

Dataaxis

Consumer Surveys

Brochure 2026

Get the best insights
and generate leads



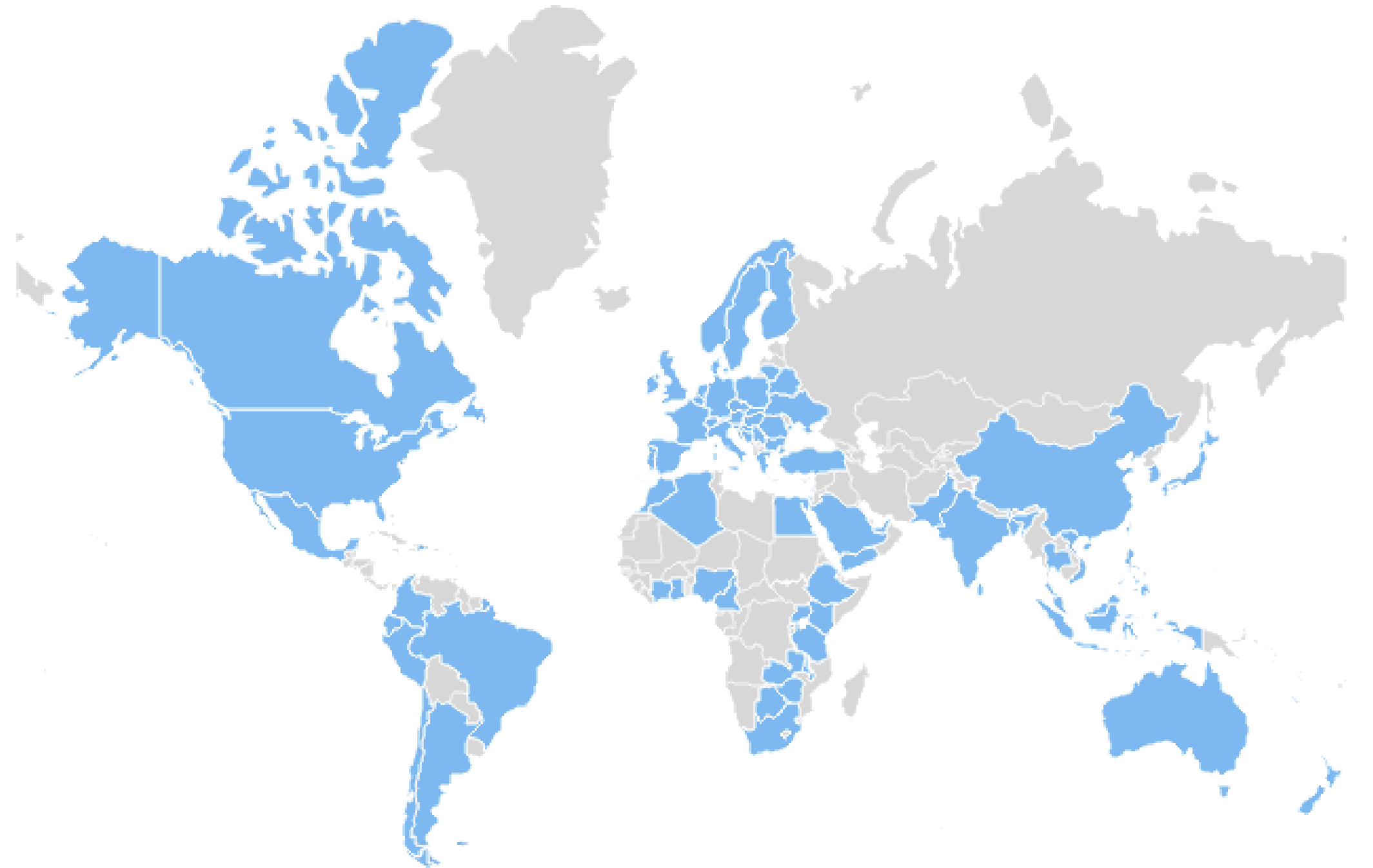
Consumer survey offer

Dataxis can create and implement customized surveys on the theme of your choice among a defined, representative panel of consumers. Receive detailed, analyzed results, allowing your marketing team to concentrate on analysis and content creation.

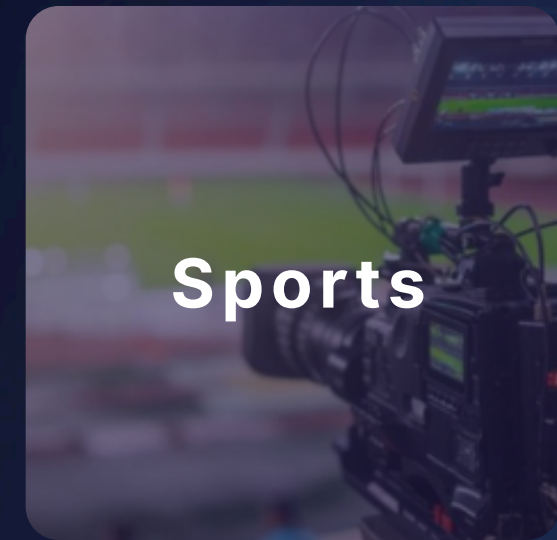


312M+ engaged respondents

+80 countries covered



Themes tailored to your needs! exemple below



Objectives

In-depth and concrete insights

Get accurate insights and trends about consumer habits and preferences. The surveys are tailored to your specific needs, allowing you to explore themes and countries of interest and create a qualitative knowledge piece.

Lead Generation

We actively promote your insights reports to our extensive network, ensuring exposure to **+60,000 qualified contacts**. Elevate visibility by featuring your report on our website and get the leads we receive through our promotion.

How it works

STEP 1

Draw up a detailed brief with Daxxis to determine the objectives of the study and identify the themes to be addressed and the geographical perimeter.

STEP 2

Daxxis comes back to you with a proposal.

STEP 3

We collaborate with CINT, a global software leader in digital insights and research technology, to conduct the survey. Cint will submit the questionnaire created with us to the chosen panel. We will review the results and send them to you in **excel format**, analyzed and illustrated by our team, 3 weeks after. (ppt)

The logo for CINT, consisting of the word "Cint" in a white, bold, sans-serif font inside a black rectangular box.

Why Dataxis?

Benefit from our Expertise

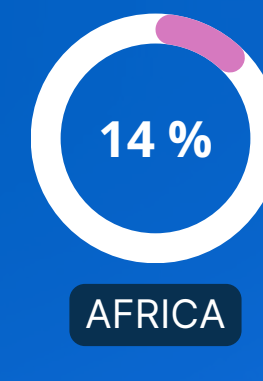
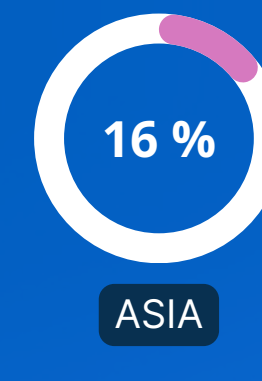
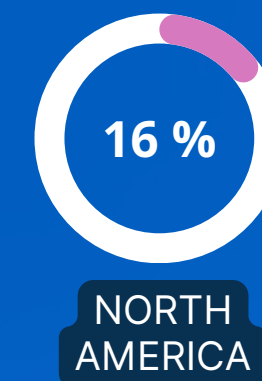
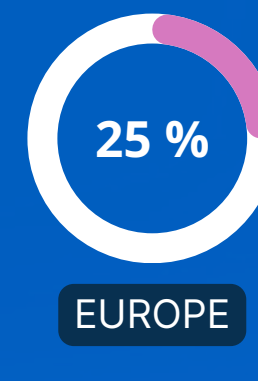
Harness our extensive market research proficiency to conduct surveys.

With over two decades of experience in the Media, Telecom, and Technologies sectors, we deliver detailed results and analyses that provide valuable insights.

We can help you determine the right approach strategy, ask the most relevant questions and weed out the inaccuracies and discrepancies, so you get relevant, valuable answers.

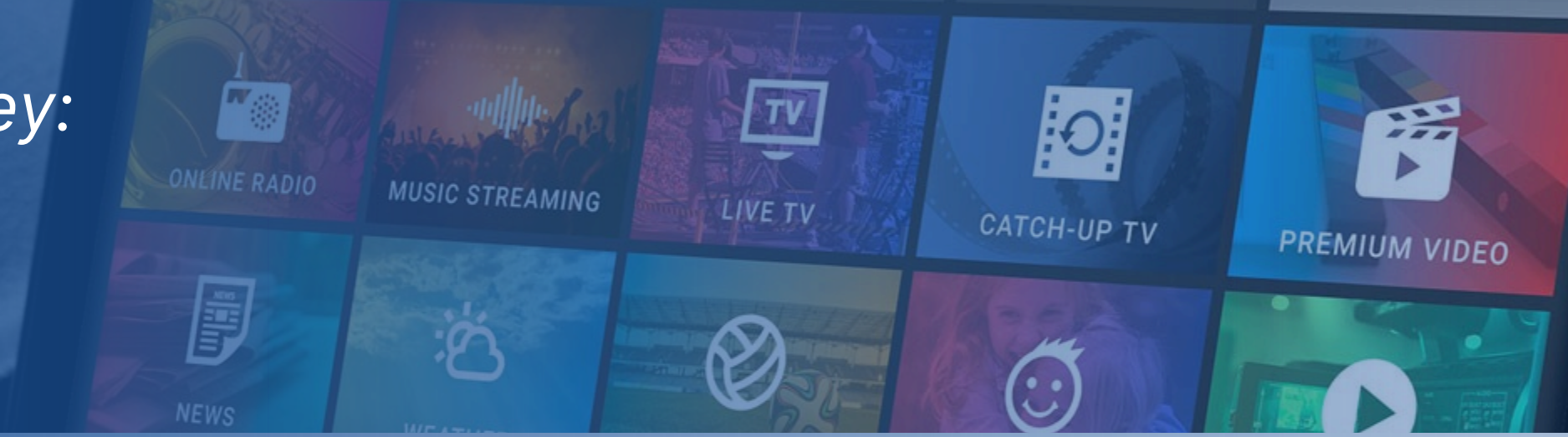
Take advantage of our promotional resources

Generate leads from our +60,000 qualified contacts.



Example of a Consumer survey:

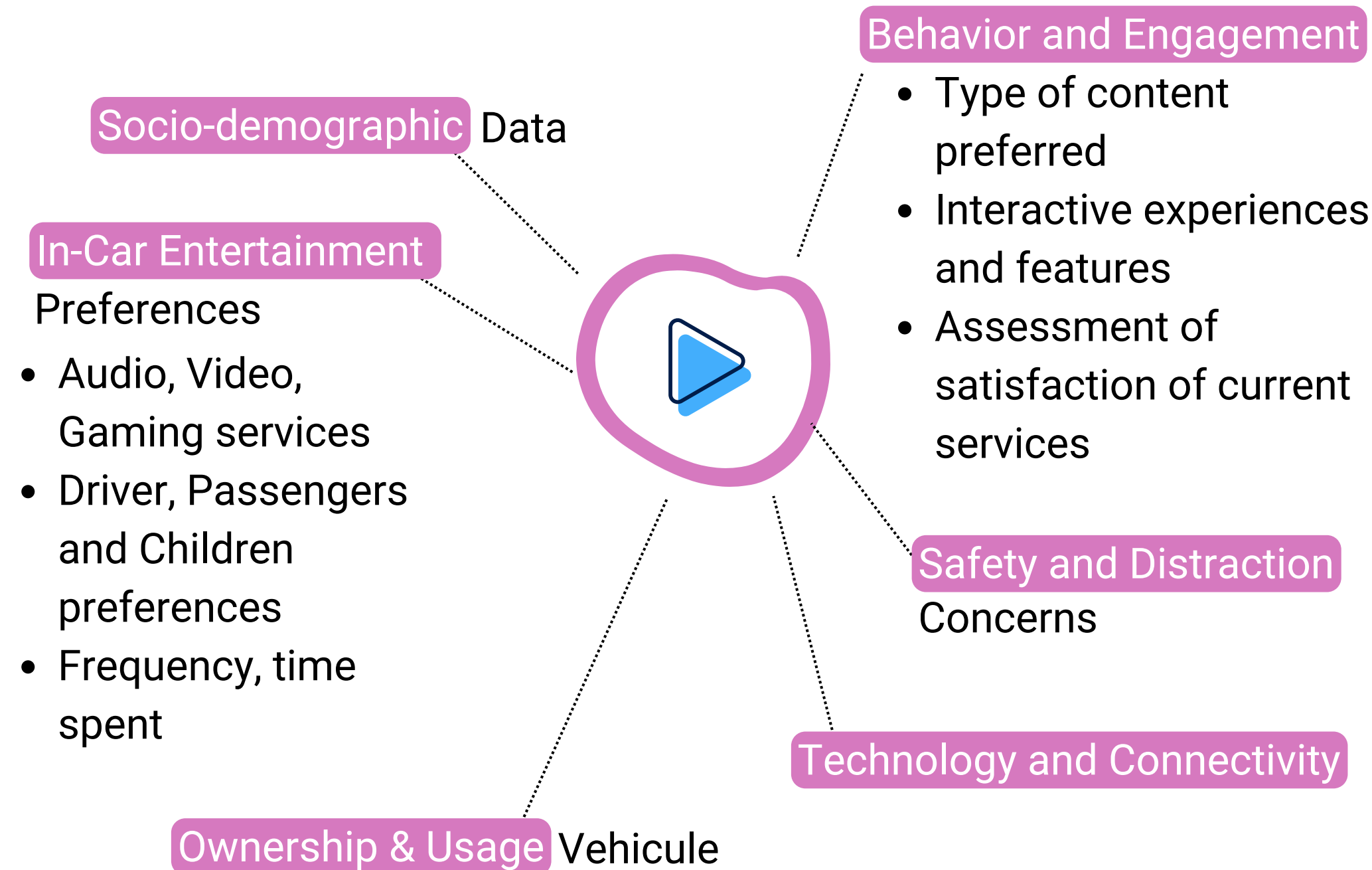
In-Car Entertainments



OBJECTIVES

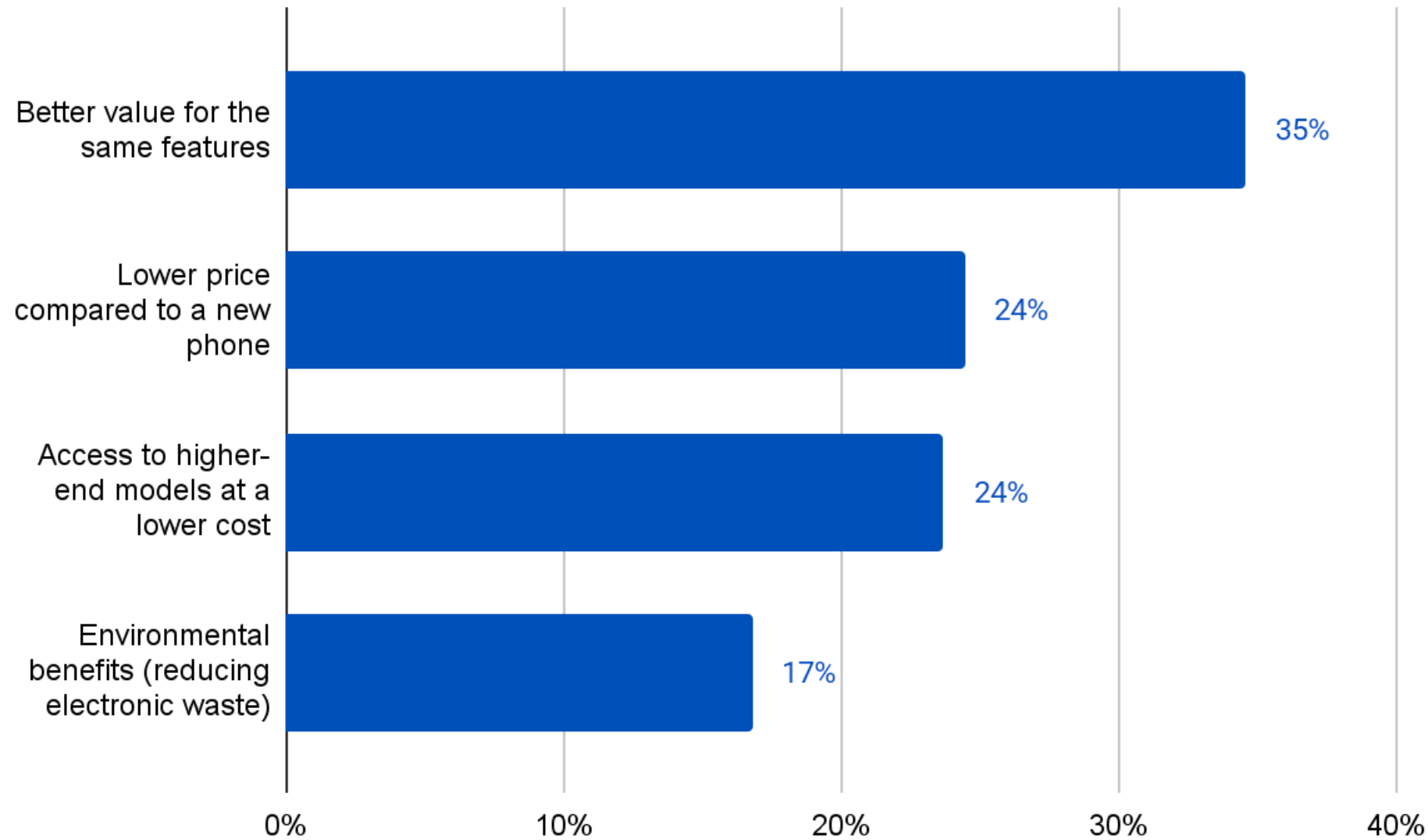
- Understand **consumer preferences, vehicle usage, and expectations for In-Car Entertainments.**
- Gather detailed insights into **user satisfaction, feature desirability, and safety concerns** to inform product strategy and drive innovation in the In-Car Entertainments market!

6 MAIN ASPECTS COVERED



Example of a Consumer survey:

Trade-In & Refurbished Smartphones practices in Germany



“81% of the target group would consider buying a refurbished smartphone in the future, for the value offered”

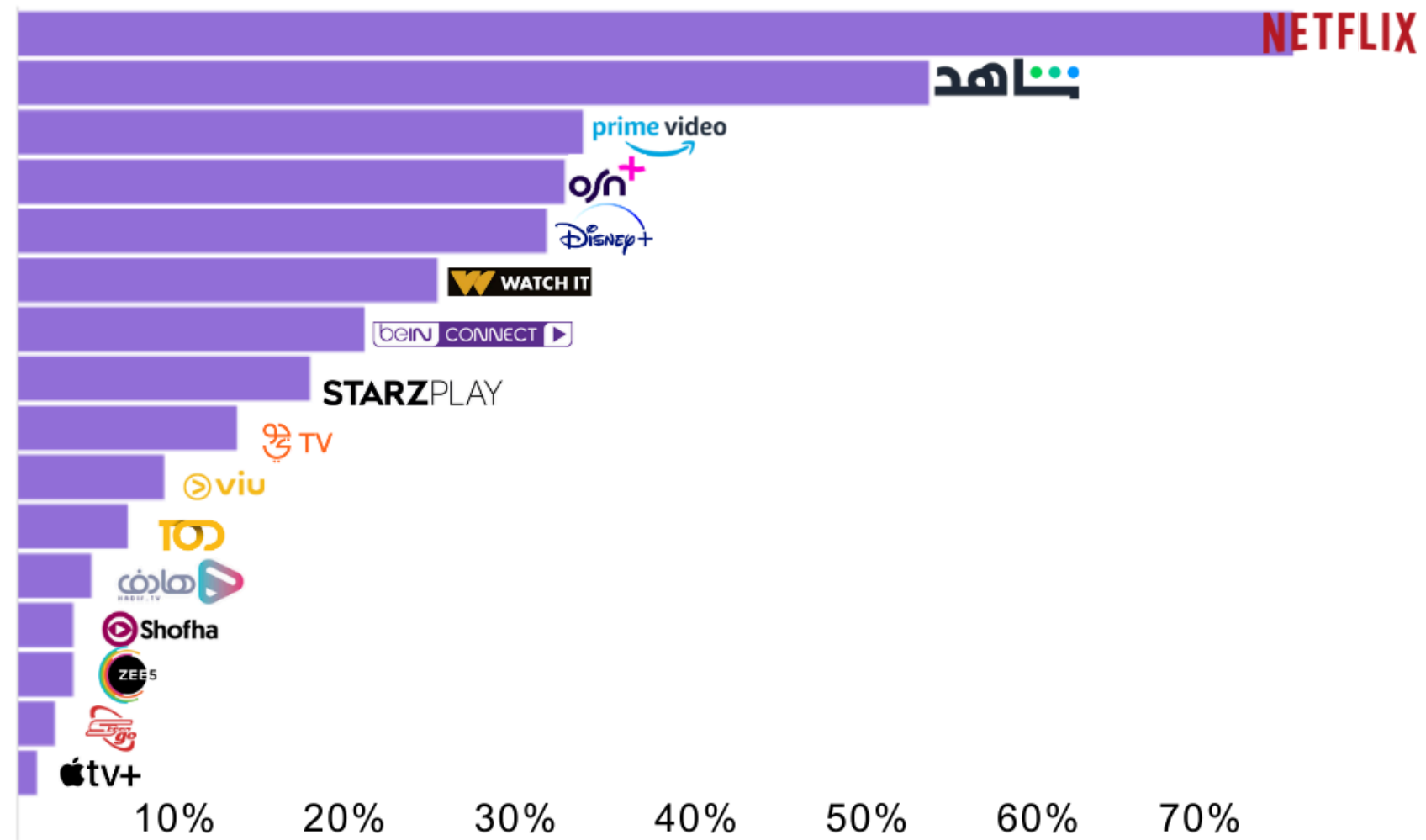


“13% of respondents sold a smartphone through trade-in in the past year in Germany”

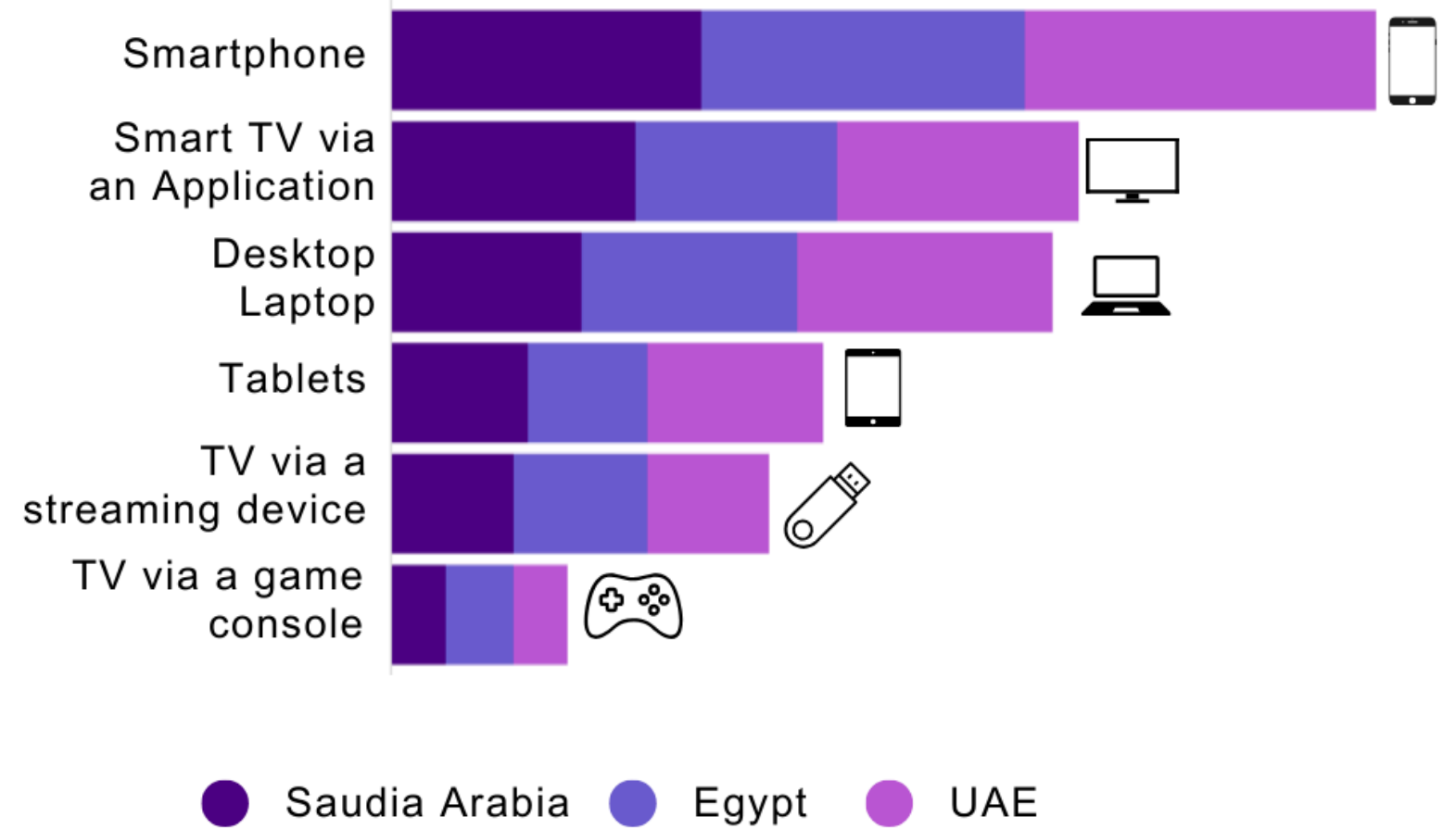
Example of a Consumer survey:

Past Consumer survey: Media Consumption in MENA

SVOD services penetration in terms of usage November 2023



Devices used to stream online video content

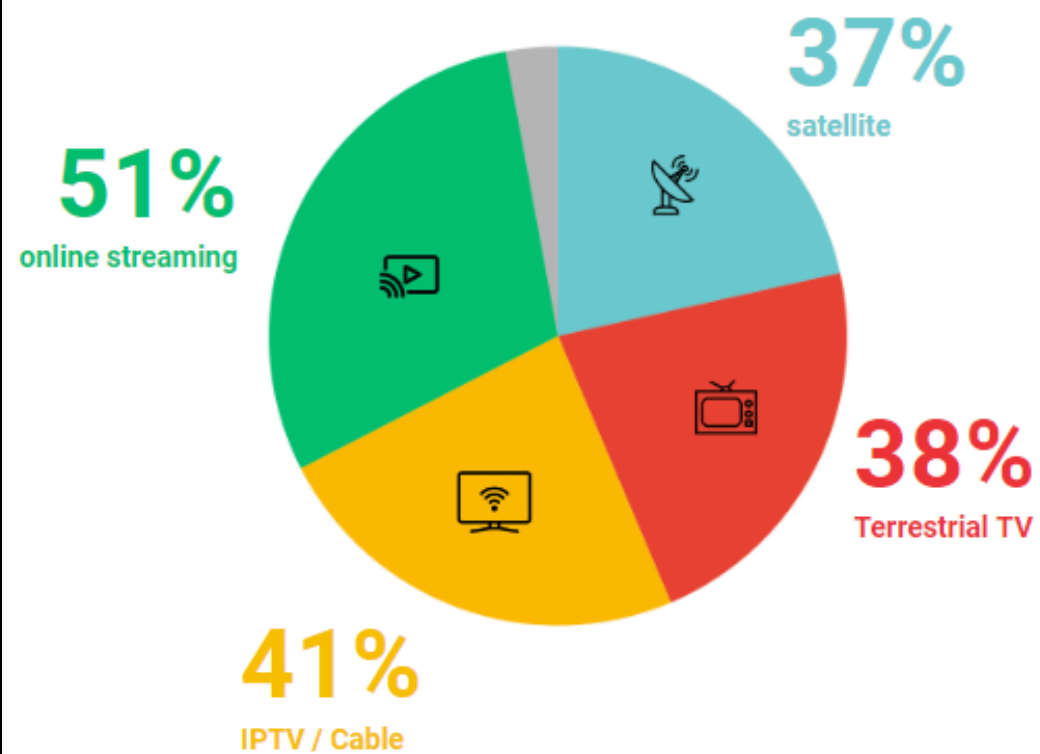


Example of a Consumer survey:

Past consumer survey: Thailand TV & OTT



Reception of TV services: online streaming reception ranking first, on top of TV bundled with internet offers (IPTV/Cable) and Satellite

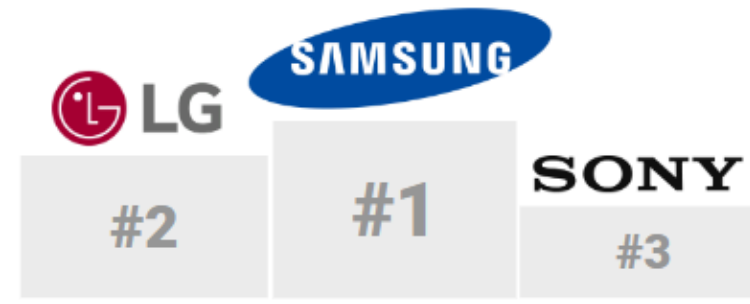
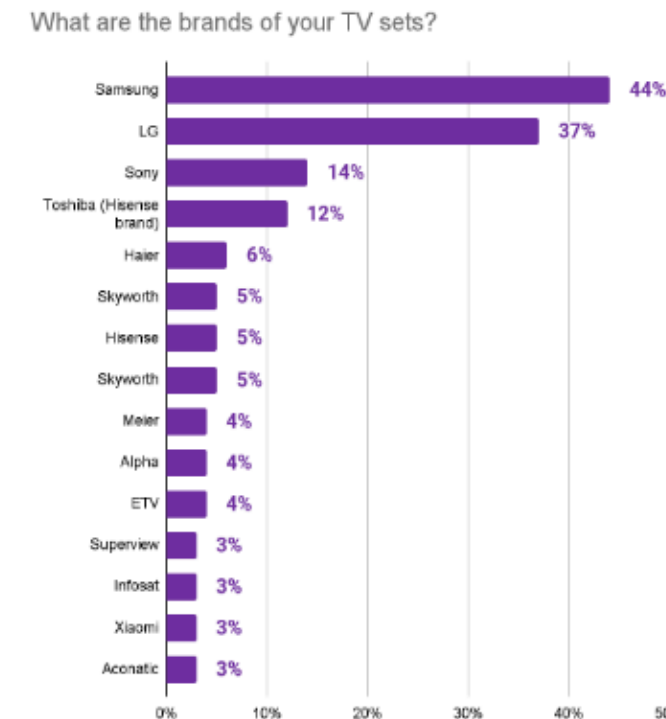


Online streaming services are the most common way of receiving TV channels among the respondents, with 51% of them using this method.

Cable or IPTV is the second most popular option, with 41% of the respondents subscribing to it.

Digital Terrestrial Television and satellite come next, with 38% and 37% of the respondents respectively.

Samsung topping TV sets installed base in Thailand, closely followed by LG, Sony and Toshiba (Hisense)



In January 2024, Samsung was the most popular brand of TV household appliances in Thailand, with a market share of 44% according to the survey.

LG was a close second, with 37% of respondents owning its products. Sony came third, with 14%, followed by Toshiba (a Hisense brand) and TCL, with 12% and 10% respectively.

The remaining brands had less than 10% penetration each.

Aspects covered

Internet access in Thailand

Households TV & media equipment

TV reception & consumption

International news channels

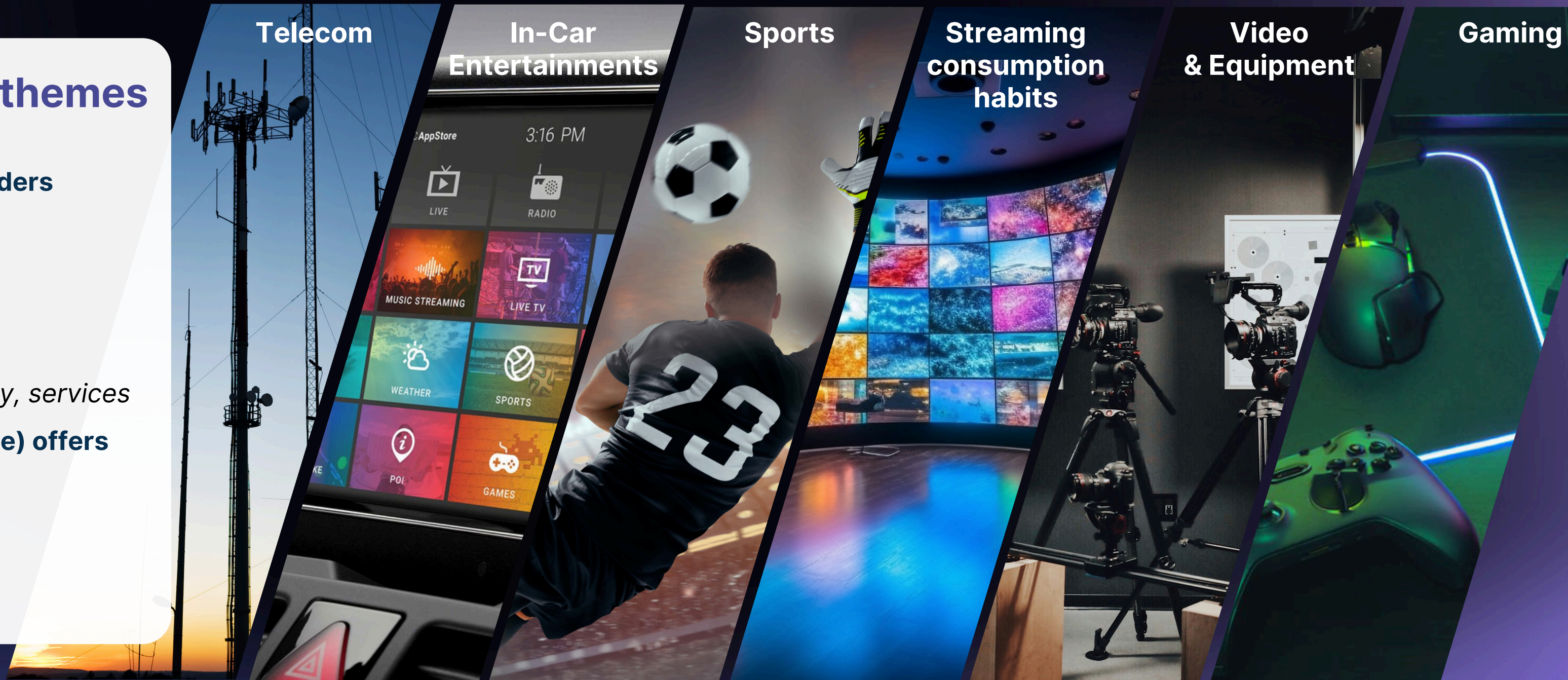
OTT video streaming habits

Potential themes

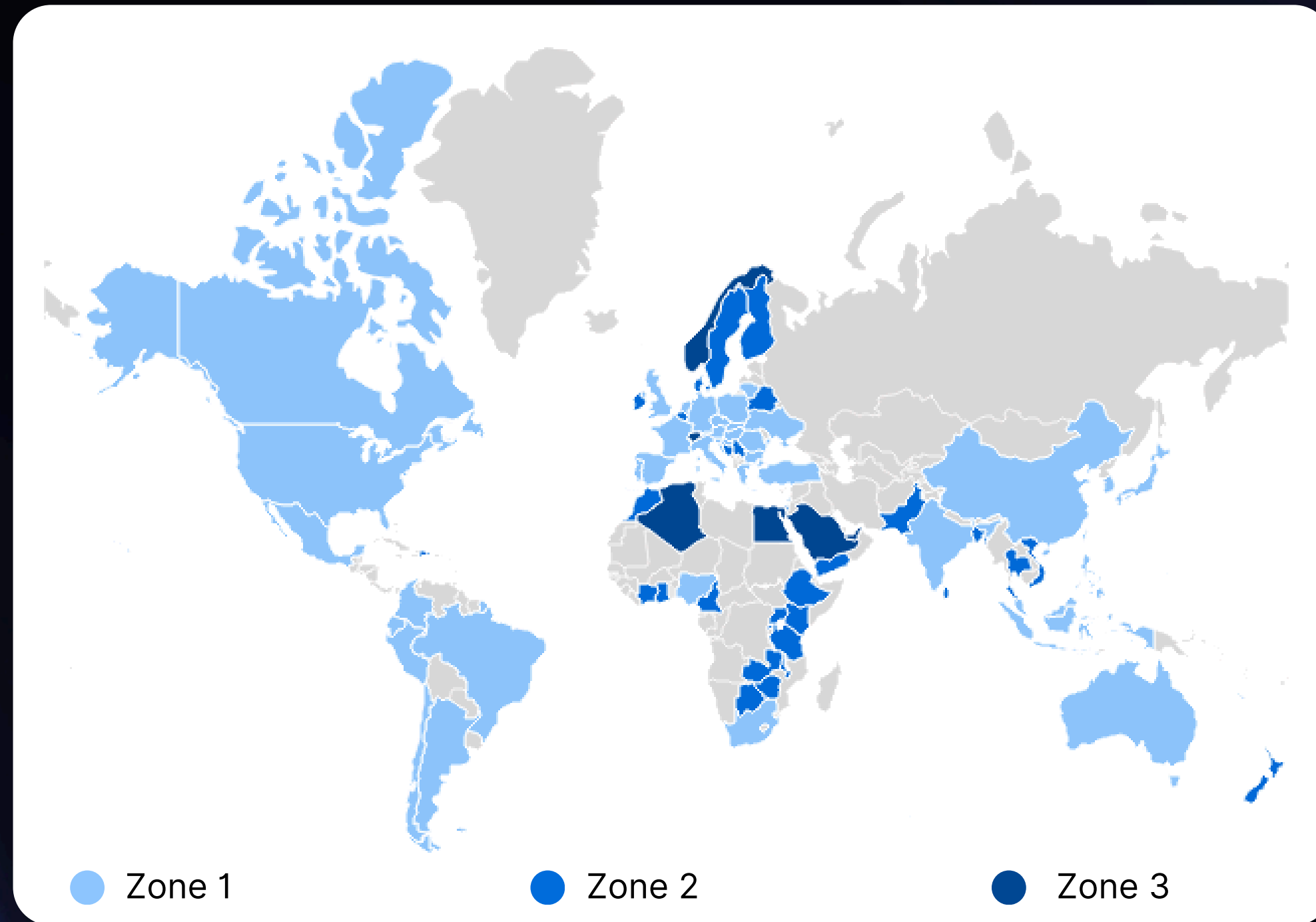
Other potential themes

Broadband: main themes

- **Broadband services providers**
 - Usage & experience
- **Devices ownership**
 - Usage & experience
- **Broadband Box at Home**
 - Speed, coverage, security, services
- **Convergent (Fixed / Mobile) offers**
- **Entertainment bundles**
 - Video, Games, Music
- **Use of smart home**



Explore our pricing options tailored to suit your needs



1

Zone 1 for one country:
from 6 000 euros

2

Zone 2 for one country:
from 9 000 euros

3

Zone 3 for one country:
from 12 000 euros

Tailor your survey with our flexible pricing based on the number of questions and the country of your choice. Explore our multi-country packages for customized solutions aligned with your survey objectives.

Dataxis

**Contact us to launch
your consumer survey
for unmatched
insights!**

OUR CONTACTS



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