

# Informa Telecoms & Media launches World TV Information Service

LONDON, UK: Informa Telecoms & Media, a leading provider of insight and global data, today announced the launch of World TV Information Service (WTVIS) a new multiscreen tracking and forecasting tool.



WTVIS includes a set of regularly updated interactive tools that have been designed to make it easy to identify market opportunities from Informa's market-leading TV, device, content and broadband data and forecasts for up to 148 countries and 676 service providers.

"The rapidly growing demands of consumers for TV and video in a rapidly expanding world of networks and devices presents huge challenges to companies from across the telecoms, media and consumer electronics industries," said Rob Gallagher, head of broadband & TV research for Informa Telecoms & Media.

"The complexity of identifying the real opportunities across these once disparate categories is compounded by the fact that market dynamics vary greatly by country, despite the on-going erosion of national boundaries by US-based Internet and consumer electronics giants, such as Netflix and Apple."

Clients get direct access to the global network of Informa thought-leaders to explore the findings in WTVIS, understand the trends behind the data or further learn about the research house's methodologies. "Our emphasis on primary research means that if our analysts don't know the answers to your questions already, they can quickly find them out from their networks of industry contacts," said Gallagher.

"We're confident that service providers, vendors, financial institutions and other TV and video ecosystem players will find a no more extensive or useful service for identifying and seizing multiscreen opportunities worldwide than Informa Telecoms & Media's WTVIS."

For more information about the service please visit [www.wtvisdata.com](http://www.wtvisdata.com).