

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.

## Sports Rights Coverage

A deep look into complicated sports rights, RSN availability, and promotional advertising across linear TV. Filter by league, service, or sport.

## 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.

