

IDC Canada Recently Released 20 New Research Reports to Help Clients Understand the Impact of COVID-19 on the Canadian ICT Market, Plus a New Canadian COVID-19 IT Impact Dashboard

TORONTO, ON., May 29, 2020 — International Data Corporation ([IDC](#)) Canada announced today the release of 20 new research reports to help vendors understand the impact of COVID-19 on the Canadian ICT market, including five new forecast documents. In addition, most analysts have created an additional report analyzing the impact of COVID-19 on their specific technology patch, providing our clients with additional details on the impact and guidance for vendors in that market. IDC Market Forecasts help technology suppliers identify market drivers and size, measure current performance, analyze leading market indicators, as well as plan for future opportunities and growth. The five forecast reports are listed below.

[Canadian Communications Services Forecast, 2020–2024: COVID-19 Turns Telecom Inside Out \(IDC# CA45063520\)](#) .

This IDC study presents IDC Canada's five-year forecasts for communications services spending by market and customer segments, company size, industry sector, and region for 2020–2024 based on the annual update of IDC Canada's Communications Market Model and replaces our previous comprehensive spring and fall 2019 forecasts. "Communications providers are largely recession proof and fortunately investments in next-gen network technologies and architectures are allowing communications service providers to cope with unrivalled demand," says study coauthor [Lawrence Surtees](#), vice president of Communications Research and principal analyst at IDC Canada. "But the duration of the COVID-19 pandemic is still a great unknown and its associated economic shocks could dramatically impact the current forecast."

[Canadian IT Professional Services Forecast, 2020–2024 \(IDC# CA45064220\)](#) . This IDC study provides the

spring 2020 market size and forecasts for the Canadian IT professional services market. The professional services market is made up of four submarkets: Custom application development, IS consulting, Network consulting & integration, and Systems integration. "The Canadian IT professional services market relies on discretionary capital spending budgets, which are typically suspended or curtailed in times of economic uncertainty. 2020 will be a challenging year for professional services firms due to the COVID-19 pandemic, but the market is expected to recover as the Canadian and global economies recover and businesses reinstate capital spending for IT projects," says [Jim Westcott](#), research manager, Professional Services, IDC Canada.

[Canadian Infrastructure Outsourcing Services Forecast, 2020–2024 \(IDC#CA45058420\)](#).

This IDC study provides IDC's forecast for the Canadian infrastructure outsourcing services market for 2020–2024. It is an update of the previous forecast published in Canadian Infrastructure Outsourcing Services Forecast, 2019–2023 (IDC #CA43804019, May 2019). "The infrastructure outsourcing market continues to change, and COVID-19 will likely accelerate change. The decline in 1st and 2nd Platform technologies is leading

to slow outsourcing spending on these areas, while the growth in 3rd Platform technologies to support digital transformation are increasingly incorporated into outsourcing and managed service engagements," says [Jason Bremner](#), research vice president, Industry and Business Solutions.

[Canadian Consumer Wireless, Internet, and Wireline Voice Services Forecast, 2020–2024 \(IDC# CA45059520\)](#). "In an already-competitive consumer market in the middle of great technological change, the global Coronavirus pandemic and the precautionary restrictions it has placed on Canadians has not only caused drastic socioeconomic changes but has forced consumers to weigh out the value proposition of each consumer service," says coauthor [Manish Nargas](#), senior analyst for Consumer Services and Mobility. "Survival of the fittest is the call of the hour, and it seems that some consumer services will fare better than others after the dust has settled. While easier said than done, service providers need to think beyond the today's losses in order to plan for tomorrow's win."

[Canadian Consumer TV Services Forecast, 2020-2024 \(IDC#CA45059620\)](#). This IDC study examines the forecast for Canadian consumer TV services subscribers and revenue. It also addresses the factors shaping

the market as well as the key drivers and inhibitors underlying the forecast. "TV service providers will have to bring out their A game as they look to harness their next-gen TV service capabilities and create symbiotic, seemingly 'complementary' partnerships with OTT video providers to keep consumer eyeballs on their TV service platforms all the while combating economic ill effects of COVID-19 restrictions in the short term," says coauthor [Manish Nargas](#), senior analyst, Consumer Services and Mobility at IDC Canada.

"Based on our forecasts from May 1, 2020, we're looking at an unprecedented 5.4 per cent decline for the year for the combination of telecom and IT spending in Canada. The cumulative impact of trade restrictions, supply chain impairments, commodity price declines, significant lay-offs and freefalling consumer and business confidence has led to a more dramatic impact on the overall ICT market than we had predicted in early April," says [Nigel Wallis](#), vice president, IoT & Industries at IDC Canada.

IDC develops detailed forecasting reports and analysis for major technology markets in Canada, which are published annually during the month of May. [IDC's Forecast Scenario Assumptions for the Canadian ICT Market, 2020](#)

[and Beyond \(IDC# CA46217620 , May 20 20 \)](#) supports the underlying macroeconomic assumptions for each of the ICT market forecast reports.

We also recently released a new interactive [Canadian COVID-19 IT Impact Dashboard tool](#) to help our clients visualize the impacts, in partnership with Rel8ed.to, which is available for everyone to use. For our clients that need to know the impact of the pandemic on ICT Spending beyond Canada's borders, IDC created our [global COVID-19 Resources microsite](#) which contains more research reports, webinars, press releases and blog posts from around the world.

We've also done a series of free webcasts for our clients with the first one on [April 2](#) and the second one on [May 6](#). Our third webcast in this series will occur on June 4th. Register today for [COVID-19 Impact: Preparing for Recovery in the Canadian Tech Market](#).

Here's the list of our recently published Canadian-based COVID-19 research reports to help our clients meet the challenges from the pandemic, anticipate market changes and keep business moving:

- [COVID-19 Impact on the Canadian ICT Market \(IDC#CA46134820\)](#)
- [Canadian Datacenter Infrastructure Action Item, Q2 2020: The Impact of COVID-19 \(IDC#CA45057420\)](#)

- Impact of COVID-19: Canadian IT Services Market (IDC#CA46166120)
- All Priorities Aside: The Canadian Government's Singular Response to COVID-19 (IDC#CA46166920)
- The Impact of COVID-19: Canadian Security Solutions Market (IDC#CA46166520)
- Canadian Communications Service Provider Capex Spending, 2019–2020 (IDC#CA45063820)
- Canadian Government Wireless Price Policy - Ill-conceived and Horribly Timed (IDC# CA45663920)
- COVID-19 Business Impact: Hierarchy of Needs; Moving from Pandemic Risk Management to Organizational Agility (IDC# CA46228420)
- How is the Pandemic Crisis Impacting Digital Transformation in Canada? (IDC# CA46235620)
- Impact of COVID-19: Canadian Software as a Service Market (IDC# CA46166620)
- COVID-19 Impact: What's Next for the Canadian Tech Market (IDC# CA46281820)
- COVID-19 Impact: Canadian Retail & Wholesale Market (IDC# CA45674020)
- COVID-19 Leadership: Canadian CIOs Strategize on Responses to COVID-19 (forthcoming)
- Critical Networks Provide Critical Care: Role of Communication Networks to Treat and Prevent COVID-19 (forthcoming)
- COVID-19 Impact: Canadian Vertical Markets Overview (forthcoming)

For more information about the market forecast reports, the COVID-19 related reports, or to arrange a one on one interview with any of the report authors, please contact Cristina Santander at AskIDC@IDCcanada.com.

About IDC

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telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading media, data, and marketing services company that activates and engages the most influential technology buyers. To learn more about IDC, please visit www.idc.com or follow on Twitter at [@IDC](https://twitter.com/IDC) and [LinkedIn](https://www.linkedin.com/company/idc). To learn more about IDC Canada, please visit www.idc.com/ca or follow on Twitter at [@idccanada](https://twitter.com/idccanada) and [LinkedIn](https://www.linkedin.com/company/idc).

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