

Telecom, Media and Entertainment Industry Services and Solutions

Navigating the digital nexus with AI, cloud, edge
and 5G as catalysts for transformation and growth



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Telecom and media (TME) enterprises are rapidly shifting from siloed models to platform-led digital operations. As IT and network domains converge, providers are rethinking service delivery by embedding AI, automation and modular architecture. With rising demand for immersive experiences, monetizable platforms and real-time content, transformation priorities are accelerating.

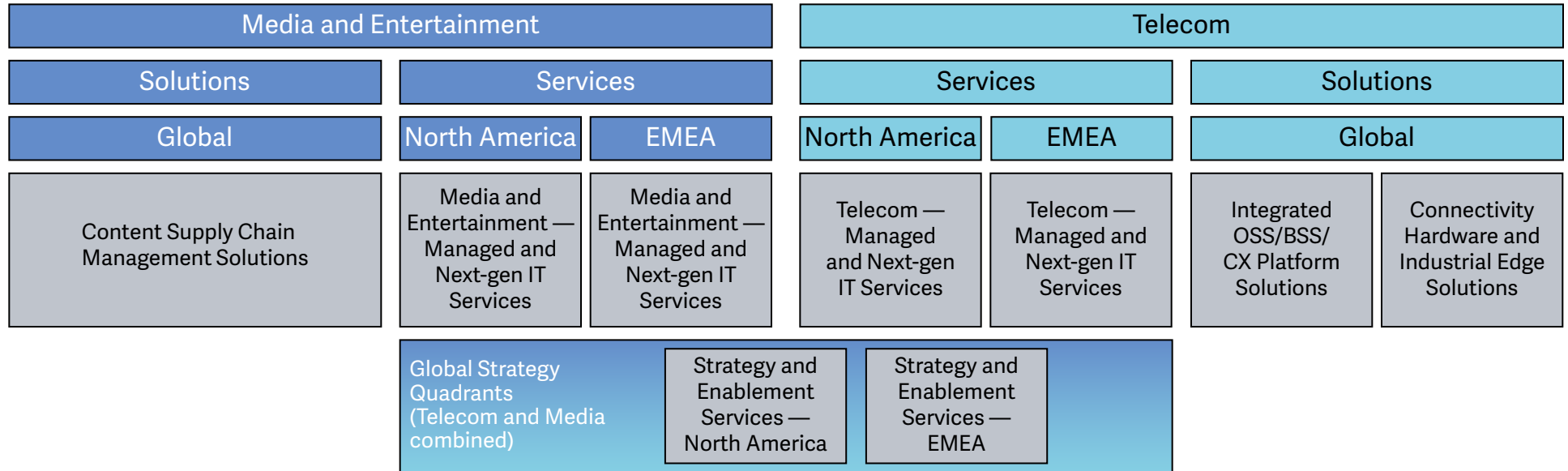
This competitive study benchmarks leading IT/business service and solution providers across six well-defined quadrants that highlight the most critical capabilities reshaping TME enterprises in an AI- and automation-led era. The quadrants span Strategy and Enablement Services (providers leverage domain expertise to assist with M&A, operating model redesign and go-to-market transformations powered by GenAI and emerging technologies); Telecom — Managed and Next-gen IT Services; Media and Entertainment — Managed and Next-gen IT Services (providers deliver cloud migration, software-defined networks, AI-led CX and scalable engineering services); Integrated OSS/BSS/CX Platform Solutions (providers enable open, modular and monetizable product and

service infrastructure); Connectivity Hardware and Industrial Edge Solutions (specialists deliver AI-enabled distributed infrastructure); and Content Supply Chain Management Solutions (providers support revenue, rights management and advertising operations for enhanced ROI through programmatic advertising, tracking and automated workflows).

This report helps sourcing leaders and transformation teams identify partners with proven scale and expertise, coinnovation models and future-ready solutions that align with the convergence of cloud, AI, edge and network evolution.



Telecom, Media and Entertainment Services and Solutions Study 2025:



*EMEA includes the U.K., Germany, France, Spain, Italy, the Netherlands, Sweden, Switzerland, Finland, Belgium, Denmark, Norway, Saudi Arabia, South Africa, Israel, Turkey, the UAE, Portugal and Poland. North America includes the U.S. and Canada.



A study evaluating IT service and solution providers transforming TME enterprises through **AI, automation and platformization.**

Simplified Illustration Source: ISG 2025

Strategy and Enablement Services

Telecom — Managed and Next-gen IT Services

Integrated OSS/BSS/CX Platform Solutions

Connectivity Hardware and Industrial Edge Solutions

Media and Entertainment — Managed and Next-gen IT Services

Content Supply Chain Management Solutions

The ISG Provider Lens® Telecom, Media and Entertainment Industry Services and Solutions 2025 study offers the following to business and IT decision-makers:

- Transparency on the strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments on their competitive strengths and portfolio attractiveness
- Focus on the global market and regional markets, including North America and EMEA

Our study serves as an important decision-making basis for positioning, key relationships and go-to-market considerations. ISG advisors and enterprise clients also use information from these reports to evaluate their current vendor relationships and potential engagements.



Strategy and Enablement Services

Definition

This quadrant evaluates providers offering strategic advice and enablement services to telcos, focusing on transformation, M&A and business strategies, from procurement to sales. They leverage AI and automation to design effective governance frameworks, simplify product portfolios and consolidate core business functions, ensuring network superiority, data-centricity, operational simplicity and cost optimization.

In the media sector, AI-led insights are used to strategize content, attract advertisers and consumers, and optimize VOD models for ad growth via direct-to-consumer approaches. This involves automating rights management, monetizing experiences and enhancing subscriber loyalty through modernization.

Providers integrate digital technologies such as GenAI, agentic AI, IoT, 5G, edge computing, AR/VR, automation, cybersecurity, blockchain, data analytics, Industry 4.0 and cloud computing into their service offerings. Additional support includes coinnovation, taxation, talent management and ESG, offering end-to-end assistance with managed or on-demand options.

Eligibility Criteria

1. Deliver **strategic advisory services to enterprises of all sizes**, backed by a proven track record, domain expertise, TME blueprints and transformation frameworks — often supported by a strategic PMO
2. Provide **differentiated, technology-led guidance** in areas, including AI, 5G, ORAN and cloud, linking digital solutions to business outcomes such as growth, monetization and efficiency, often via coinnovation hubs or testbeds or redesigning
3. Offer **structured services in policy, regulation and standardization**, demonstrating impact across regional markets in EMEA and North America
4. Support **transformation with advanced tools** and advisory services in R&D, ESG, taxation, GCC operations and talent management to enable future-ready operating models or phased blueprints
5. Re/design and scale **transformation programs** that deliver measurable ROI, supported by AIOps, GRC and change management
6. Maintain **transparent fee structures** and offer **flexible engagement models**, including data governance ESG, security and confidentiality clauses
7. Demonstrate **alignment with various stakeholders** for revenue-sharing models, etc. through case studies
8. **Publish and influence industry perspectives** on TME strategy, AI adoption and monetization trends via events, whitepapers or forums



Definition

This quadrant assesses providers offering next-gen IT or process outsourcing and engineering services for telcos. These providers support the design, deployment and lifecycle management of hybrid IT, OSS/BSS, cloud systems and customer-centric COTS/open source platforms. Their offerings include legacy modernization, agile IT delivery, data-driven operations and network-to-cloud convergence.

Providers embed GenAI for predictive fault management, SLA optimization and incident avoidance. Integrating programmable interfaces with AIOps-enabled observability is crucial. Providers must support multilayered architecture transformation, including on-premises solutions, cloud-native applications and edge workloads, for complex networks.

These services are often delivered through modular, comanaged or outcome-linked contracts, focusing on business value and operational agility. Providers support telco cloud and radio environments, enable partnerships for unified platform integration and drive full-stack IT modernization.

Eligibility Criteria

1. Offer end-to-end **managed and proactive IT and business services**, spanning application development, modernization or testing/support, to telcos
2. Demonstrate experience in using **OSS/BSS, order to cash, revenue assurance or inventory management to optimize business/IT processes and enhance CX, with support for data or AI integration**
3. Use **advanced delivery models** such as Agile, DevSecOps and microservices for **cost optimization, automation and scalability**
4. Integrate **Gen AI, agentic AI, analytics and workflow orchestration** into core telco IT processes with clear ROI
5. **Demonstrate regional IT/business delivery capabilities** for telco clients in the **U.S. and EMEA**, covering various **network functions** and **vendor technologies**
6. **Engage in coinnovation within cloud/platform/software engineering** by leveraging focused frameworks and IPs for product modernization, network/security alignment, intelligent service assurance (in collaboration with partners like Aduna) and integrated CX
7. Have vendor certifications and ecosystem partnerships across **data, AI, ITSM, cloud, security, SDN*, virtualization, containers and quality**
8. Develop **talent pipelines** and foster cultural alignment through GCC enablement and other initiatives
9. Adhere to **regulatory and ESG compliances, cybersecurity frameworks and sovereignty requirements**
10. **Showcase case references** for the IT/business processes



Integrated OSS/BSS/CX Platform Solutions

Definition

This quadrant evaluates vendors offering integrated OSS/BSS/CX platform solutions for telecom service functions. These solutions leverage modular, API-first, cloud-native stacks to help telcos orchestrate dynamic services, manage multicloud and edge computing, and accelerate time to market with composable architectures.

Vendors offer dynamic catalogs and partner onboarding platforms powered by GenAI, integrating with CX and CRM systems for agent assistance, revenue assurance and product bundling. These platforms use event-driven APIs for real-time service creation and agile monetization within multitenant environments, supporting B2B2X, identity services and MVNOs.

Advanced operations include telemetry, intent-based orchestration, service prediction, network slicing and integrated SLA monitoring. Vendors support global deployments, addressing scalability, interoperability, observability and data sovereignty. These platforms serve as digital backbones, aligning operations and monetization across hybrid and legacy environments.

Eligibility Criteria

1. Offer an **integrated yet composable OSS/BSS** commercially packaged IP stack to provide **modular, cloud-native, API-first solutions** for fulfillment, assurance, billing, charging and customer engagement
2. Focus on global telco use cases across **consumer and enterprise segments** ensuring necessary functional depth
3. Support **next-gen capabilities** with road maps for 5G, slicing and GenAI-enabled service design and offer catalog-driven provisioning, lifecycle orchestration, **converged charging, omnichannel CX**, partner onboarding and self-service tools for **D2C and B2B2X models**
4. Integrate **GenAI** for fraud detection, pricing optimization, predictive and zero-touch service assurance and **embedded AI** for network insights, anomaly detection and customer journey optimization
5. Collaborate with **5G core, RAN or orchestration vendors** and **hyperscalers** for flexible deployment options (on-premises, hybrid and public cloud) with **telco-grade scalability**
6. Offer RBAC, IAM and logging capabilities, while adhering to **regulatory standards** such as GDPR and ISO 27001
7. Provide **APIs, such as** TM Forum's Open APIs/ODA, **and SDKs** for integration with partner ecosystems, including **Aduna and 3GPP/ETSI**, with monetizing/licensing models
8. **Demonstrate proof of deployments** across multiple **regions**



Connectivity Hardware and Industrial Edge Solutions

Definition

This quadrant assesses vendors offering dedicated hardware and software solutions for industrial-grade connectivity and edge-native private 5G deployments. These vendors provide purpose-built components, such as ruggedized edge gateways, industrial uCPEs, AI-enabled edge compute servers or modular private network stacks, that address the specific demands of factory floors, remote sites, critical IoT environments and field operations.

Vendors offer solutions such as edge computing hardware, industrial networking equipment, cellular modules and private 5G infrastructure software components (including RAN, core and orchestration layers). Emphasis is placed on modular, open-standards-based offerings that integrate AI-driven telemetry, automation and orchestration.

This quadrant excludes diversified cloud, IT or chip providers unless their industrial edge or private 5G solutions are a primary business focus or strategic growth area.

Eligibility Criteria

1. Offer **purpose-built, IP owned edge infrastructure** solutions (hardware/software) for industrial environments, such as uCPEs, MEC nodes, gateways, ruggedized equipment, and **private 4G/5G software stack components**, including RAN, core or orchestration layers
2. Support **AI and ML telemetry or edge inference** as part of the product functionality
3. Provide industrial edge or connectivity solutions as a primary offering rather than just ancillary products
4. Support **open standards** such as ONAP, EdgeX, O-RAN and Kubernetes or provide open APIs for integration with security functionalities
5. Enable **multidomain edge deployments** in industrial IoT, smart cities, utilities, logistics or manufacturing, delivering measurable ROI
6. Demonstrate **customer deployments** or public references in industrial edge or private networks with modular form factors
7. Participate in **partner ecosystems** such as 5G-ACIA, ETSI MEC, O-RAN Alliance and EdgeX Foundry, while maintaining IP
8. Offer **products independently** with full-stack cloud and support various deployment options (on-premises, cloud-native or hybrid)
9. Publish relevant **case studies**, whitepapers or architectural references on edge connectivity or private 5G



Media and Entertainment – Managed and Next-gen IT Services

Definition

This quadrant assesses providers offering managed and advanced IT, cloud and engineering services to media and entertainment (M&E) enterprises, including broadcasters, OTT platforms, sports brands, content distributors and publishers. These providers manage high-volume data ingestion pipelines, deliver resilient and scalable backend infrastructures, and orchestrate personalized experiences using real-time analytics, cloud, content delivery networks (CDN) and AI.

The providers offer solutions such as digital asset management, AIOps-enabled content lifecycle acceleration, metadata enrichment, anti-piracy services and multiscreen UX engineering. They integrate GenAI for applications such as editorial planning, asset generation (alternative cuts, voiceovers and descriptions), A/B testing and fan journey mapping. Providers also offer edge-aware content delivery, AI-led ad optimization and gamified loyalty programs to improve monetization.

Offerings integrate creative and IT functions via microservices, APIs and containers. Services support immersive formats, real-time overlays (for example, sports stats and voting), and hyperpersonalized advertising.

Eligibility Criteria

1. Deliver around-the-clock **managed and proactive IT/business services** to M&E firms, including live streaming, broadcasting, publishing, OTT and ad-tech
2. **Demonstrate next-gen capabilities** in metadata enrichment, MAM/DAM, post-production workflows, video platforms, AI-led content discovery, archiving and preservation, and D2C ecosystems
3. **Offer** cloud-native support for platformsthrough composable architectures (headless CMS/eCommerce), with optimized CDN strategies
4. Offer **audience analytics, ROI measurement and GRC process alignment** with regulations such as COPPA
5. Provide seamless systems integration with **monetization engines and engineering capabilities** across platforms, devices or cloud, including **modular experience/infrastructure**
6. Ensure **global and secure delivery**, leveraging regional strengths in the U.S. or EMEA, while prioritizing content security and IP protection
7. Leverage **agentic AI and GenAI** accelerators for workflow automation and personalization, facilitating web3 applications for rights management and AR/VR
8. Collaborate with **major hyperscalers, M&E platform vendors or GCCs** to strategically promote sustainable assets
9. Showcase reference **case studies** demonstrating ongoing impact and competitiveness on **IT and business processes**
10. Demonstrate **talent pipelines** and other initiatives



Content Supply Chain Management Solutions

Definition

This quadrant assesses vendors offering content supply chain management (CSCM) solutions, which orchestrate the end-to-end processes of ingesting, managing, producing, distributing and analyzing rich media content across digital and linear platforms. These platforms integrate capabilities such as MAM, DAM, workflow orchestration, cloud-based collaboration, metadata enrichment, quality control, versioning and multichannel publishing. CSCM vendors empower broadcasters, studios, streamers and media enterprises to accelerate time to air, automate the content supply chain and maintain consistent quality across global teams.

Increasingly powered by AI, ML and cloud-native architectures, these platforms support creative efficiency, remote collaboration and real-time insights while offering open APIs and metadata interoperability for scalable, secure and intelligent content operations.

Content marketing, marketing analytics, content creative agencies and web-focused content planning tools and platforms are excluded.

Eligibility Criteria

1. Offer an IP-owned, **integrated platform for end-to-end content supply chain**, encompassing **strategy, ingest, curation, localization, packaging and delivery**
2. Enable advanced workflows, including **metadata enrichment, versioning, AI-tagging and multichannel formatting** for web, TV, OTT and mobile platforms
3. Support **collaborative, AI-automated operations**, including review and approval, editing, task management, quality control, auto-versioning and format transformations
4. Integrate seamlessly with **CMS, DAM/MAM, CDN and OTT** delivery platforms such as FAST, YouTube, SVOD and TikTok
5. Provide **developer tools/APIs** for custom workflows/integrations
6. Ensure **cloud-native, load-balanced, scalable, secure deployment** with audit trails, encryption and compliance
7. Support data-driven content decisions based on **engagement and performance metrics**
8. Demonstrate proven adoption **with over five active client** deployments across **media enterprises, studios, OTT platforms or broadcasters**
9. Comply with **industry formats** such as IMF, EIDR, MXF, SCTE and XMP), ensuring global interoperability with certified plugins/connectors
10. Demonstrate **workflow efficiency, cost reduction and cycle-time** improvements through API tools for collaboration, multitenancy, scalability and performance visibility



Quadrants by Region

As a part of this ISG Provider Lens® quadrant study, we are introducing the following six quadrants on Telecom, Media and Entertainment Services and Solutions 2025:

Quadrant	EMEA	North America	Global
Strategy and Enablement Services	✓	✓	
Telecom — Managed and Next-gen IT Services	✓	✓	
Integrated OSS/BSS/CX Platform Solutions			✓
Connectivity Hardware and Industrial Edge Solutions			✓
Media and Entertainment — Managed and Next-gen IT Services	✓	✓	
Content Supply Chain Management Solutions			✓



ISG's Telecom Framework

Key characteristics of the proprietary framework:

- Encapsulates what enterprises are doing across the Telecom, Media and Entertainment Industry Services and Solutions market and helps connect them to the digital solutions
- Represents the entire value chain of supply and demand within the market
- Inner tiles represent themes of enterprise objectives
- Outer tiles represent initiatives
- Behind each outer tile is a specific set of capabilities, with unique market-leading providers and solutions



ISG's Media and Entertainment Framework

Key characteristics of the proprietary framework:

- Encapsulates what enterprises are doing across the Telecom, Media and Entertainment Industry Services and Solutions market and helps connect them to the digital solutions
- Represents the entire value chain of supply and demand within the market
- Inner tiles represent themes of enterprise objectives
- Outer tiles represent initiatives
- Behind each outer tile is a specific set of capabilities, with unique market-leading providers and solutions



The research phase falls in the period between July and August 2025, during which survey, evaluation, analysis and validation will take place. The results will be presented to the media in Dec 2025.

Milestones	Beginning	End
Survey Launch	July 9, 2025	
Survey Phase	July 9, 2025	August 7, 2025
Sneak Preview	October 2025	
Press Release & Publication	December 2025	

Please refer to the [ISG Provider Lens® 2025 research](#) agenda to view and download the list of other studies conducted by ISG Provider Lens®.

Access to Online Portal

You can view/download the questionnaire from [here](#) using the credentials you have already created or refer to instructions provided in the invitation email to generate a new password. We look forward to your participation!

Buyers Guide

ISG Software Research, formerly “Ventana Research,” offers market insights by evaluating technology providers and products through its Buyers Guides. The findings are drawn from the research-based analysis of product and customer experience categories, ranking and rating software providers and products to help facilitate informed decision-making and selection processes for technology.

In the course of the Telecom, Media and Entertainment Industry Services and Solutions 2025 IPL launch, we want to take advantage of the opportunity to draw your attention to related research and insights that ISG Research will publish in 2025. For more information, refer to the [Buyers Guide research schedule](#).

Research Production Disclaimer:

ISG collects data for the purposes of writing research and creating provider/vendor profiles. The profiles and supporting data are used by ISG advisors to make recommendations and inform their clients of the experience and qualifications of any applicable provider/vendor for outsourcing the work identified by clients. This data is collected as part of the ISG FutureSource™ process and the Candidate Provider Qualification (CPQ) process. ISG may choose to only utilize this collected data pertaining to certain countries or regions for the education and purposes of its advisors and not produce ISG Provider Lens® reports. These decisions will be made based on the level and completeness of the information received directly from providers/vendors and the availability of experienced analysts for those countries or regions. Submitted information may also be used for individual research projects or for briefing notes that will be written by the lead analysts.



ISG Star of Excellence™ – Call for nominations

The Star of Excellence™ is an independent recognition of excellent service delivery based on the concept of “Voice of the Customer.”

The Star of Excellence™ is a program, designed by ISG, to collect client feedback about service providers’ success in demonstrating the highest standards of client service excellence and customer centricity.

The global survey is all about services that are associated with IPL studies. In consequence, all ISG Analysts will be continuously provided with information on the customer experience of all relevant service providers. This information comes on top of existing first-hand advisor feedback that IPL leverages in context of its practitioner-led consulting approach.

Providers are invited to [nominate](#) their clients to participate. Once the nomination has been submitted, ISG sends out a mail confirmation to both sides. It is self-evident that ISG anonymizes all customer data and does not share it with third parties.

It is our vision that the Star of Excellence™ will be recognized as the leading industry recognition for client service excellence and serve as the benchmark for measuring client sentiments.

To ensure your selected clients complete the feedback for your nominated engagement please use the Client nomination section on the Star of Excellence™ [website](#).

We have set up an email where you can direct any questions or provide comments. This email will be checked daily, please allow up to 24 hours for a reply.

Here is the email address:

star@cx.isg-one.com



ISG Star of Excellence



The ISG Provider Lens® 2025 – Telecom, Media and Entertainment Industry Services and Solutions research study analyzes the relevant software vendors/service providers in the global market, based on a multi-phased research and analysis process, and positions these providers based on the ISG Research methodology.

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Project Manager:

Yeshashwi Nagarajan C

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The research and analysis presented in this study will include data from the ISG Provider Lens® program, ongoing ISG Research programs, interviews with ISG advisors, briefings with service providers and analysis of publicly available market information from multiple sources. ISG recognizes the time lapse and possible market developments between research and publishing, in terms of mergers and acquisitions, and acknowledges that those changes will not reflect in the reports for this study.

All revenue references are in U.S. dollars (\$US) unless noted.



Contacts For This Study

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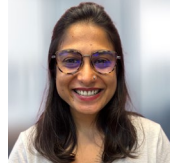
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ISG Provider Lens® Advisors Involvement Program

ISG Provider Lens® offers market assessments incorporating practitioner insights, reflecting regional focus and independent research. ISG ensures advisor involvement in each study to cover the appropriate market details aligned to the respective service lines/technology trends, service provider presence and enterprise context.

In each region, ISG has expert thought leaders and respected advisors who know the provider portfolios and offerings as well as enterprise requirements and market trends. On average, three consultant advisors participate as part of each study's quality and consistency review process.

The consultant advisors ensure each study reflects ISG advisors' experience in the field, which complements the primary and secondary research the analysts conduct. ISG advisors participate in each study as part of the

consultant advisors' group and contribute at different levels depending on their availability and expertise.

The consultant advisors:

- Help define and validate quadrants and questionnaires,
- Advise on service provider inclusion, participate in briefing calls,
- Give their perspectives on service provider ratings and review report drafts.

ISG Advisors to this study



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Director



Rakesh
Parameshwara

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Shriram
Natarajan

Director



Jon
Harrod

Director



Invited Companies

If your company is listed on this page or you feel your company should be listed, please contact ISG to ensure we have the correct contact person(s) to actively participate in this research.

* Rated in previous iteration

ABB	Amdocs	BCG*	Casa Systems
Accenture*	Anaplan	BDO*	Celona
AD Little	AppNexus	BearingPoint*	Ceragon Networks
Adform	Arcxp	BeeLine (TVision)	Cerillion
ADP	Aria Systems, Inc. (California)	BeyondNow	CGI*
AdRoll	Arvato Systems*	Beyondsoft Consulting	CI&T
Adswizz (SiriusXM)	Ascendion	BIP	Ciena Corp
Advantech	Atento*	Birlasoft	Cloudinary
Agilisium	Atos	Blazecan	Cloudsense
Airgain	AudioCodes	Blue Marble (Tech Mahindra)	Cognizant*
Airspan Networks	Avid	BrightRoll (Yahoo)	Comarch
Alepo	Axiomtek	Brilliant Noise	Comviva
AlixPartners	Axle.ai	Brillio	Concentrix*
Alvarez & Marsal	Bain & Company*	Capgemini*	Conduent
Amagi	Baringa	Capita*	Contentful



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* Rated in previous iteration

Conviva	Eraneos	FTI Consulting*	HKA
Cradlepoint	Ericsson	Fujitsu	HPE
CSG	Etiya	Futurism technologies	IBM*
Cybage	Evertz	Genpact*	Iconik
Cyient	Evolphin	Globant*	Infinite tech
Dalet	Exela Technologies	Google Ad Manager	Infosys*
Deloitte*	EXL	Gracenote (Nielsen)	Inmorphis
DXC Technology*	EY*	Grant Thornton*	Innova Solutions
EdgeQ	FADEL	GTT	Innovid
EditShare	Firstsource*	HARMAN Digital Transformation Solutions	inseego
EFESO	Forvis Mazars*	Harmonic	Intellias
Elixirr	Foundever*	HCLTech*	Intexsoft
Encora	FPT	HGS*	JMA Wireless
Endava	Frame.io (Adobe)	Hitachi	Kaltura
EPAM Systems*	Free Wheel	Hitachi Digital Services*	Kenshoo (Skai)



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* Rated in previous iteration

Kentico	Microsoft Azure MEC	PDGC	Rolandberger
Kontron	Mphasis*	Pegasystems, Inc.	Samsung
KPMG	NEC	Perficient*	Semtech
Kyndryl*	Netgear	Persistent Systems*	Sigma Systems
Lanner Electronics	NetoAI	Pixit Media	Signiant
Lifecycle Software	Nokia Networks	Prime Focus Technologies	Simon Kucher*
Lotame	NTT DATA*	PwC*	Sitecore
LTIMindtree*	Object Matrix	Qualitest	Sizmek (Amazon)
MATRIX Software, Inc.	OC&C	Quectel	Slalom*
Mavenir	Optiva, Inc.	Qumulo	Softek
McKinsey & Company*	Oracle	Qvest	Sopra Steria*
MediaKind	Orion Innovation*	Radisys	Spirable
MediaLink	OSSera	RedHat	SpotX (Magnite)
Mediaocean	PA Consulting	ReliaQuest	StackAdapt
Metaswitch (OpenCloud)	Parallel Wireless	Rightsline	Sterlite Technologies Ltd.



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* Rated in previous iteration

Subex Ltd.	Teneo	VVDN Technologies
Sutherland*	The Trade Desk	Whalebone
TaskUs	ThoughtWorks*	Whip Media
Tata Communications	Tietoevry*	Wiit S.p.A.
Tata Elxsi*	TO THE NEW	Wiley Rein LLP
TCS*	Torrey Harris	Wipro*
Tech Mahindra*	Totogi	WNS
Tecnotree	Transcom	Xandr (Microsoft)
Telefonaktiebolaget LM Ericsson	T-Systems*	Yash Technologies
Teleperformance*	TTEC*	Yospace
Telestax	Veritone	Zensar Technologies*
Telestream	VideoAmp	
Telit	Videology	
Teltonika Networks	Virtusa*	
Telus International	Vizrt	



iSG Provider Lens®

The iSG Provider Lens® Quadrant research series is the only service provider evaluation of its kind to combine empirical, data-driven research and market analysis with the real-world experience and observations of iSG's global advisory team. Enterprises will find a wealth of detailed data and market analysis to help guide their selection of appropriate sourcing partners, while iSG advisors use the reports to validate their own market knowledge and make recommendations to iSG's enterprise clients. The research currently covers providers offering their services across multiple geographies globally.

For more information about iSG Provider Lens® research, please visit this [webpage](#).

iSG Research™

iSG Research™ provides subscription research, advisory consulting and executive event services focused on market trends and disruptive technologies driving change in business computing. iSG Research™ delivers guidance that helps businesses accelerate growth and create more value.

iSG offers research specifically about providers to state and local governments (including counties, cities) as well as higher education institutions. Visit: [Public Sector](#).

For more information about iSG Research™ subscriptions, please email contact@isg-one.com, call +1.203.454.3900, or visit research.isg-one.com.

iSG

iSG (Nasdaq: III) is a global AI-centered technology research and advisory firm. A trusted partner to more than 900 clients, including 75 of the world's top 100 enterprises, iSG is a long-time leader in technology and business services sourcing that is now at the forefront of leveraging AI to help organizations achieve operational excellence and faster growth.

The firm, founded in 2006, is known for its proprietary market data, in-depth knowledge of provider ecosystems, and the expertise of its 1,600 professionals worldwide working together to help clients maximize the value of their technology investments.

For more information, visit isg-one.com.





JULY, 2025

BROCHURE: TELECOM, MEDIA AND ENTERTAINMENT INDUSTRY SERVICES AND SOLUTIONS