



Video and identity platforms: worldwide forecast 2020– 2025



Gorkem Yigit

About this report

This report provides forecasts for communications service provider (CSP) spending on video and identity platforms (VIP) and related services for 2020–2025. It provides details on spending by delivery model, service type, sub-segment and region and major drivers, including 5G. The report also provides recommendations for vendors and CSPs.

The report is based on several sources, including:

- Analysys Mason’s research from the past year
- interviews with CSPs and vendors worldwide.

KEY QUESTIONS ANSWERED IN THIS REPORT

- What are the key trends and factors that will affect the video and identity platforms market during 2020–2025?
- What impact will 5G, OTT TV/video and the cloud have on the video and identity platforms market?
- What are the growth rates in each of the sub-segments?
- What are the regional factors that will drive growth?
- How will spending on SaaS for video and identity platforms change during 2020–2025?
- What should vendors do to exploit new business opportunities?
- How will professional services for video and identity platforms perform during the forecast period?

GEOGRAPHICAL COVERAGE

- Worldwide
- Central and Eastern Europe
- Developed Asia–Pacific
- Emerging Asia–Pacific
- Latin America
- Middle East and North Africa
- North America
- Sub-Saharan Africa
- Western Europe

SUB-SEGMENT COVERAGE

- Video management and delivery (VMD)
- Subscriber data management (SDM)

WHO SHOULD READ THIS REPORT

- Vendor strategy teams that need to understand where growth is slowing and where it is increasing across different sub-segment categories.
- Product management teams responsible for feature functionality and geographical focus, and product marketing teams responsible for growth.
- Professional services vendors that want to understand the growth opportunities over the next 6 years.
- CSPs that are planning network and digital transformation journeys and want to identify the key areas of investments in video and identity services.

We have reduced the VIP baseline for 2018 to reflect market changes and new data; COVID-19 will have the greatest negative effect on the VMD segment

We have revised down the VIP product and professional services baseline for 2018 by a total of USD287 million in order to better isolate SDM-related professional services (PS) from PS related to other core network elements and to better reflect the changes in the VMD market and vendor landscape.¹

We changed our market outlook for 2020/2021 due to the COVID-19 pandemic. We now expect that the VIP market will decline by 1% year-on-year in 2020 (versus 1% growth in the previous forecast), but that it will grow by 3% year-on-year in 2021.

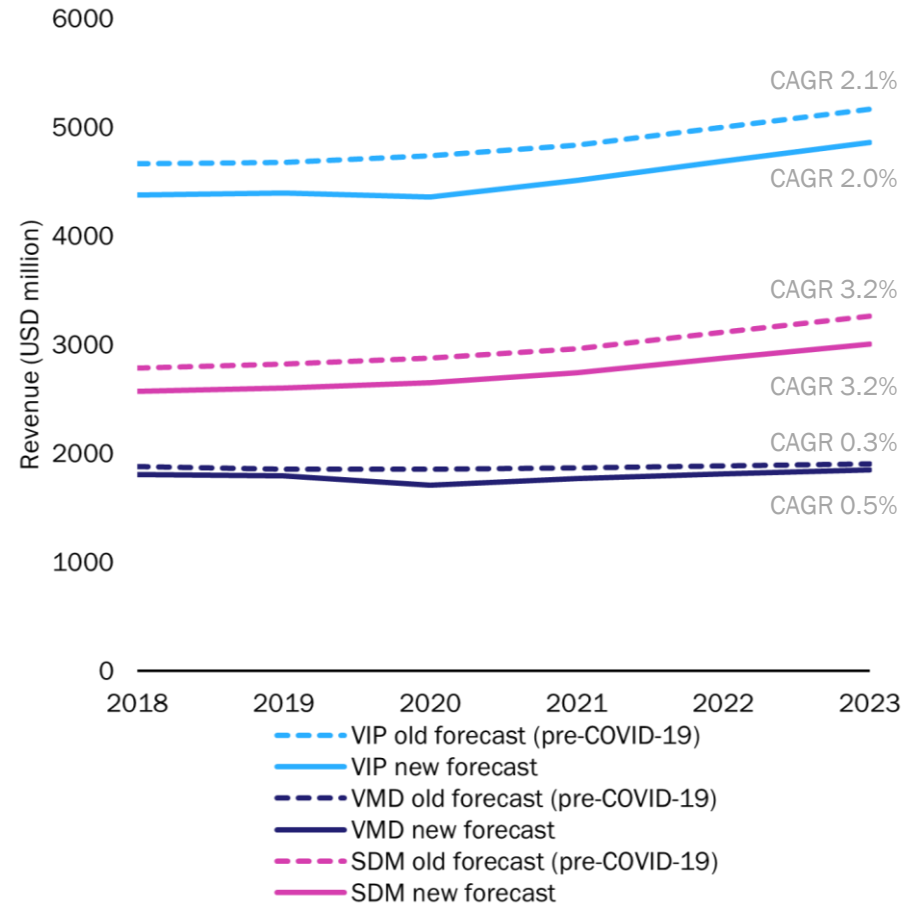
The pandemic will have the biggest impact on the VMD market: we now forecast that there will be a 5% decline in total spending in 2020 (versus flat spending in the previous forecast). This is due to delays in new investment decisions and reduced capacity expansions as a result of the disruption in live sports and events during the pandemic, despite the increase in TV/video consumption. We expect that spending will return to growth during 2021 (3% year-on-year growth) and 2022 (2%) and the shift from appliances to cloud and software-based solutions will gain further momentum.

The impact of the COVID-19 pandemic on SDM spending in 2020 will be very limited because capacity upgrades driven by remote working and the first 5G standalone (SA) investments in 2H 2020 will offset the slowdown caused by disruptions (mostly in PS). SDM spending will continue to grow strongly (3.4%) in 2021 as a result of the accelerated 5G investments post COVID-19.

¹ For more information, see Analysys Mason's [Video and identity platforms: worldwide market shares 2019](#).

² Note that Analysys Mason will be changing the coverage for some of its research programmes later in 2020. Please ask your account manager if you have any questions.

Figure 1: VIP product and professional services spending, before and after COVID-19 revisions, worldwide, 2019–2023²



Source: Analysys Mason



Executive summary and recommendations

Forecast

Video and identity platforms: overall revenue forecast and forecast breakdowns

Sub-segment revenue forecasts

Overall telecoms market context

Market definition

About the author and Analysys Mason

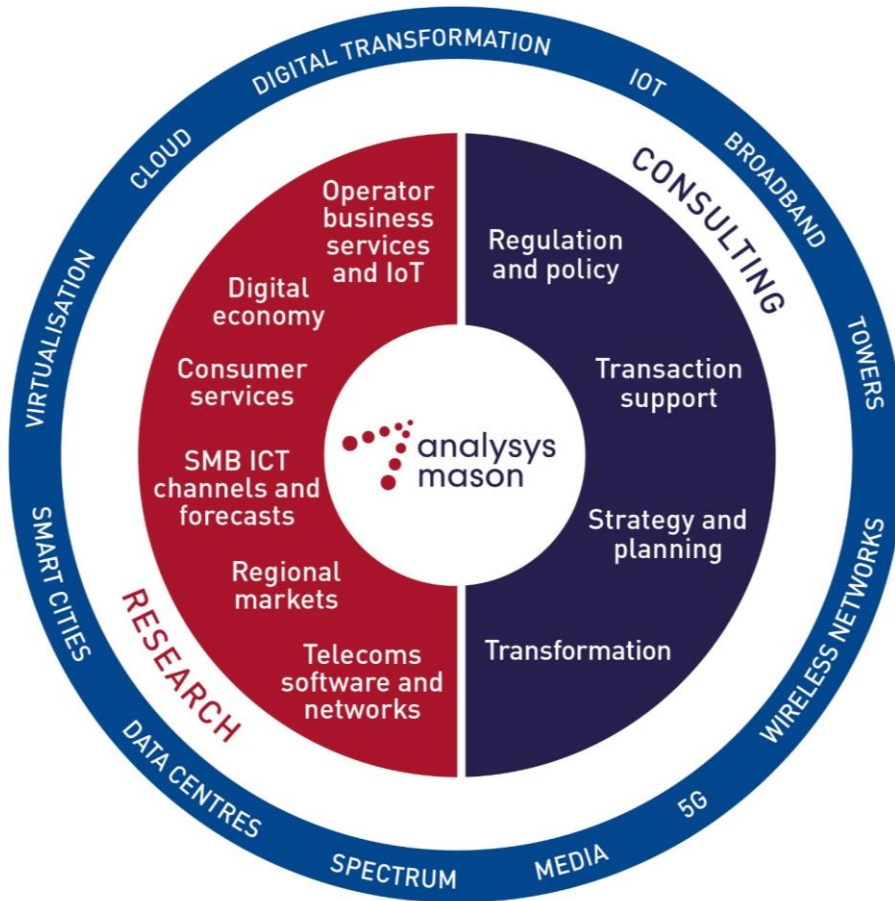
About the author



Gorkem Yigit (Senior Analyst) is the lead analyst for the *Digital Infrastructure Strategies* and *Video and Identity Platforms* research programmes. His research focuses on the building blocks, architecture and adoption of the cloud-native, disaggregated and programmable digital infrastructure and networks that underpin the delivery of 5G, media and edge computing services. He also works with clients on a range of consulting projects such as market and competitive analysis, business case development and marketing support through thought leadership collateral. He holds a cum laude MSc degree in economics and management of innovation and technology from Bocconi University (Milan, Italy).

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Analysys Mason's consulting services and research portfolio



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We are future-focused and help clients understand the challenges and opportunities new technology brings.

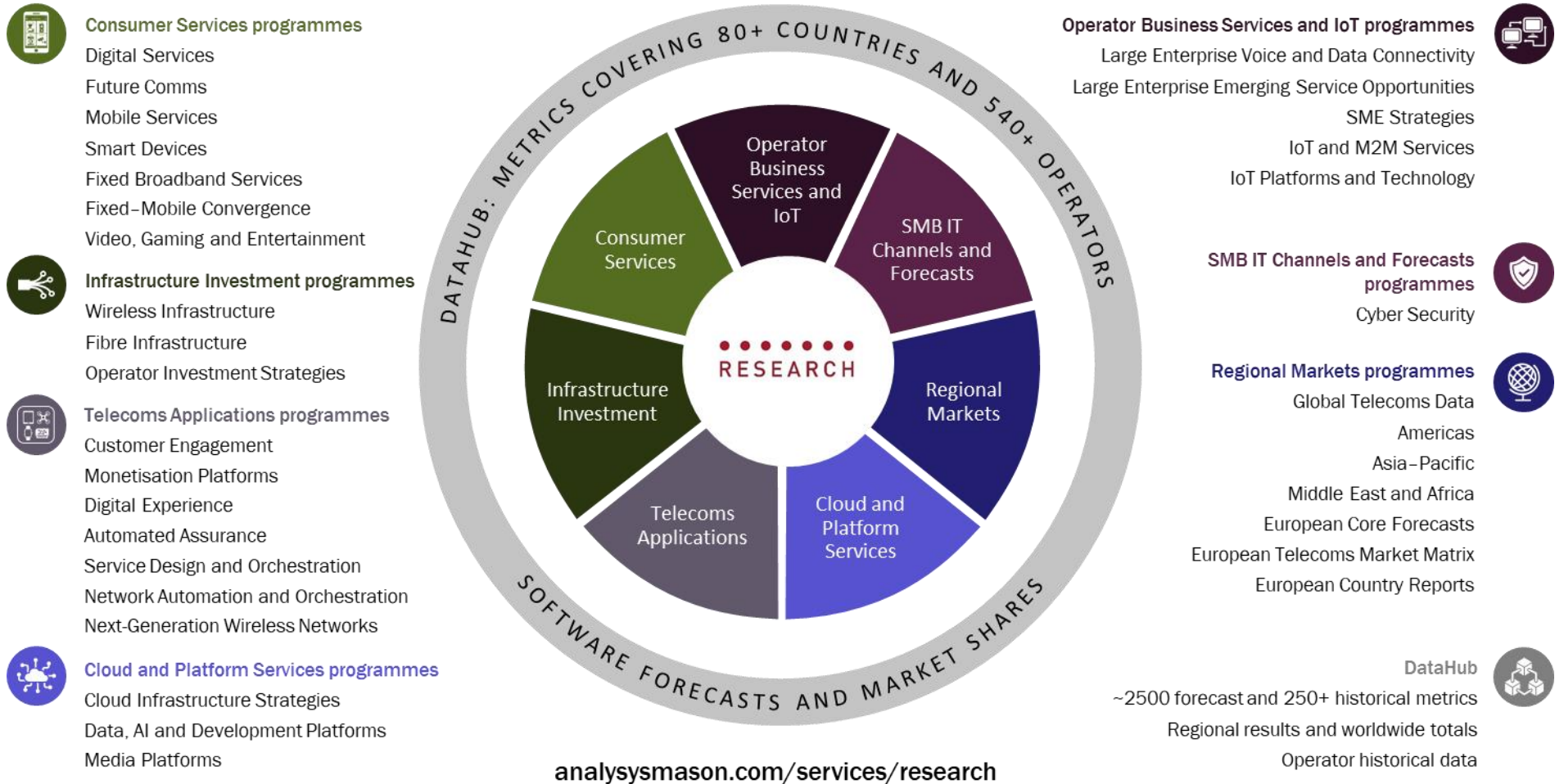
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Research from Analysys Mason



Our consulting expertise covers the breadth of TMT issues and challenges



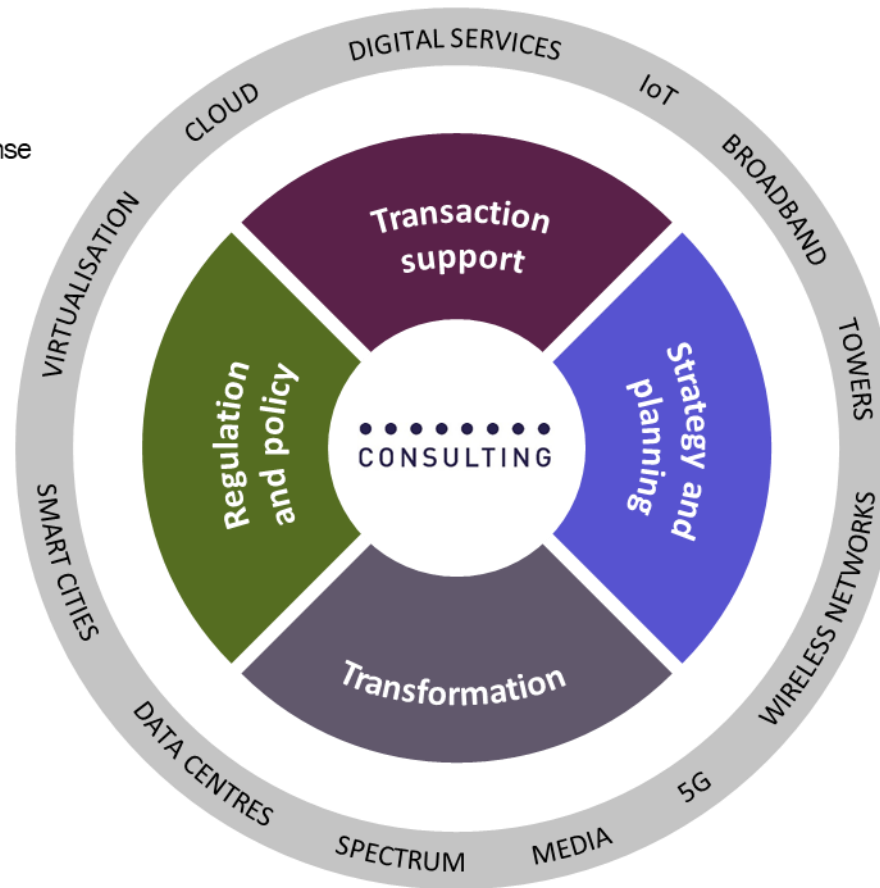
Regulation and policy

- Policy development and response
- Ex-ante market reviews, remedies, costing...
- Universal Service Obligation (USO)
- Scarce resources: radio spectrum management, auction support, numbering...
- Ex-post/ abuse of dominance
- Postal sector



Transformation

- Transformation programmes
- Assurance
- Implementation
- Delivery



Transaction support



- Commercial due diligence
- Technical due diligence
- Mergers and acquisitions (M&As)
- Debt and initial public offerings (IPOs)
- Joint venture structuring
- Mid-market financial sponsors

Strategy and planning



- Commercial expertise
- Technology optimisation
- New digital frontiers

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