

Canalys announces new Digital Entertainment Analysis service – With more players entering market, new service will help business planning

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For immediate release**

Canalys today unveiled its Digital Entertainment Analysis EMEA service. The service provides intelligence on a market that is changing rapidly, with many new entrants, increasing audience fragmentation and fickleness, and where investor pressure is becoming greater than ever. Canalys offers broadcasters, ISPs, equipment manufacturers and pay-TV operators continuous analysis and insight to aid business planning and highlight revenue-generating opportunities in this fast-moving and complex sector.

“The convergence of devices, the digitisation of content and the competition for consumer access to content by different platforms has led to change and upheaval in what were once stable industries, creating a great need for information in this area,” said Adrian Drozd, Canalys senior analyst and lead analyst for the service. “Leveraging the tremendous knowledge we have about routes to market, PCs, mobile devices and IPTV means we are very well placed to offer clients an objective view of the rapidly evolving digital entertainment market.”

The Digital Entertainment Analysis service focuses on the ways that digital content is delivered, stored, used and shared by consumers. The focus is very much on how content will be ‘consumed’ rather than just the equipment used. Clients of the service – be they broadcasters, ISPs, content aggregators, or equipment or device manufacturers – can use the analysis to help develop revenue-generating business models around the provision of entertaining content and services.

The service evaluates the viability of markets for digital TV, web TV, gaming, pay TV and video on demand. It also offers insight into topical issues, such as DRM, online gaming, content sharing, the impact of regulation, content sourcing and aggregation. It provides information on market sizing and key trends, and analysis of the market’s top vendors. Coverage is primarily focused on Europe, though global trends that will have an impact on regional developments are also examined.

Key deliverables of the service include a series of issue-led reports, market sizing databases, device shipment numbers and an unlimited enquiry service to allow clients to delve deeper into their specific areas of interest. These deliverables are supported by a quarterly trends presentation, results from ongoing consumer surveys, key vendor profiles and instant analysis of major industry developments.

Members of the press may quote from this release provided Canalys is clearly shown as the source

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“Digital Entertainment Analysis offers strategic research and information on trends across EMEA, and focuses on helping our clients make better informed decisions on developing products, services and go-to-market strategies. By using our internal expertise across IPTV and consumer mobility to provide comprehensive market coverage, we are confident that both existing and new clients will find the service an invaluable tool for making business decisions,” Drozd added.

About Canalys

Canalys specialises in delivering high quality market data, analysis and advice to the world’s leading technology vendors. It is recognised as a key provider of continuous advisory services and confidential custom projects for marketing managers and strategists within blue-chip IT, telecoms, navigation and consumer electronics companies. It has unrivalled expertise in European routes to market for all kinds of high technology products and services in the consumer, SMB and large enterprise segments, and provides worldwide market data and trends analysis.

Receiving updates

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