

TV Analytics Market by TV Transmission Type (Cable TV, Satellite TV/ DTH, IPTV, and Over the Top (OTT)), Application (Customer Lifetime Management, Content Development, Competitive Intelligence, and Campaign Management) - Global Forecast to 2023

<https://marketpublishers.com/r/TE1EDB75346EN.html>

Date: October 2018

Pages: 135

Price: US\$ 5,650.00 (Single User License)

ID: TE1EDB75346EN

Abstracts

Intensifying business competition among TV analytics solution providers is driving the growth of the market

MarketsandMarkets estimates the global TV analytics market to grow from USD 1.9 billion in 2018 to USD 4.2 billion by 2023, at a Compound Annual Growth Rate (CAGR) of 17.4% during the forecast period. The TV analytics market is growing rapidly with the intensifying business competition and the growth of social media and social advertising trends. However, the lack of skilled personnel would limit the growth of the market.

Rising demand for personalized content to extend and improve creator and customer relationship is driving the adoption of TV analytics for the satellite TV or Direct to Home (DTH) platform

Satellite TV or DTH companies offer direct broadcasting services that deliver television content through radio waves. The DTH providers use the power of analytics to understand the taste and preference of users, which helps them upsell products and services. Personalized content helps companies to not only increase the Average Revenue Per Users (ARPU), but also in reducing the customer churn.

Expanding the reach of Over the TOP (OTT) platform provider's worldwide is accelerating the cloud adoption for TV analytics

Cloud-based TV analytics solutions are in highest demand, owing to the faster and easier service provided by the OTT service providers. Major online content providers collect their audience data through their smartphone applications. The collected data helps the OTT providers in analyzing their customers' behavior and improving their Return on Investment (RoI). Using cloud TV analytics, it is also easy to gather and segment data based on various demographics, which assists in better decision-making process based on the trends.

TV analytics market in APAC (Asia Pacific) is projected to grow at the highest CAGR during the forecast period

The high growth of the market in APAC is attributed to the flexible economic conditions, industrialization and globalization-motivated policies of governments, and the expanding digitalization in the region. The highly competitive environment in the region is again expected to trigger the growth of effective TV analytics market that augments the overall RoI for the media and entertainment organizations. Moreover, the growing audience inclination toward the global contents has led to the growth of major OTT providers, such as Netflix, Amazon Prime Video, and HotStar, through which audiences can get an easy access to the content of their choice, anywhere, at any time. All these factors are expected to contribute to the growth of the TV analytics in the Asian countries.

In-depth interviews were conducted with the Chief Executive Officers (CEOs), marketing directors, other innovation and technology directors, and executives from various key organizations operating in the TV analytics market.

By Company – Tier 1–55%, Tier 2–20%, and Tier 3–25%

By Designation – C-Level–60%, Director Level–25%, and Others–15%

By Region – North America–10%, Europe–20%, APAC–40%, and RoW–30%

The TV analytics market comprises major solution providers, such as IBM Corporation (US), Google (US), The Nielsen Company (UK), Zappr Media Labs (India), Alphonso Inc. (US), TVSQURED (Scotland), DC Analytics (England), Amobee, Inc. (US), 605 (US), Clarivoy (US), TVbeat (UK), BLIX (Australia), H-Tech (Bulgaria), DC Analytics (Germany), SambaTV (US), AnalyticOwl (US), Edgeware AB (US), Realytics (France), Sorenson Media (US), FourthWall Media (US), Parrot Analytics (US), iSpot.tv (US), Admo.TV (France), Conviva (US), iQ Media (US), and BrightLine (US) The study

includes in-depth competitive analysis of these key players in the TV analytics market with their company profiles, recent developments, and key market strategies.

Research coverage

The TV analytics market revenue is primarily classified into revenues from software and services. Software revenue is associated with software and platform offerings, while the services' revenue is associated with managed and professional services. The professional services comprise support and maintenance, and consulting. The market is also segmented on the basis of TV transmission types, applications, components, deployment models, and regions.

Key benefits of the report

The report would help the market leaders/new entrants in this market with the information on the closest approximations of the revenue numbers for the overall TV analytics market and the subsegments. This report would help stakeholders understand the competitive landscape and gain insights to better position their businesses and plan suitable go-to-market strategies. The report also helps stakeholders understand the pulse of the market and provides them with the information on the key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
- 1.3 MARKET SCOPE
 - 1.3.1 REGIONS COVERED
- 1.4 YEARS CONSIDERED FOR THE STUDY
- 1.5 CURRENCY
- 1.6 STAKEHOLDERS

2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
 - 2.1.1 SECONDARY DATA
 - 2.1.2 PRIMARY DATA
 - 2.1.2.1 Breakup of primaries
 - 2.1.2.2 Key industry insights
 - 2.1.2.3 Market breakup and data triangulation
- 2.2 MARKET SIZE ESTIMATION
- 2.3 RESEARCH ASSUMPTIONS
- 2.4 LIMITATIONS

3 EXECUTIVE SUMMARY

4 PREMIUM INSIGHTS

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN THE TV ANALYTICS MARKET
- 4.2 TV ANALYTICS MARKET, BY COMPONENT
- 4.3 TV ANALYTICS MARKET, BY REGION
- 4.4 TV ANALYTICS MARKET: TOP 3 APPLICATIONS AND REGIONS

5 MARKET OVERVIEW

- 5.1 INTRODUCTION
 - 5.1.1 DRIVERS
 - 5.1.1.1 Intensifying business competition
 - 5.1.1.2 Growth of social media and social advertising

5.1.2 RESTRAINTS

5.1.2.1 Lack of digital infrastructure

5.1.3 OPPORTUNITIES

5.1.3.1 To gain insights from raw data to improve advertising efficiency

5.1.3.2 Advancements in emerging technologies could support the market growth

5.1.4 CHALLENGES

5.1.4.1 Lack of skilled personnel

5.2 INDUSTRY TRENDS

5.2.1 TV ANALYTICS: USE CASES

5.2.1.1 USE CASE #1: Need to optimize media spend to drive sales

5.2.1.2 USE CASE #2: Measure the impact of campaign on business KPIs

5.2.1.3 Use case #3: Need to reach audience in remote regions

5.2.2 TV ANALYTICS: EVOLUTION

5.2.3 REGULATIONS

5.2.3.1 European Union General Data Protection Regulation (GDPR)

6 TV ANALYTICS MARKET, BY TV TRANSMISSION TYPE

6.1 INTRODUCTION

6.2 CABLE TV

6.2.1 COMPETITION FROM OTT AND DTH SERVICE PROVIDERS TO DRIVE THE TV ANALYTICS MARKET

6.3 SATELLITE TV/DIRECT-TO-HOME

6.3.1 INCREASING DEMAND FOR MANAGING CUSTOMER LIFETIME AND REDUCING CUSTOMER CHURN SUBSTANTIALLY TO DRIVE THE TV ANALYTICS MARKET

6.4 INTERNET PROTOCOL TELEVISION

6.4.1 PRICING STRATEGIES AND AGILITY OF RECOMMENDATION ENGINES TO SPUR THE DEMAND FOR TV ANALYTICS

6.5 OVER-THE-TOP

6.5.1 UNDERSTANDING THE DEMOGRAPHICS OF VIEWERS AND PROVIDING THEM WITH PERSONALIZED CONTENTS TO IMPROVE ARPU TO ENCOURAGE CONTENT CREATORS AND DISTRIBUTORS TO INTEGRATE ANALYTICS

7 TV ANALYTICS MARKET, BY COMPONENT

7.1 INTRODUCTION

7.2 SOFTWARE

7.2.1 INCREASING DEMAND FOR CROSS-PLATFORM MEDIA TO TRACK

AUDIENCE BEHAVIOR EXPECTED TO INCREASE THE DEMAND FOR TV ANALYTICS SOFTWARE

7.3 SERVICES

7.3.1 MANAGED SERVICES

7.3.1.1 Organizations outsource services to gain cost advantages and provide clients on time delivery

7.3.2 PROFESSIONAL SERVICES

7.3.2.1 Support and maintenance

7.3.2.1.1 The initial need of support and maintenance during pre-installation and post installation triggers the growth of support and maintenance services

7.3.2.2 Consulting

7.3.2.2.1 Consulting services in the TV analytics market is poised to grow at a steady speed, as enterprises are realizing the significance of analytics in their service.

8 TV ANALYTICS MARKET, BY APPLICATION

8.1 INTRODUCTION

8.2 COMPETITIVE INTELLIGENCE

8.2.1 INTENSIFYING COMPETITION COUPLED WITH DYNAMIC AUDIENCE DEMANDS TO DRIVE THE DEMAND FOR COMPETITIVE INTELLIGENCE

8.3 CHURN PREVENTION AND BEHAVIOR ANALYSIS

8.3.1 NEED FOR OPTIMIZING MEDIA SCHEDULE AND RETAINING AUDIENCE TO DRIVE THE DEMAND FOR CHURN PREVENTION AND BEHAVIOR ANALYSIS APPLICATION

8.4 CUSTOMER LIFETIME MANAGEMENT

8.4.1 FOCUS ON IMPROVING CUSTOMER RELATIONSHIP TO HELP THE GROWTH OF CUSTOMER LIFETIME MANAGEMENT APPLICATION

8.5 CAMPAIGN MANAGEMENT

8.5.1 EMERGING NEED TO ENGAGE AUDIENCE FOR A LONGER PERIOD TO IMPROVE THE DEMAND FOR CAMPAIGN MANAGEMENT APPLICATION

8.6 CONTENT DEVELOPMENT

8.6.1 CHANGING CONTENT CONSUMPTION BEHAVIOR TO DRIVE THE DEMAND FOR CONTENT DEVELOPMENT APPLICATION WORLDWIDE

8.7 AUDIENCE FORECASTING

8.7.1 AUDIENCE FORECASTING TO HAVE A KEY ROLE IN MAKING INVESTMENT DECISIONS TO DRIVE ITS DEMAND

8.8 OTHERS

8.8.1 IMPACT OF BRANDS ON AUDIENCE IS A KEY FACTOR DRIVING BUSINESS CONTINUITY

9 TV ANALYTICS MARKET, BY DEPLOYMENT MODEL

9.1 INTRODUCTION

9.2 ON-PREMISES

9.2.1 PROMINENCE OF CABLE TV TO DRIVE ON-PREMISES DEPLOYMENT OF TV ANALYTICS

9.3 CLOUD

9.3.1 FOCUS ON IMPROVED AGILITY AND ROI IS THE DRIVING FACTOR FOR CLOUD ADOPTION

10 TV ANALYTICS MARKET, BY REGION

10.1 INTRODUCTION

10.2 NORTH AMERICA

10.2.1 UNITED STATES

10.2.1.1 US accounted for the largest market size in the TV Analytics market in North America

10.2.2 CANADA

10.2.2.1 Canada is expected to witness the highest growth rate in the TV analytics market in North America

10.3 EUROPE

10.3.1 UNITED KINGDOM

10.3.1.1 OTT trends in UK has witnessed a rapid growth due to the proliferation of smartphones and smart TVs.

10.3.2 GERMANY

10.3.2.1 Germany is expected to witness the highest growth rate in the TV analytics market in Europe

10.3.3 REST OF EUROPE

10.4 ASIA PACIFIC

10.4.1 CHINA

10.4.1.1 Emergence of mobile technologies, cloud computing, and increased automation have bolstered the penetration of TV analytics solutions in China

10.4.2 INDIA

10.4.2.1 Indian market being highly fragmented offers unprecedented opportunities for TV analytics vendors in the country.

10.4.3 SINGAPORE

10.4.3.1 The growing market for OTT in Singapore is expected to trigger the growth of TV analytics market.

10.4.4 AUSTRALIA AND NEW ZEALAND

10.4.4.1 Smartphone penetration and increase demand of Video-on-Demand (VOD) services are propelling the growth of TV Analytics market.

10.4.5 REST OF ASIA PACIFIC

10.5 LATIN AMERICA

10.5.1 BRAZIL

10.5.1.1 Brazil accounted for the largest market size in the TV analytics market in Latin America

10.5.2 ARGENTINA

10.5.2.1 Argentina is expected to witness the highest growth rate in the TV analytics market in Latin America

10.5.3 REST OF LATIN AMERICA

10.6 MIDDLE EAST AND AFRICA

10.6.1 MIDDLE EAST

10.6.1.1 The growing interest in the global content is expected to open opportunities for global OTT players and other streaming service providers eventually driving the need for TV analytics in the Middle East.

10.6.2 AFRICA

10.6.2.1 Affordable internet access coupled with rise in digital contents with personalized experience are major driving factors for the adoption of TV analytics in Africa.

11 COMPETITIVE LANDSCAPE

11.1 OVERVIEW

11.2 MARKET RANKING

11.3 COMPETITIVE SCENARIO

11.3.1 NEW PRODUCT LAUNCHES AND ENHANCEMENTS

11.3.2 PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS

11.3.3 MERGERS AND ACQUISITIONS

12 COMPANY PROFILES

(Business overview, Solutions offered, Recent Developments, SWOT analysis, MNM view)*

12.1 IBM

12.2 GOOGLE

12.3 NIELSEN

- 12.4 DC ANALYTICS
- 12.5 ALPHONSO
- 12.6 EDGEWARE AB
- 12.7 SAMBATV
- 12.8 AMOBEE
- 12.9 CLARIVOY
- 12.10 REALYTICS
- 12.11 TVSQUARED
- 12.12 SORENSON MEDIA
- 12.13 TVBEAT
- 12.14 FOURTHWALL MEDIA
- 12.15 PARROT ANALYTICS
- 12.16 ISPOT.TV
- 12.17 ADMO.TV
- 12.18 CONVIVA
- 12.19 IQ MEDIA
- 12.20 BRIGHTLINE
- 12.21 ZAPR MEDIA LABS
- 12.22 605
- 12.23 ANALYTICOWL
- 12.24 BLIX
- 12.25 H-TECH

*Details on Business overview, Solutions offered, Recent Developments, SWOT analysis, MNM view might not be captured in case of unlisted companies.

13 APPENDIX

- 13.1 DISCUSSION GUIDE
- 13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL
- 13.3 AVAILABLE CUSTOMIZATIONS
- 13.4 RELATED REPORTS
- 13.5 AUTHOR DETAILS

List Of Tables

LIST OF TABLES

Table 1 UNITED STATES DOLLAR EXCHANGE RATE, 2015–2017

Table 2 TV ANALYTICS MARKET SIZE AND GROWTH RATE, 2016–2023 (USD MILLION, Y-O-Y %)

Table 3 TV ANALYTICS MARKET SIZE, BY TV TRANSMISSION TYPE, 2016–2023 (USD MILLION)

Table 4 CABLE TV: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 5 SATELLITE TV: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 6 INTERNET PROTOCOL TELEVISION: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 7 OVER THE TOP: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 8 TV ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 9 SOFTWARE: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 10 SERVICES: TV ANALYTICS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

Table 11 SERVICES: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 12 MANAGED SERVICES MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 13 PROFESSIONAL SERVICES MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

Table 14 PROFESSIONAL SERVICES MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 15 SUPPORT AND MAINTENANCE MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 16 CONSULTING MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 17 TV ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 18 COMPETITIVE INTELLIGENCE: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 19 CHURN PREVENTION AND BEHAVIOR ANALYSIS: TV ANALYTICS

MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 20 CUSTOMER LIFETIME MANAGEMENT: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 21 CAMPAIGN MANAGEMENT: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 22 CONTENT DEVELOPMENT: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 23 AUDIENCE FORECASTING: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 24 OTHERS: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 25 TV ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

Table 26 ON-PREMISES: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 27 CLOUD: TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 28 TV ANALYTICS MARKET SIZE, BY REGION, 2016–2023 (USD MILLION)

Table 29 NORTH AMERICA: TV ANALYTICS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 30 NORTH AMERICA: TV ANALYTICS MARKET SIZE, BY TV TRANSMISSION TYPE, 2016–2023 (USD MILLION)

Table 31 NORTH AMERICA: TV ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 32 NORTH AMERICA: TV ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 33 NORTH AMERICA: TV ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 34 NORTH AMERICA: TV ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 35 NORTH AMERICA: TV ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

Table 36 EUROPE: TV ANALYTICS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 37 EUROPE: TV ANALYTICS MARKET SIZE, BY TV TRANSMISSION TYPE, 2016–2023 (USD MILLION)

Table 38 EUROPE: TV ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 39 EUROPE: TV ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD

MILLION)

Table 40 EUROPE: TV ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 41 EUROPE: TV ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 42 EUROPE: TV ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

Table 43 ASIA PACIFIC: TV ANALYTICS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 44 ASIA PACIFIC: TV ANALYTICS MARKET SIZE, BY TYPE, 2016–2023 (USD MILLION)

Table 45 ASIA PACIFIC: TV ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 46 ASIA PACIFIC: TV ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 47 ASIA PACIFIC: TV ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 48 ASIA PACIFIC: TV ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 49 ASIA PACIFIC: TV ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

Table 50 LATIN AMERICA: TV ANALYTICS MARKET SIZE, BY COUNTRY, 2016–2023 (USD MILLION)

Table 51 LATIN AMERICA: TV ANALYTICS MARKET SIZE, BY TV TRANSMISSION TYPE, 2016–2023 (USD MILLION)

Table 52 LATIN AMERICA: TV ANALYTICS MARKET SIZE, BY COMPONENT, 2016–2023 (USD MILLION)

Table 53 LATIN AMERICA: TV ANALYTICS MARKET SIZE, BY SERVICE, 2016–2023 (USD MILLION)

Table 54 LATIN AMERICA: TV ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 55 LATIN AMERICA: TV ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 56 LATIN AMERICA: TV ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

Table 57 MIDDLE EAST AND AFRICA: TV ANALYTICS MARKET SIZE, BY SUB-REGION, 2016–2023 (USD MILLION)

Table 58 BY TRANSMISSION TYPE, 2016–2023 (USD MILLION)

Table 59 MIDDLE EAST AND AFRICA: TV ANALYTICS MARKET SIZE, BY

COMPONENT, 2016–2023 (USD MILLION)

Table 60 MIDDLE EAST AND AFRICA: TV ANALYTICS MARKET SIZE, BY SERVICES, 2016–2023 (USD MILLION)

Table 61 MIDDLE EAST AND AFRICA: TV ANALYTICS MARKET SIZE, BY PROFESSIONAL SERVICE, 2016–2023 (USD MILLION)

Table 62 MIDDLE EAST AND AFRICA: TV ANALYTICS MARKET SIZE, BY APPLICATION, 2016–2023 (USD MILLION)

Table 63 MIDDLE EAST AND AFRICA: TV ANALYTICS MARKET SIZE, BY DEPLOYMENT MODEL, 2016–2023 (USD MILLION)

Table 64 NEW PRODUCT LAUNCHES AND ENHANCEMENTS, 2017–2018

Table 65 PARTNERSHIPS, COLLABORATIONS, AND AGREEMENTS, 2017–2018

Table 66 MERGERS AND ACQUISITIONS, 2016–2018

List Of Figures

LIST OF FIGURES

Figure 1 TV ANALYTICS MARKET: RESEARCH DESIGN

Figure 2 TV ANALYTICS MARKET: BOTTOM-UP APPROACH

Figure 3 TV ANALYTICS MARKET: TOP-DOWN APPROACH

Figure 4 TV ANALYTICS MARKET: ASSUMPTIONS

Figure 5 TV ANALYTICS MARKET, TOP 3 SEGMENTS, 2018

Figure 6 TV ANALYTICS MARKET, BY DEPLOYMENT MODEL, 2018

Figure 7 GROWING SOCIAL MEDIA AND SOCIAL ADVERTISING IS EXPECTED TO BE A MAJOR GROWTH FACTOR FOR THE TV ANALYTICS MARKET

Figure 8 SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR IN THE TV ANALYTICS MARKET DURING THE FORECAST PERIOD

Figure 9 ASIA PACIFIC IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 10 CHURN PREVENTION AND BEHAVIOUR ANALYSIS APPLICATION AND NORTH AMERICA ARE ESTIMATED TO HOLD THE HIGHEST MARKET SHARES IN 2018

Figure 11 TV ANALYTICS MARKET: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

Figure 12 OVER-THE-TOP (OTT) TV TRANSMISSION TYPE IS EXPECTED TO HOLD THE LARGEST MARKET SIZE DURING THE FORECAST PERIOD

Figure 13 MONTHLY OTT HOURS VIEWED PER HOUSEHOLD

Figure 14 SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 15 MANAGED SERVICES SEGMENT IS EXPECTED TO GROW AT A HIGHER CAGR DURING THE FORECAST PERIOD

Figure 16 CONSULTING SERVICES SEGMENT IS EXPECTED TO ACCOUNT FOR THE LARGER MARKET SIZE BY 2023

Figure 17 CHURN PREVENTION AND BEHAVIOR ANALYSIS SEGMENT IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 18 CLOUD DEPLOYMENT MODEL IS EXPECTED TO HOLD A LARGER MARKET SIZE DURING THE FORECAST PERIOD

Figure 19 ASIA PACIFIC IS EXPECTED TO GROW AT THE HIGHEST CAGR DURING THE FORECAST PERIOD

Figure 20 NORTH AMERICA: MARKET SNAPSHOT

Figure 21 ASIA PACIFIC: MARKET SNAPSHOT

Figure 22 BROADCASTING AND CABLE SERVICES, INDIA

Figure 23 INDIAN SUBSCRIBERS IN MILLIONS

Figure 24 KEY DEVELOPMENTS BY THE LEADING PLAYERS IN THE TV ANALYTICS MARKET DURING 2017–2018

Figure 25 GOOGLE LED THE TV ANALYTICS MARKET IN 2017–2018

Figure 26 IBM: COMPANY SNAPSHOT

Figure 27 SWOT ANALYSIS: IBM

Figure 28 SWOT ANALYSIS: GOOGLE

Figure 29 NIELSEN: COMPANY SNAPSHOT

Figure 30 SWOT ANALYSIS: NIELSEN

Figure 31 SWOT ANALYSIS: DC ANALYTICS

Figure 32 SWOT ANALYSIS: ALPHONSO

Figure 33 EDGEWARE AB: COMPANY SNAPSHOT

I would like to order

Product name: TV Analytics Market by TV Transmission Type (Cable TV, Satellite TV/ DTH, IPTV, and Over the Top (OTT)), Application (Customer Lifetime Management, Content Development, Competitive Intelligence, and Campaign Management) - Global Forecast to 2023

Product link: <https://marketpublishers.com/r/TE1EDB75346EN.html>

Price: US\$ 5,650.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/TE1EDB75346EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970