

Pay TV Market Opportunity Assessment

Client Background

A large diversified company in Europe is interested in assessing opportunities to enter the Pay TV market. The client wants to understand the current state and projected growth of satellite TV adoption in select emerging countries. To gain insight into how attractive the various markets are, the client is looking for a comprehensive picture of the existing provider landscape and a detailed assessment of new trends and adoption patterns in technology and programming preferences. In addition, the client would like detailed cost benchmarking for sales, marketing, customer acquisition, and customer retention.

10EQS Approach

Within four hours of the client request, 10EQS provides a detailed proposal on-line for the engagement structure, cost, and delivery timeline. 10EQS has already begun the staffing process, with qualified experts expressing interest and undergoing screening. The client proposes minor additions to the required benchmarks needed and approves the engagement — all on-line. The work on the engagement starts immediately.



Key Engagement Stats

Project Type: New market entry opportunity assessment

Delivery: 8 days

Delivery Team: 1 EM, 12 Junior Experts, 5 Mid-level and Senior Experts

Summary of Results

In just eight days, 10EQS delivers a focused study with detailed projections for Pay TV adoption in the specified regions, detailed analysis of key trends in technology, regulatory environment, and user preferences as well as acquisition cost benchmarks. The deliverable is focused and actionable, and the quality of detail and insight is on-par with that of the client's traditional knowledge/consulting service providers.

How to Get Started Today

To find out more about how 10EQS can benefit your business, please contact us at clients@10EQS.com