

Consumer Electronics & Video Technology Group

Research into the audience: how media consumption is changing ?

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Technology Business Intelligence across all key industry sectors

Automotive & Transportation

Consumer Electronics

Displays

Industrial, Security & Medical

Information Technology

Materials & Cost Benchmarking

Media

Power & Energy

Semiconductor & Components

Telecommunications

Comprehensive Market Intelligence on Consumer Devices, Connected Home and Professional Electronics



RESEARCH AREAS

- Connected Home
- Consumer Devices
- Digital Signage
- Home Appliances
- Smart Home
- Professional Video



COVERAGE

- 20+ dedicated analysts
- 350+ customers supported
- Data rationalization with Telecoms, Media, Display and Semiconductor research

CONSUMER ELECTRONICS SOLUTIONS



Subscription services

14 services – combining forecasts, detailed reports, and analyst insights in each key research area



All data in various formats

- Online relational database
- Downloadable pivot tables
- Pre-cut tables



Reports and commentary

- Topical analyst reports
- Detailed analyst commentary
- Presentations and trend summaries

What we hear regularly from buyers is that risk and uncertainty is the key reason for looking at service opportunities

Macroeconomic trends

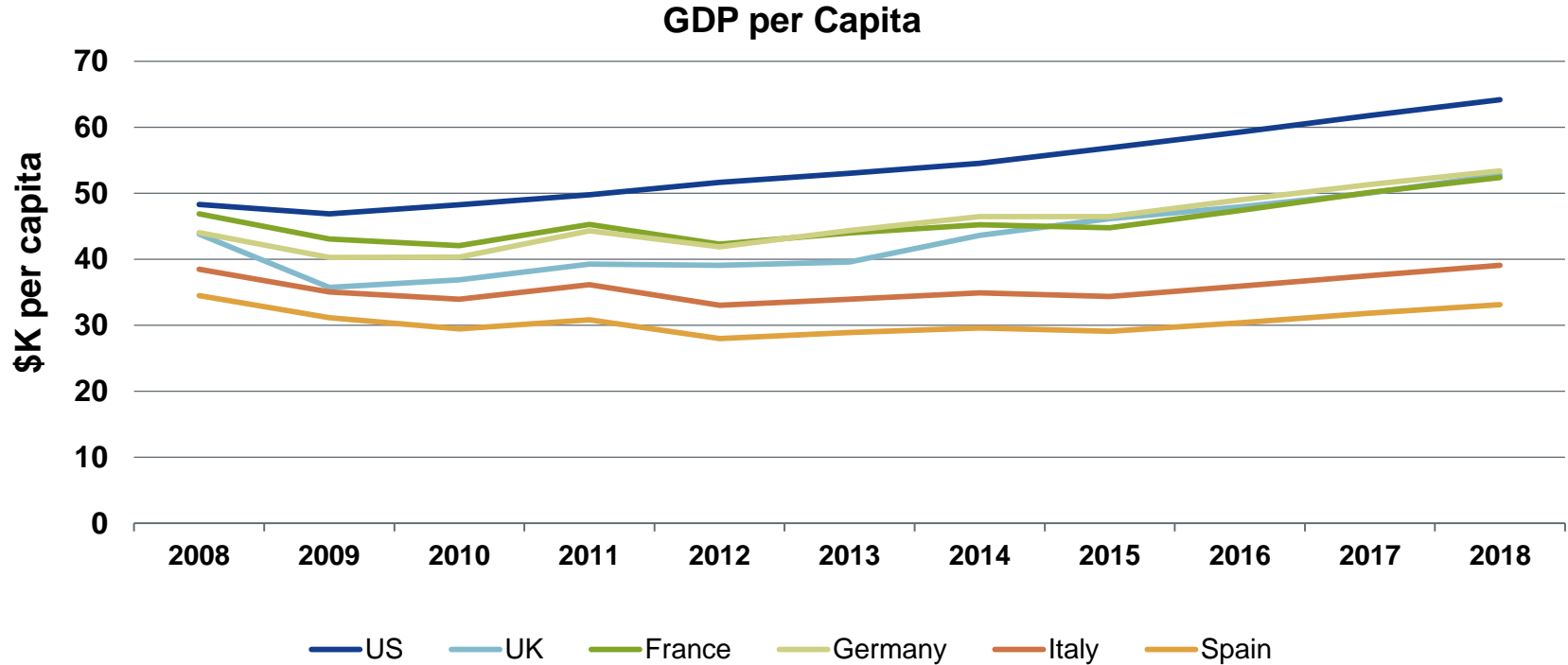
- Economics
- Advertising spend

Consumer behavioural trends

- Connected devices
- Internet connectivity
- Viewing trends



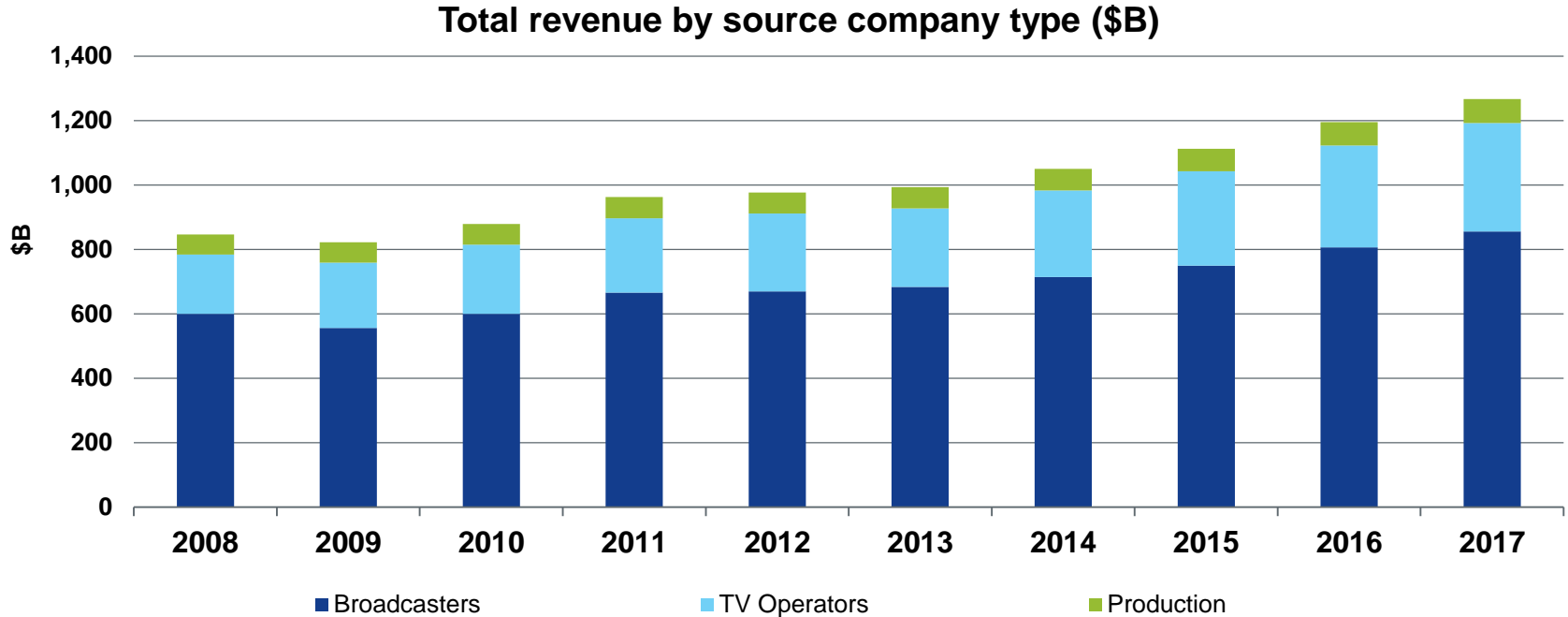
A financial crisis – companies focus on budgets and try to save money on service rather than own CapEx investments



Source: IHS

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For all the companies in this industry, revenues are growing, particularly for broadcasters and pay TV

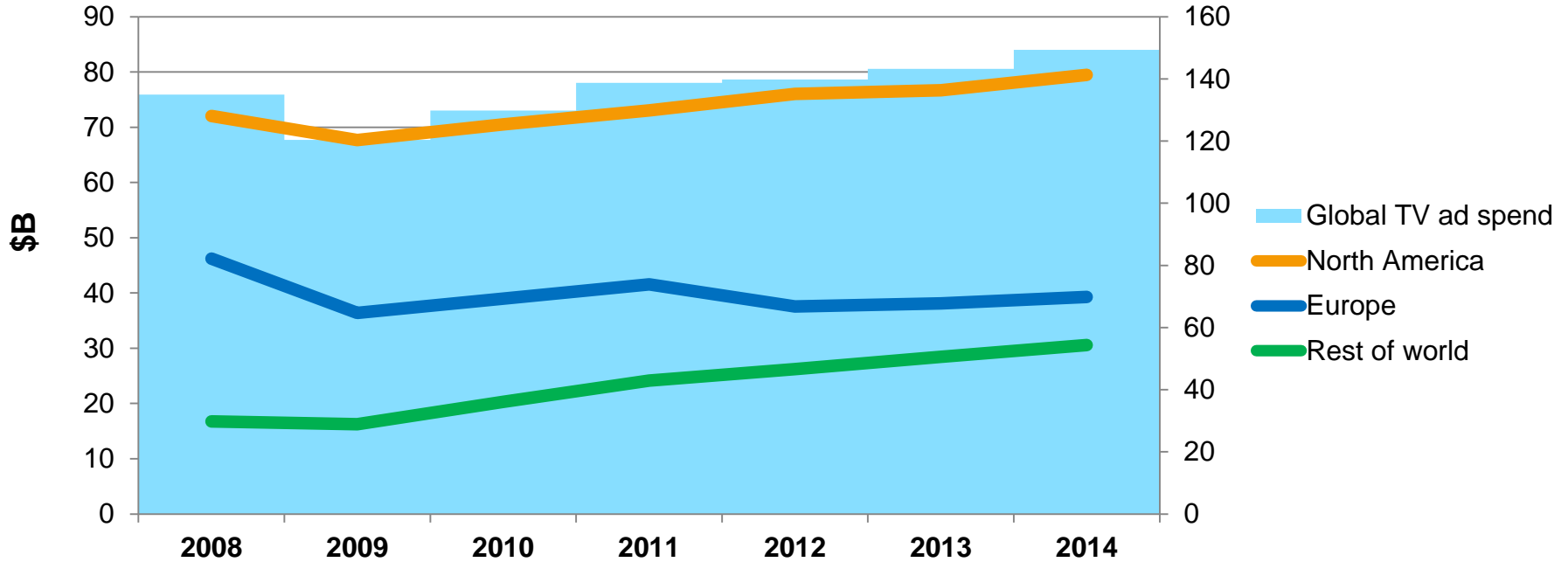


Source: IHS

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The financial crisis drove down ad spend causing broadcasters to look at mitigating financial risk

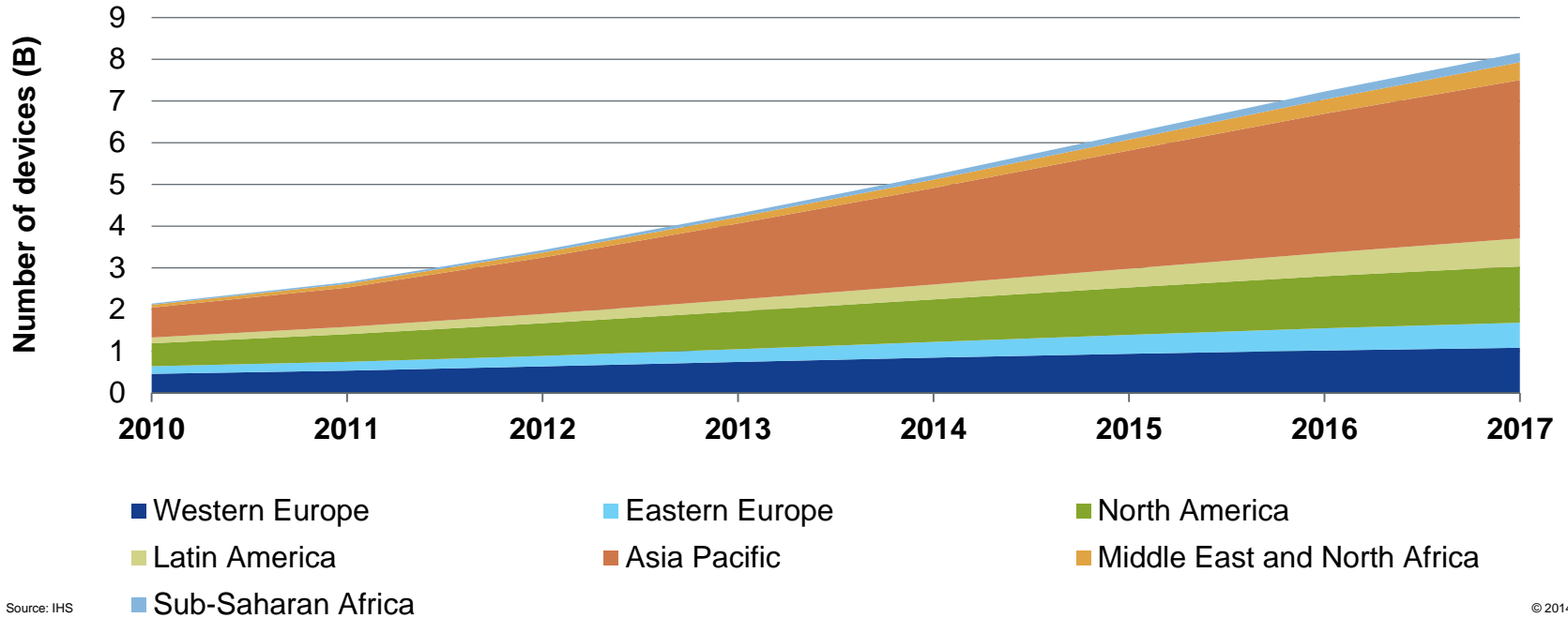
TV ad market (\$B)



Source: IHS

The landscape for devices has also dramatically changed, creating a new range of consumer behaviours

Internet connected video-capable devices in the world (B)

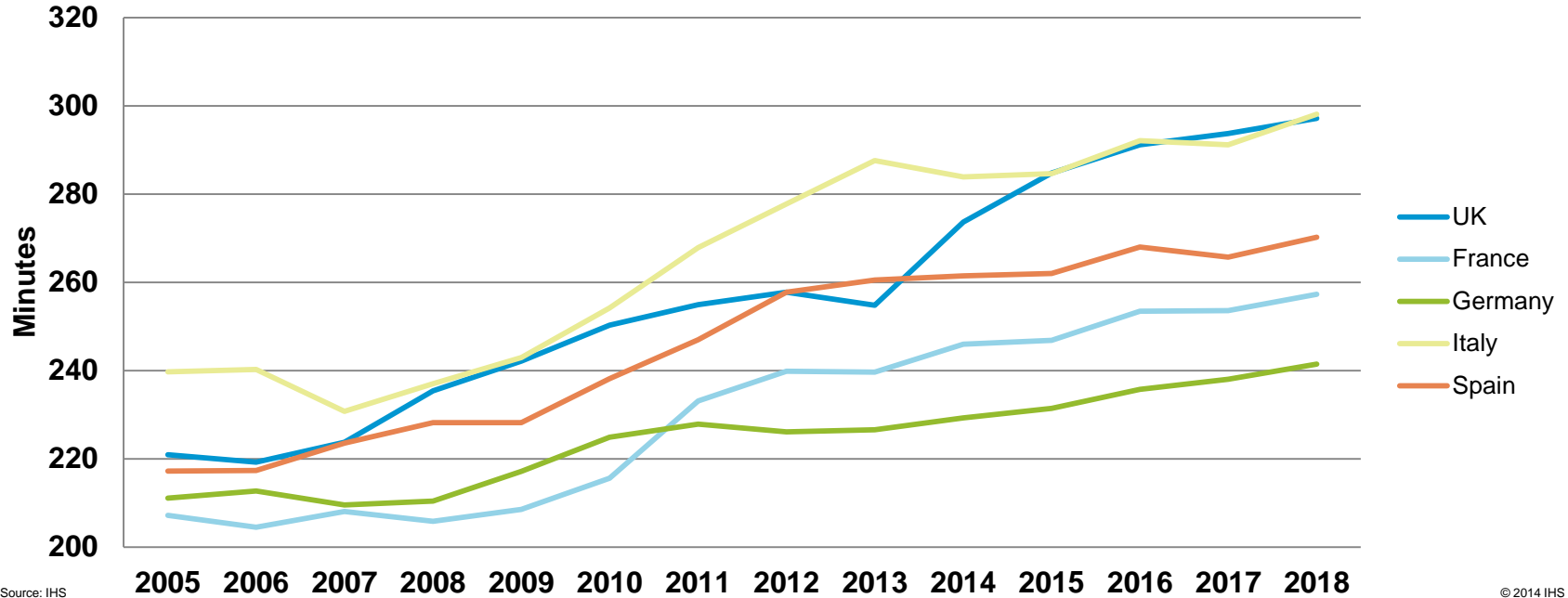


Source: IHS

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And that contributed to the increase in overall viewing minutes per person

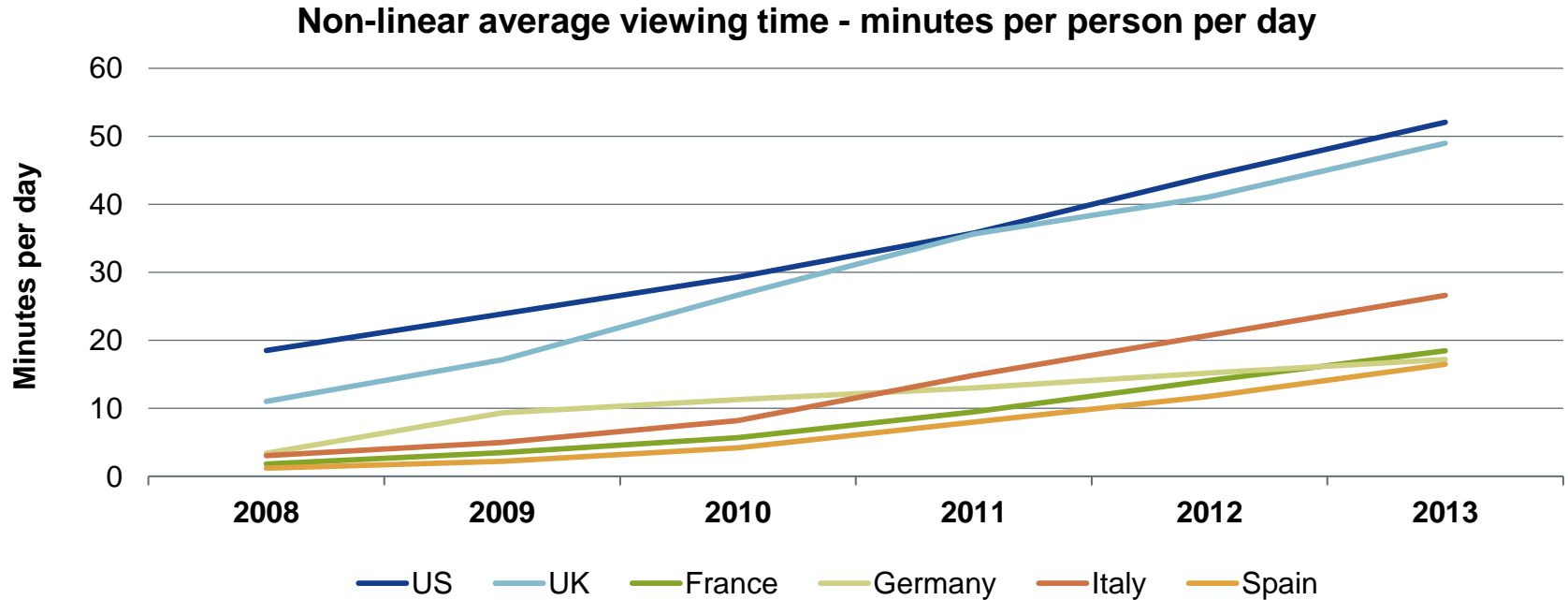
Total average viewing time - minutes per person per day



Source: IHS

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Chief amongst these changes is the increase in non-linear viewing

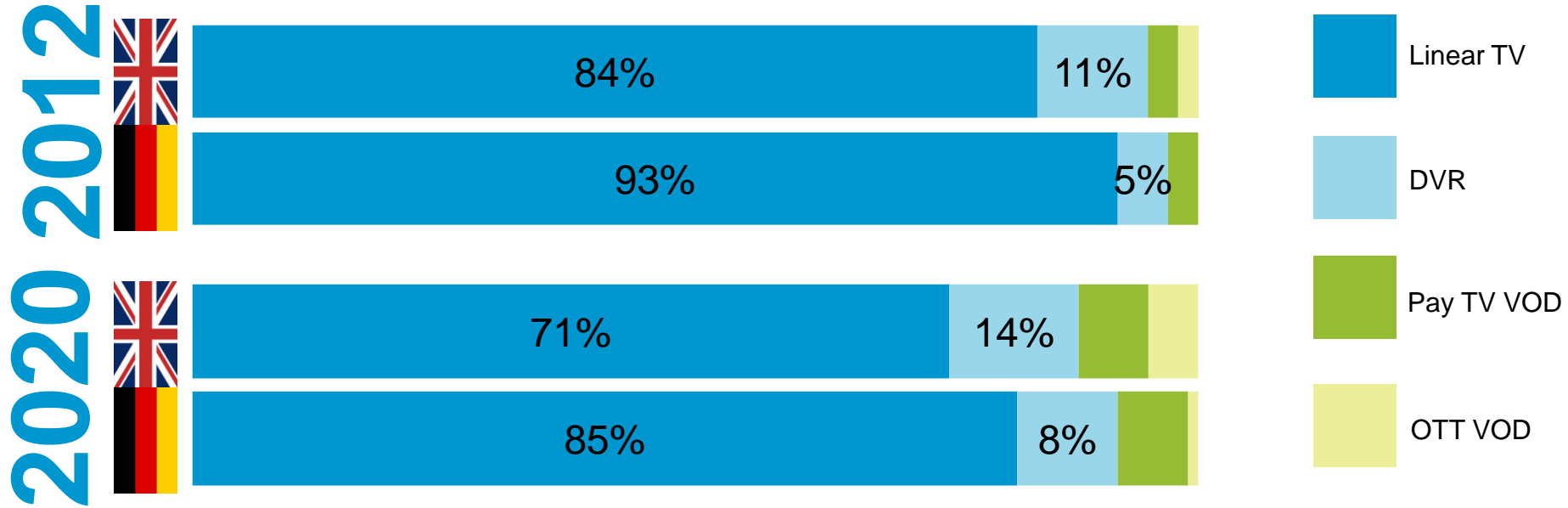


Source: IHS

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This is more nuanced when we look in more detail

Delivery is still linear, but behaviours are not



Interested in more details?

Get in touch with:

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