StreamTRAK®
Data-Driven Insights + Analysis

PRODUCT

Vital intelligence probing the presentation, pricing, and performance across the entire modern video ecosystem: SVOD, AVOD, FAST, MVPD, and virtual MVPD categories.

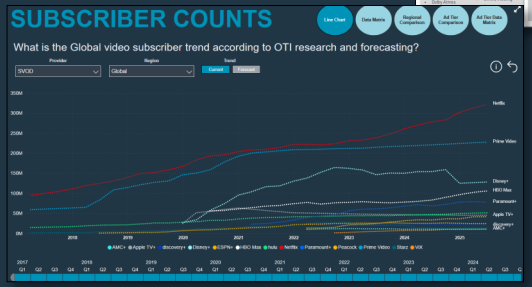
Service Comparisons

Provider profiles: Detailed, continuously updated snapshots of key ecosystem participants, developments, strategies, and tactics.

Channel lineups: Comprehensive coverage of linear and on-demand programming guides and offerings that present a one-stop collection of channel comparisons.

Subscriber counts and forecasts: Data on subscriber totals, net additions, and growth patterns for prominent SVODs and distributors.

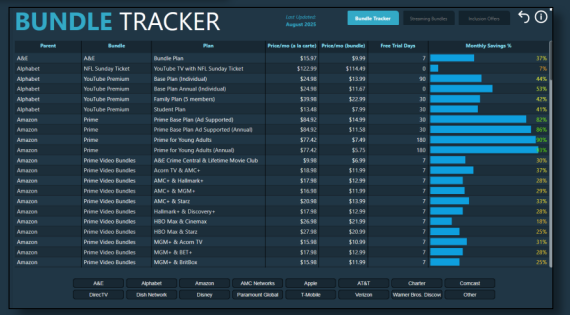
Marketing & promotions: The brand personas, messaging approaches, and creative in a single-source database.



User interfaces: How players leverage key on-screen real estate to influence the user experience, up-to-date and at-your-fingertips.

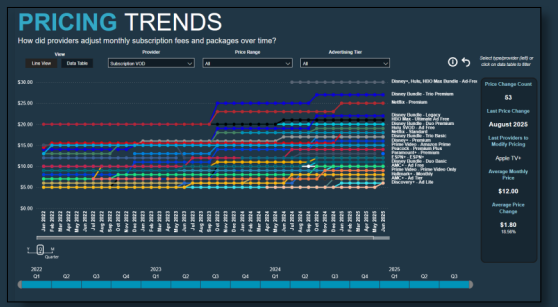
International Service Availability: Where are these services available and at what price around the world

Pricing Trends: Track on-going and historical pricing trends across major SVOD and vMVPD providers.



Emerging Technologies

Dive into everything from in-home IP receivers to integrated smart TV software, including connected TVs , streaming devices, and more.



Insights

Narrative articles, reports, and executive-level summaries offering exclusive viewpoints and takes that go beyond the headlines.

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