**Objective:** Develop a detailed market model for Subscription Video on Demand (SVOD) in the US covering historic and forecast analysis. The model should include key assumptions, detailed methodologies and clear communication of findings.

**Assignment Details:**

1. Data collection and assumptions:
   * Identify and list secondary data sources you would use to gather relevant insights
   * Define key parameters considered for forecasts including market drivers, penetration parameters, restraints and other trends.
2. Market sizing and segmentation:
   * Create a market sizing model for SVOD in US for 2 historic and 5 forecast years
   * Segment the market by key operators
3. Forecasting Methodology:
   * Explain the forecasting methodology detailing key parameters/assumptions and the rationale for considering the parameters
4. Market Summary:
   * One slide summary detailing SVOD market in the US including key insights and actionable recommendations
   * Market share analysis for key players

**Output:**

* **Excel:**
  + Data collection and assumptions:
  + Market sizing and segmentation:
  + Forecasting Methodology:
* **PPT:**
  + Market Summary (add relevant charts from the model)





