Omdia (often mis-typed as "Omnia Informa")

The TMT research arm Informa stitched together from a half-dozen analyst brands

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ABSTRACT

Omdia is the technology, media, and telecommunications (TMT) research and advisory business inside Informa Tech, a division of the UK-based events and knowledge group Informa plc. Its distinctive feature is not a novel methodology but a roll-up strategy: Informa assembled Omdia by combining several previously independent research houses, including Ovum, IHS Markit's technology research assets, the AI-focused Tractica, and the telecom-network specialist Heavy Reading, under one unified brand. The commercial logic is consolidation, packaging fragmented coverage into a single subscription-and-consulting offering spanning market sizing, competitive landscapes, and technology-adoption forecasting. For buyers, this means one vendor relationship across telecom, media, and enterprise tech rather than several. For Omdia, it means the recurring challenge of integrating distinct analyst cultures and data sets into a coherent product that competitors like Gartner and IDC already deliver at scale.

Keywords: technology research; advisory; TMT; Informa; Omdia; market intelligence; analyst firm; subscription research

1. Snapshot

Omdia is a technology research and advisory business that sits within Informa Tech, itself a division of Informa plc, the UK-based international events, digital services, and academic knowledge group. The company was formed as a single unified brand by combining several existing Informa-owned research operations, most notably Ovum, whose research arm was merged in around 2020, alongside IHS Markit's technology research, Tractica, and Heavy Reading. Omdia operates globally, drawing on analysts and experts across multiple regions. Note on naming: the input "Omnia Informa" appears to conflate Omdia with its parent Informa, and is also easily confused with unrelated, name-similar firms (an Italian system integrator and a Canary Islands IT-support provider). **Key unknowns:** Omdia's specific revenue, profit, headcount, analyst count, and regional office distribution are not publicly disclosed in the available material, nor is its exact launch date confirmed beyond an approximate 2020 association.

2. Thesis: Why This Company, Why Now

The bet is consolidation, not invention. Informa's wager was that a fragmented portfolio of mid-tier research brands is worth more fused into one. By merging Ovum, IHS Markit's technology research, Tractica, and Heavy Reading into a single name, Informa positioned Omdia as a unified research brand meant to streamline its technology research offerings under one umbrella, rather than selling overlapping subscriptions across several legacy labels.

The reachable market is the TMT research-and-advisory spend already flowing to incumbent analyst firms. Omdia targets that demand by serving enterprises, service providers, and technology vendors with research, data, and consulting across technology, media, and telecommunications. The "why now" is structural: enterprise buyers increasingly want one vendor across telecom networks, media, and enterprise IT rather than stitching together point coverage. Whether Omdia captures that consolidating demand, or simply cannibalizes its own legacy brands, is the open question the bundle leaves unresolved, since no market-share or revenue figures are disclosed.

3. The Core Idea in Plain English

Omdia sells research, data, and consulting that help companies understand technology markets: how big they are, who is winning, and where adoption is heading. Think of it as a roll-up the way a media holding company merges several specialist magazines into one masthead. Each absorbed brand, Ovum for telecom and media, Tractica for AI, Heavy Reading for networks, brought its own readers and beat, and Omdia is the combined publication that claims to cover them all under one subscription.

Old world: a vendor or service provider bought separate subscriptions from several overlapping research houses. New world: Omdia pitches a single relationship with access to experts worldwide for strategy planning, trend analysis, and go-to-market decisions across the whole TMT stack.

4. The Technical Space

The "technology" in technology research is methodology and data, not software. Firms in this category solve a recurring problem for technology buyers and sellers: reliable, comparable estimates of market size, growth, competitive position, and adoption curves in markets where vendors have every incentive to overstate their own traction. The standard approach combines primary analyst expertise, vendor and operator surveys, and structured forecasting models into subscription research, custom consulting, and data tools, which is precisely the menu Omdia offers across market sizing, competitive landscapes, and technology adoption.

What "good" looks like in this space rests on a few dimensions that actually matter:

› **Coverage breadth and depth.** Credible, current analysis across enough TMT segments that a buyer does not need a second vendor; Omdia's roll-up of telecom, media, AI, and network specialists is a direct bet on breadth.

› **Analyst credibility.** The named experts and their track record are the product; access to experts across the world is exactly what Omdia leads with.

› **Data and forecast quality.** Defensible market-sizing and forecasting models that clients can plug into their own planning.

› **Continuity.** Buyers commit to multi-year subscriptions, so consistency of methodology and personnel through brand mergers is itself a quality signal.

5. How Their Technology Works (and What's Proprietary)

Omdia's "stack" is editorial and analytical rather than computational, so defensibility lives in data assets and analyst expertise, not architecture. The decomposable pieces, as described in the bundle, are roughly three:

› **Inherited research franchises.** Omdia's substance is the combined coverage of Ovum (telecoms, media, technology), IHS Markit's technology research, Tractica (AI and emerging technology), and Heavy Reading (telecom networks). The accumulated datasets, models, and analyst relationships from these brands are the closest thing to a proprietary asset, because they are not trivially reconstructed by a new entrant.

› **The unified-brand layer.** Informa's contribution is packaging: presenting these formerly separate operations as one research brand with one subscription and consulting relationship. This is an organizational and go-to-market construct, not technical IP.

› **Delivery formats.** The output is subscription-based research, custom consulting projects, market forecasting, and data tools focused on adoption, competitive landscapes, and market sizing.

On the hard question, little here is genuinely proprietary in a defensible sense. The legacy brand equity and the specific longitudinal datasets carry real weight, since historical market data and established analyst names are hard to replicate quickly. But the format itself, syndicated research plus consulting, is the industry-standard

model that Gartner, IDC, and Forrester run at larger scale. A well-funded incumbent does not need to copy Omdia's "technology"; it already operates the same playbook. The differentiation, such as it is, is the particular TMT coverage footprint the acquisitions assembled, not a method competitors cannot reproduce.

6. Business and Go-to-Market

The model is the classic analyst-firm two-engine structure: recurring subscription research plus higher-touch custom consulting. Omdia's offerings span subscription-based research, custom consulting projects, market forecasting, and data tools, sold to enterprises, service providers, and technology vendors, the three buyer types named in the bundle. The motion implied is sales-led and relationship-driven, anchored on access to analysts and the promise of help with strategy planning and go-to-market decisions, which is consistent with land-and-expand seat-and-subscription selling rather than self-serve.

The candid limitation: the bundle discloses no revenue, no customer count, no logos, no pricing, and no headcount for Omdia specifically. Any claim about traction or scale would be invention. As part of Informa Tech, Omdia also benefits from a parent that runs events and digital services, which in principle offers cross-sell channels into the same TMT audience, though the bundle does not detail any such integration.

On unit economics, syndicated research is a high-gross-margin business once content is produced, since the same report is sold to many subscribers; the cost question is analyst headcount and the integration overhead of merging several legacy operations into one brand. None of those figures are available here.

7. Competitive Landscape and Moats

Omdia competes in the established TMT research market, and the comp set is well known even though the bundle names only Omdia's own constituent brands:

- **Gartner** — the scale incumbent in IT research and advisory.
- **IDC** — deep in technology market sizing and tracker data.
- **Forrester** — research plus advisory with an enterprise-strategy tilt.
- **GlobalData / CCS Insight** — adjacent TMT-focused research houses.

Closest direct rival: IDC. Omdia's center of gravity, market sizing, forecasting, competitive landscapes, and technology-adoption data across TMT, maps most directly onto IDC's tracker-and-forecast franchise. Where Omdia can win: the specific depth its acquired brands bring in telecom networks (Heavy Reading) and AI (Tractica), niches where a focused legacy team can out-cover a generalist. Where it loses: scale, brand recognition, and the sheer analyst bench that a larger incumbent fields, which matter enormously when buyers commit to multi-year contracts and want a "safe" name. The other players, Gartner on advisory breadth, Forrester on enterprise strategy, GlobalData on overlapping TMT coverage, each pressure Omdia from a different flank.

On moats, be blunt. **Inherited data and brand equity** is the one real, if modest, asset: longitudinal datasets and known analyst names from Ovum, Tractica, and Heavy Reading are hard to rebuild fast. **Switching costs** exist through subscription contracts and embedded data dependencies, the normal analyst-firm stickiness. **Scale economics**, by contrast, run against Omdia, not for it; the larger incumbents have the edge. There is no evidence here of a network effect or regulatory moat.

8. Risks and Open Questions

The dominant risks are competitive and structural, and several questions would need answers before forming conviction:

› **Integration risk.** Merging Ovum, IHS Markit research, Tractica, and Heavy Reading into one brand can dilute the very specialist credibility that made each valuable. Did key analysts and clients stay through the consolidation?

› **Scale disadvantage.** Against Gartner and IDC, how does Omdia differentiate beyond being a smaller, broader bundle, and what is its actual share of the TMT research market?

› **Commercial opacity.** With no disclosed revenue, headcount, or customer base, what is the real growth trajectory, and is the unified brand expanding the book or merely repackaging existing subscriptions?

› **Parent dependency.** As a unit of Informa Tech inside Informa plc, Omdia's investment and strategic priority depend on a parent whose core identity is events and academic publishing. How committed is Informa to funding a research business against far larger specialists?

› **Methodology continuity.** Have the legacy forecasting models been harmonized, or do clients still encounter inconsistent data across former brands?

9. Bottom Line

Omdia is a credible mid-tier TMT research house assembled by acquisition, not a differentiated new model. It works to the extent that Informa's consolidation of Ovum, Tractica, Heavy Reading, and IHS Markit research delivers genuinely broader coverage under one relationship, and the single biggest reason it might not is that it competes on the same playbook as far larger incumbents without disclosed scale to match. The thing to watch next is whether the unified brand retains its specialist analysts and clients, since the inherited expertise is the only real moat in the picture.

10. For the Nerds

The interesting question is whether a research roll-up preserves or destroys forecast quality. Each constituent brand, Ovum, Tractica, Heavy Reading, IHS Markit research, carried its own market-sizing methodology, taxonomy, and data lineage. The value of a multi-year subscription depends on time-series continuity: a client modeling, say, AI infrastructure spend wants this year's forecast built on the same definitions and base data as last year's. Harmonizing four legacy taxonomies into one Omdia framework risks breaking those series, the analyst-research equivalent of a schema migration that silently invalidates historical comparisons.

The deeper bet is on the analyst as the irreplaceable unit of production. Unlike software, where IP persists after the builder leaves, research credibility walks out the door with the named expert. The durability of Omdia's coverage in specialized beats like telecom networks therefore hinges less on the brand than on retention of specific people, which no amount of unified-brand packaging can manufacture, and which the available material gives no way to assess.