Pinpointing competitive dynamics and anticipating trends in mobile computing

The market for computing devices is more fragmented than ever.

Different form factors lend to different needs and use cases. Different operating systems and their app ecosystems are appealing to specific corners of the market. Revenues and profits are difficult to reach as price competition is very heated and many vendors struggle to break through.

Now, as a new era of computing comes into view with greater cellular connectivity powered by 5G and eSIM technologies, new players are looking to connect with the next generation of consumers with a fresh computing experience.

Device OEMs and Component Suppliers

Our research in the here and now of the mobile computing industry provides our clients with tactical information to act on where competitors are breaking through and where new opportunities lie. This expertise translates into fresh forecasting to identify trends and assist clients’ product roadmaps and competitive positioning.

Mobile Network Operators (MNOs) and Electronics Retailers

Clients rely on TechInsights’ research for annual product ranging and marketing activities to target the right customer groups. Our understanding of use cases, device capabilities, and the competitive landscape alongside direct access to analysts to discuss and advise on specific questions gives our clients the edge in the planning process.

Who Benefits from a Connected Computing Devices Subscription?

TechInsights’ Connected Computing Devices subscription (CCD) gives clients a comprehensive view of the tablet and notebook PC markets.

We track and analyze adoption and use cases for tablets and notebook PCs in the home, on the move, and at work. The crucial role mobile computing plays in how companies, schools, and consumers have adapted to the COVID-19 pandemic is at the forefront of TechInsights’ research. We provide unmatched granularity in our coverage of vendor strategies and performance.

TechInsights’ research also covers mobile operator perspectives on subsidies, distribution, and marketing. This comprehensive perspective provides clients with the deep insights they need to participate successfully in this rapidly evolving market.

- Device OEMs and Component Suppliers
- Mobile Network Operators (MNOs) and Electronics Retailers
Datasheet

Our analysis can help you make the right decisions when it comes to your product development and roadmaps. Let us show you how.

Connected Computing Devices

TechInsights takes a holistic view of the tablet and notebook PC market, identifying cannibalization within the segment based on emerging use cases, not just supply-side analysis. In addition, no other vendor offers the combination of timely, consistent, and accurate tracking on a quarterly basis, backed up by nuanced analysis and inquiry privileges.

TechInsights Connected Computing Devices subscription includes:

- Device vendor key performance indicator (KPI) metrics
- Market shipment and revenue forecasts for 88 countries
- Segmentation by enabling network technology
- Shipments by price tier and operating system (OS)
- Shipments by connectivity options
- Enabling technology attach rates
- Vendor strategy advisory
- Analysis and forecasts of distribution channels

A CCD subscription also provides inquiry access to the Connected Computing Devices team and an annual planning webinar.
Pinpointing competitive dynamics and anticipating trends in mobile computing

TechInsights’ Connected Home Devices (CHD) subscription gives you instant access to our extensive supply-side research and analysis of the latest trends impacting the global consumer electronics (CE) market.

Served through the TechInsights Platform, you can view current and historical forecasts and market trackers, read expert commentary, and understand the competitive landscape across a range of product categories.

Device OEMs and Component Suppliers

Device OEMs and component suppliers can track shipments of over 20 CE device categories globally, by region, and up to 88 countries. CHD also tracks quarterly Connected TV Device shipments by OEM and operating system.

Operators and Big Box Retailers

CHD allows mobile operators and retailers to identify key leading consumer electronics devices, brands and technologies that are core to their partnerships and offerings. CHD tracks the leading device OEMs around the globe, allowing operators and retailers to use the information to adjust their portfolios based on customer demand.

Who Benefits from a Connected Home Devices Subscription?

TechInsights’ Connected Home Devices (CHD) subscription has been the industry-leading provider of CE research for more than 40 years. The subscription supports the world’s leading players with deep-dive market tracking, forecasts, and thought leadership on the ever-evolving CE market.

CHD is a one-stop shop for global, regional, and country coverage of a basket of more than 20 CE device categories.

- Device OEMs and Component Suppliers
- Operators and Big Box Retailers
TechInsights’ CHD subscription is the only research and analysis subscription that provides a comprehensive overview of the consumer electronics industry. No other vendor approaches the level of granularity and scope of coverage of our research.

**TechInsights Connected Home Devices subscription includes research on:**

- Market Sizing and Forecasts (shipments, revenues, installed base, household penetration)
  - Flat panel TVs
  - Streaming media players
  - Game consoles
  - Connected audio and soundbars
  - Home and mobile PCs
  - Set-top boxes and DVRs
  - Personal media systems
  - Other connected media devices and technologies
- Drivers and inhibitors in consumer adoption of devices
- Quarterly Vendor Share Tracking
  - Smart TVs, game consoles, streaming media players, and Blu-ray players
  - By region and operating system
- Enabling Technologies
  - Adoption rates of key technologies and features including Wi-Fi, cellular connectivity, screen sizes, display technologies, voice recognition, etc.
  - Impact of emerging technologies on device segments
- Competitive Analysis
  - In-depth quarterly performance reviews of leading vendors
  - Analysis of market shares and competitive strategies of key stakeholders in the device value chain

A CHD subscription also provides inquiry access to the Consumer Electronics team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

**Let us show you how.**
Connected TV Strategies (CTVS)

Connected TVs are transforming the TV and video landscape, creating new opportunities and challenges across the TV and video ecosystem.

Multiple TV streaming platforms are vying for consumer attention as they look to be the primary entry point for the modern TV viewing experience.

This is resulting in fundamental changes to the distribution, consumption, and monetization of media and entertainment. As we move into a post-legacy TV world, where streaming becomes the dominant way for consumers to access TV and video content, this is creating opportunities and challenges for companies in the $600 billion global TV and video industry.

CTVS allows device vendors to track their competitors’ performance, to monitor the emergence of new players, and to understand the key strategic issues in the connected TV space. It also allows service providers and media companies to understand the relative strength of competing streaming platforms and to prioritize which vendors to support.

In addition, CTVS combines research on pay TV, broadcast services, and over-the-top (OTT) and online video to deliver comprehensive coverage of the entire TV and video landscape, including user, subscriber, and revenue metrics across TV (digital, pay, free), video on demand (VOD), and OTT (free ad-supported TV (FAST), ad-supported VOD (AVOD), and subscription VOD (SVOD)) services, as well as related advertising revenue models.

Who Benefits from a Connected TV Strategies Subscription?

TechInsights’ Connected TV Strategies (CTVS) subscription is designed to help players across the Connected TV (CTV) ecosystem from device vendors to content owners and service providers navigate the transition from legacy TV to streaming TV.

CTVS combines detailed quarterly vendor and operating system (OS) share tracking of connected TV devices with deep insights into the key trends shaping the market and the implications for content owners.

- Device OEMs and Component Suppliers
- Service and Application Providers
- Pay TV Operators
- Online Content Providers
- TV Programmers, Studios, Tech Companies
Connected TV Strategies

TechInsights is recognized by leading players as the most reliable source for detailed tracking of streaming device and platform sales and ownership worldwide. CTVS is a vital tool for media firms looking to allocate resources in this emerging market, as well as device OEMs and technology vendors wishing to understand the competitive dynamics of a rapidly evolving business.

A CTVS subscription combines device and service research to provide a comprehensive view of the competitive, technology, and consumer trends that are shaping the CTV ecosystem, including pay TV/OTT convergence, the impact of OTT providers on legacy players, the impact of consumer choice across multiple options, and emerging and evolving technologies that are shaping the industry’s future.

- Device vendors tracked include Amazon, Apple, Google, Hisense, LG, Microsoft, Roku, Samsung, Sony, TCL, and Xiaomi. Streaming platforms tracked include Roku OS, Sony PS, Tizen, Xbox, WebOS, tvOS, Android TV, Chromecast, SmartCast, Vidaa, Tivo OS, and Amazon Fire TV.
- Quarterly shipments and installed base by product type, by vendor, and by platform for six regions and 30 countries
- Connected TV household forecasts by country and region
- Smart TV OS forecasts by country and region
- SVOD forecast, by service
- Subscription TV forecast
- Cloud gaming
- Pay TV benchmarking
- Digital media index
- OTT video service database
- SVOD video performance benchmarking
- North American connected TV advertising forecast
- Vendor strategy advisory

A CTVS subscription also provides inquiry access to the Connected TV Strategies team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps. Let us show you how.
Tracking the global smart home market: products, players, and predictions

TechInsights’ Smart Home Strategies (SHS) is an advisory subscription focusing on emerging opportunities in home monitoring, energy management, and home control systems and services.

After many years of market exploration and trials, digital and internet protocol (IP) technologies are finally enabling the widespread commercial service deployments that allow consumers to control and interact with their home security and energy management systems as well as a wide array of connected devices. The Smart Home Strategies subscription builds on TechInsights’ 40-year heritage in exploring emerging home technology, application, and service opportunities and identifies the key factors for success in this next stage in the evolution of the digital home.

Device OEMs and Component Suppliers
TechInsights’ research provides insights into key features and capabilities being offered by competitors, the competitive positioning of their products in the marketplace, and assessments of enabling technologies that will foster new use cases. Our forecasts provide guidance about products that are gaining traction in the market and which companies are leading in key device categories.

Communication and Entertainment Service Providers
TechInsights’ research assists those developing smart home propositions to understand the current pricing, packages, and positioning of competitive offerings. Our forecasts identify market opportunities for services and devices across the entire smart home spectrum and our assessment of enabling technologies provides guidance about future capabilities coming to market.

Who Benefits from a Smart Home Strategies Subscription?

- Device OEMs and Component Suppliers
- Communication and Entertainment Service Providers
- Security Service Providers

Smart Home Strategies helps clients:
- Identify and understand potential customers
- Determine current and future addressable markets
- Build business plans to capitalize on emerging opportunities
- Explore potential business models
- Assess current competitors
- Anticipate new entrants

Security Service Providers
TechInsights’ annual Top-10 US security provider report analyzes the leaders, their competitive positioning, and their market strategies. TechInsights’ market share reports covering cameras, video doorbells, and smart locks provide guidance about the changing competitive landscape for these key security system devices. Our smart home platform competitive comparisons assist security service providers plan their own platform enhancements.
Smart Home Strategies

Smart Home Strategies delivers a comprehensive package of high-value market information, including:

- Comprehensive five-year global, regional, and national market forecasts for seven system and solution categories including security, remote monitoring and control, and whole-home control systems
- Companion forecasts of 22 categories of smart home devices including smart thermostats, cameras, video doorbells, door locks, sensors, electrical devices, and light bulbs across the same regions and countries
- Detailed forecasts focused on submarkets in the smart home e.g., voice input and DIY security offerings
- Smart home platform competitive comparisons and ecosystem evaluation
- Competitive database of smart home service packages and prices in Europe and Asia
- Profiles and analyses of US Interactive Security service pricing and package offerings
- Analyses of acquisitions, partnerships, and investments that change the competitive landscape
- Global market shares of surveillance cameras, video doorbells, and smart locks
- Assessments of advances in contextual computing technologies enabling ambient computing including voice input, advanced sensing, and personalization techniques
- Business-to-business, business-to-consumer, and business-to-business-to-consumer business model evaluations
- Companion forecasts of 22 categories of smart home devices including smart thermostats, cameras, video doorbells, door locks, sensors, electrical devices, and light bulbs across the same regions and countries
- Detailed forecasts focused on submarkets in the smart home e.g., voice input and DIY security offerings
- Smart home platform competitive comparisons and ecosystem evaluation
- Competitive database of smart home service packages and prices in Europe and Asia
- Profiles and analyses of US Interactive Security service pricing and package offerings
- Analyses of acquisitions, partnerships, and investments that change the competitive landscape
- Global market shares of surveillance cameras, video doorbells, and smart locks
- Assessments of advances in contextual computing technologies enabling ambient computing including voice input, advanced sensing, and personalization techniques
- Business-to-business, business-to-consumer, and business-to-business-to-consumer business model evaluations
- An SHS subscription also provides inquiry access to the Smart Home Strategies team and an annual planning webinar.
Smart Speakers and Screens (SSS)

The smart speaker is the latest device to shape the future of the intelligent home

Following the launch of Amazon’s Echo, many other vendors have entered the market, including Google, Sonos, Baidu, SK Telecom, Alibaba, and Xiaomi.

Smart speakers offer users easy access to a variety of information, entertainment, and home control features through voice interaction. Artificial intelligence and cloud computing typically lie at the heart of their capabilities. As these platforms mature and ownership grows, new opportunities for service providers, retailers, and other consumer-facing companies are likely to emerge.

Device OEMs, Component Suppliers, Service, and Application Providers

An SSS subscription allows vendors to track their competitors’ performance, to monitor the emergence of new technologies, and to understand pricing and revenue trends. It also allows service and application providers to understand the relative strength of competing smart speaker technology platforms and prioritize which vendors to support.

Who Benefits from a Smart Speakers and Screens Subscription?

TechInsights’ Smart Speakers and Screens subscription provides comprehensive coverage of this fast-growing market. It tracks and forecasts worldwide device sales volumes and revenues, installed base and users, market shares, price tiers, enabling technologies, and operating systems. Enabling technologies analyzed include displays, microphone arrays, processors, speaker drivers, wireless connectivity, and other sensors.

- Device OEMs and Component Suppliers
- Service, and Application Providers
Smart Speaker and Screens

Techinsights’ SSS subscription provides global market forecasts, together with regional and country-by-country splits. Alongside decision-critical data, the subscription adds regular qualitative analysis of competitive developments, distribution strategies, business models, and technology evolution.

- Device vendor key performance indicator (KPI) metrics by basic smart speakers and smart displays
- Bottom-up model level analysis
- Market shipment forecasts for 88 countries
- Segmentation by enabling technology including processor vendor

- Shipments by price tier and voice operating system (OS)
- Shipments by connectivity options
- Vendor strategy advisory
- Specification database of smart speaker and smart display models.

An SSS Subscription also provides inquiry access to the Smart Speaker and Screens team and an annual planning webinar.

Our analysis can help you make the right decisions when it comes to your product development and roadmaps.

Let us show you how.