



GTM strategy for the European markets

Client

A US-based media company involved in the production of TV content.

Business situation

The client wanted SGA to conduct a detailed study to understand Europe's media market in order to facilitate an informed market entry in the region.

Benefits and outcomes of our engagement

Detailed report highlighting key factors such as market growth, conditions, competitive landscape, regulations, and strategy for informed market entry.

SGA approach

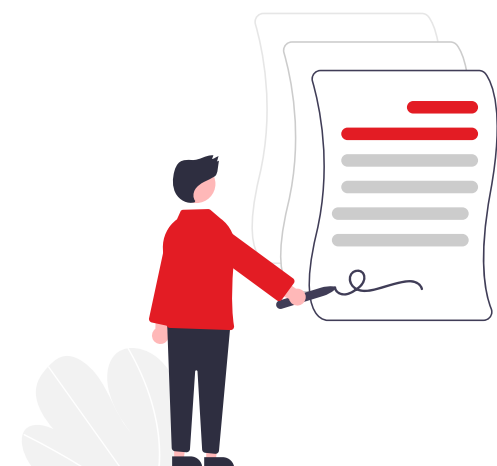
SGA deployed a comprehensive research process to assess Europe's media publishing house market including demographics, internet penetration, and categories. We also delivered a detailed analysis of size and growth potential across major countries.

Secondary Research

- Conducted secondary research to analyze the growth drivers and entry barriers for the business.
- Provided insights and guidance to develop the market entry strategy, covering various aspects: geography, categories, operating model, and mode of entry.
- Provided detailed country profiles, highlighting demographic trends, internet users, and broadband and mobile penetration.
- Identified and reviewed target market, country profiles, and effective marketing channels.

Primary Research

- Conducted CAWI with 1000+ consumers to understand their media consumption patterns and behavior, and formulate segmentation-targeting-positioning (STP).
- Held in-depth interviews with industry experts to understand the market dynamics such as opportunities, drivers, challenges, gaps, regulations, etc.
- Engaged with various industry stakeholders to understand the media value chain in Europe.



To know more about our Market Research Services write to us on marketresearch@sganalytics.com or contact us on **+1 315 503 4760**