-Platform to cloud-native TV

AI-driven content discovery and hyper-personalised TV

Addressable and programmatic TV advertising 2.0

Operator App stores from governance, to SDKs and revenue share

MAJOR PLAYERS INSIGHTS



Vendors Data



Comprehensive operational, financial, and qualitative information per vendor. Enables market sizing and performance insights.

Vendors Ranking



Annual ranking of leading players by revenue or market segment. Highlights market leaders and emerging trends.

Vendors Positioning



Comparative positioning of top vendors in a country or segment. Shows relative strengths and focus areas.

Vendor Profiles



Detailed analysis of each vendor: strategy, offerings, and key business metrics.

Radars



Visual benchmarking tool to quickly identify leaders, followers, and emerging players across a defined market.

RADAR

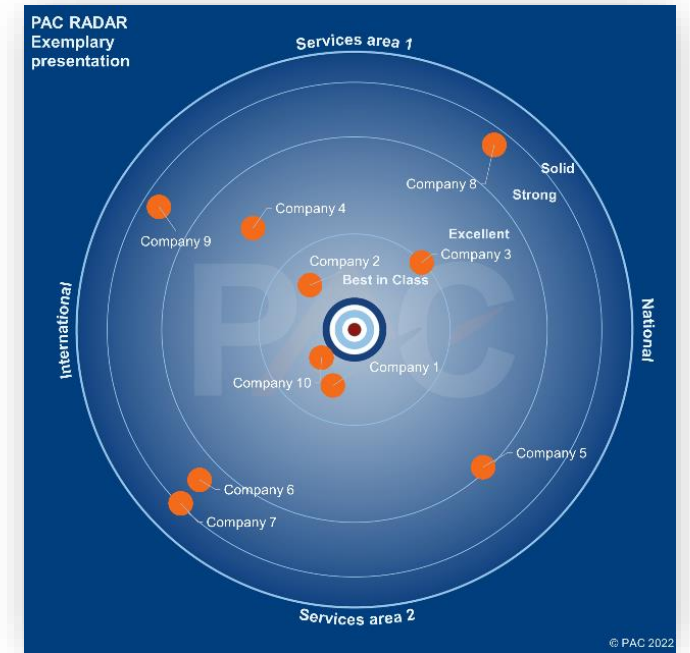
What is the RADAR?

- Tool for the holistic evaluation and visual positioning of telecom providers
- Instrument for end-user organizations for selecting their telecom provider
- Comparison of providers' strategies, development, market position, revenue, resources, performance and competencies
- Evaluation is based on personal face-to-face interviews and a detailed self-disclosure from each provider



The closer a company is to the center, the closer they are to meeting customers' requirements.

RADAR



Focus

mature market segments

Criteria

existing revenue numbers, resources and more

LEADERSHIP SESSIONS

Strengthen Your Business Strategy with Our Leadership Sessions

Get focused research and insights on defined topics – clear, efficient, and tailored for your teams, customers, or partners.

Topics

AI	Telecom
Business Applications	IT, OT & Engineering Services
Digital Transformation	Media
Cybersecurity	Digital Customer Engagement

[Discover all our Leadership Sessions](#) on our website.



The right focus. The right approach. The right results.

Delivered Your Way



1.5 hours
webinar



2 hours
workshop



1 hour in person
presentation at an
event

Previous publications

2025 Publications	
Report and database	Enterprise market Fibre access
World 5G Markets - Database DEMO (bi-annual, at June and December)	Futur TV Content
World FTTx Markets - Database DEMO (bi-annual, at June and December)	Tech giants: Evolving landscape of digital entertainment
The World Television Market - Database DEMO	Personalisation and AI-driven content discovery
World OTT Video Services Markets	Video games beyond gaming
World Consumer IoT Markets - Database DEMO	AI and Blockchain for trust and security in decentralized systems
World Industrial IoT Markets - Database DEMO	Quantum Computing in telecommunications
The world cellular M2M market - Database DEMO	AI-Driven automation and business transformation
World telecom markets - Database DEMO	The role of cloud in AI scalability and distributed AI models
Report	Blockchain beyond cryptocurrencies
LEO satellite vs mobile	Edge AI: Powering real-time intelligence and privacy
Market dynamics: Investments, players, and partnerships (M&A activity)	Industrial IoT (IIoT) and Industry 4.0: transforming manufacturing and supply chains
5G small cells and neutral host models	Industrial Private 5G networks tracker
6G and societal impact	Agriculture and smart farming: IoT's role in precision agriculture
OSS/BSS for 5G	IoT and 5G: Unlocking new opportunities across verticals
5G for sustainability	Smart cities and infrastructure: IoT-enabled urbanisation
Enhancing capacity and performance (QoS)	World Telecom CapEx Dynamics
AI for fibre	The rise of digital payment solutions: trends and innovations
FTTR : the new frontier for FTTH?	Key digital trends 2025 – Viva Tech Paris 2025
OSS/BSS for fibre	Smart Devices – CES Las Vegas 2025
How to cover the last 10% : Fiber vs FWA, vs Satellite?	Digital Economy Macro trends - MWC 2025

THEY TRUST US ALL AROUND THE WORLD!





IDATE

About PAC

PAC is a content-based company with a consulting DNA.

Since 1976, PAC has delivered focused and objective responses to the growth challenges of software & IT services vendors worldwide. We are our customers preferred partner to define strategies, strengthen market share, optimize GTM, and help establish a thought leadership role.

PAC is proud to be an analyst-led consultancy with a team of over 50 people in four offices across Europe. We cover market research for over 35 countries worldwide, delivered through our portfolio pillars of Guidance, Visibility, and Insights through our renowned [SITSI® research platform](#).

About IDATE

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.