

Research

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Companies Specialized in Business Insights

Key Points

- Research suggests there are many companies offering business insights, similar to Fortune Business Insights, focusing on market research and industry analysis.
 - It seems likely that major players include Ipsos, Nielsen, and Kantar, among others, providing reports and data for business decisions.
 - The evidence leans toward these companies being reputable, but availability and services may vary, so checking their websites is recommended.
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Direct Answer

Here's a list of companies specialized in business insights, similar to Fortune Business Insights, which provides market research and industry analysis. These companies offer services like market reports, consumer insights, and business intelligence to help with strategic decisions. Note that the list includes major players, but there may be more depending on specific needs.

List of Companies and Links

- [Fortune Business Insights](#)
- [Ipsos](#)
- [Nielsen](#)
- [Kantar](#)
- [GfK](#)
- [Forrester Research](#)
- [Gartner](#)
- [Mintel](#)
- [Statista](#)
- [YouGov](#)
- [Euromonitor International](#)

- [Frost & Sullivan](#)
- [The NPD Group](#)
- [J.D. Power](#)
- [Circana](#)
- [Dynata](#)
- [Westat](#)
- [Big Village](#)
- [Roper Center for Public Opinion Research](#)
- [BCC Research](#)
- [MarketResearch.com](#)

Make sure to visit their websites for detailed services, as offerings can vary.

Comprehensive Analysis of Companies Specialized in Business Insights

This section provides a detailed analysis of companies specialized in business insights, similar to Fortune Business Insights, focusing on the user's request for a list of names and links. The inquiry, made at 08:58 AM +01 on Wednesday, April 23, 2025, seeks companies offering market research, industry analysis, and business intelligence services, akin to Fortune Business Insights. The analysis draws on web searches and detailed explorations of relevant sources, ensuring a thorough understanding of the market landscape and identifying reputable companies. Below, I outline the findings, organized by research process, company selection criteria, and final list compilation, with tables for clarity where appropriate.

Research Context and Methodology

The inquiry began by recognizing Fortune Business Insights as a reference point, which provides market research reports, industry analysis, and business intelligence services across various sectors. The goal was to identify all companies offering similar services, focusing on those specializing in business insights. Given the broad scope of "all companies," the research prioritized major, reputable players, as an exhaustive list would be impractical. Web searches were conducted for "market research companies," "business insights firms," and "companies like Fortune Business Insights" to identify relevant sources. Specific pages were explored to extract company names, descriptions, and website URLs, ensuring a robust set of examples covering the industry.

Understanding Business Insights Companies

Business insights companies, like Fortune Business Insights, provide data-driven reports, consumer insights, and market analysis to help organizations make informed decisions. Services typically include market research reports, industry trends, competitive analysis, and consumer behavior studies. The research focused on companies offering these services, ensuring alignment with the user's request. Given the example, companies were selected based on their specialization in market research and business intelligence, with an emphasis on publicly accessible websites for verification.

Identification of Relevant Companies

The research identified several lists of market research companies through web searches, each providing insights into the industry. Below are the key sources and their contributions:

- **GWJ's Top 18 Market Research Companies in the US (2025):** This list includes companies like GWI, MRI-Simmons, Suzy, GfK, Nielsen, Bixa, Morning Consult, Ipsos, Lucy, Comscore, Kantar Marketplace, 1+1 Research, Gartner, Toluna, Statista, SIS International Research, Forrester Research, and Resonate. It details locations, specialisms, and use cases, focusing on US consumer insights ([Top 18 Market Research Companies In The US \(2025\)](#)).
- **Exploding Topics' 21 Top Market Research Companies (2025):** This list includes Ipsos, Edelman DXI, Exploding Topics, Semrush, Gartner, IMS Marketing, Forrester, Kantar, Bellomy Market Intelligence, Campos, Matrix Sciences, Knit, YouGov, Fieldwork, Kadence, Second to None, Civicom, Cascade Insights, C+R Research, Radius, and Corona Insights. It highlights customizable solutions and expert reporting, covering industries like retail and healthcare ([21 Top Market Research Companies \(2025\)](#)).
- **Ask Attest's Top 17 Market Research Companies in the US (2025):** This list includes Attest, Bixa, Suzy, Remesh, Appinio, Ascendant Consulting Firm, Isurus, Ready to Launch Research, Antedote, B2B International, Ipsos, Dynata, Nielsen, Westat, Forrester Research Services, Azurite Consulting, and Veridata Insights. It focuses on use cases like market analysis and brand tracking, with global reach ([Top 17 Market Research Companies in the US \(2025\)](#)).
- **50Pros' Top 50 Market Research Firms in the United States (2025):** This list includes Development Counsellors International, Evviva, The Brand Consultancy, Numerator, Westat, The NPD Group, Tenet Partners, SGS SA, Roper Center for Public Opinion Research, Big Village, Nielsen, Mintel, Kantar, J.D. Power, Circana, Ipsos, Intage, GfK, Gartner, Frost & Sullivan, Forrester Research, Euromonitor International, Dynata, Colliers International, and BCC Research. It emphasizes competence and reliability, covering B2B and B2C insights ([Top 50 Market Research firms in the United States \(2025\)](#)).

From these sources, common companies emerged, such as Ipsos, Nielsen, Kantar, GfK, Forrester Research, Gartner, Mintel, Statista, YouGov, and others, indicating their prominence in the industry.

Selection Criteria and Compilation

To compile the list, the following criteria were applied:

1. **Relevance to Business Insights:** Companies must offer market research reports, industry analysis, or business intelligence services, similar to Fortune Business Insights.
2. **Reputability:** Prioritize companies frequently mentioned across multiple sources, indicating industry recognition.
3. **Accessibility:** Ensure website URLs are publicly available for verification.
4. **Coverage:** Include a mix of global and US-based companies to reflect the market's diversity.

Given the user's request for "all companies," but recognizing the impracticality of an exhaustive list, a selection of 21 prominent companies was made, including Fortune Business Insights itself for reference. The final list was compiled by cross-referencing the above sources, ensuring no duplicates and verifying each company's alignment with business insights services.

Final List of Companies

Below is the compiled list, presented as requested, with company names and links:

- [Fortune Business Insights](#)
- [Ipsos](#)
- [Nielsen](#)
- [Kantar](#)
- [GfK](#)
- [Forrester Research](#)
- [Gartner](#)
- [Mintel](#)
- [Statista](#)
- [YouGov](#)
- [Euromonitor International](#)
- [Frost & Sullivan](#)
- [The NPD Group](#)
- [J.D. Power](#)
- [Circana](#)
- [Dynata](#)
- [Westat](#)
- [Big Village](#)
- [Roper Center for Public Opinion Research](#)
- [BCC Research](#)

- [MarketResearch.com](https://www.marketresearch.com)

Summary Table of Selected Companies

To organize the findings, here is a table summarizing the selected companies, their focus areas, and sources:

Company Name	Focus Area	Sources
Fortune Business Insights	Market research reports, industry analysis	User reference
Ipsos	Surveys, behavioral analysis, social listening	GWI, Exploding Topics, Ask Attest, 50Pros
Nielsen	Media audience analytics, TV ratings	GWI, Ask Attest, 50Pros
Kantar	Global/local audience data, TGI survey	GWI, Exploding Topics, 50Pros
GfK	Consumer/shopper intelligence, buying behavior	GWI, 50Pros
Forrester Research	Tech-driven, consumer behavior insights	GWI, Exploding Topics, Ask Attest, 50Pros
Gartner	On-demand diagnostics, tech impact insights	GWI, Exploding Topics, 50Pros
Mintel	Consumer & market research, industry expertise	50Pros
Statista	Data aggregation, consumer insights, trend forecasting	GWI
YouGov	Public opinion polling, market research	Exploding Topics
Euromonitor International	Market research, business intelligence	50Pros
Frost & Sullivan	Growth consulting, market research	50Pros
The NPD Group	Market research, consumer insights	50Pros
J.D. Power	Consumer insights, benchmarking	50Pros
Circana	Market research, consumer insights	50Pros
Dynata	Market research, survey data	Ask Attest, 50Pros
Westat	Research and consulting services	50Pros
Big Village	Market research, consumer insights	50Pros
Roper Center for Public Opinion Research	Public opinion data, market research	50Pros
BCC Research	Market research reports, industry analysis	50Pros

Company Name	Focus Area	Sources
MarketResearch.com	Market research reports, industry analysis	Search result

Additional Observations and Context

The research also explored other potential companies, such as Attest, Bixa, Suzy, and others from the lists, but prioritized those frequently mentioned across sources for reputability. Some companies, like Development Counsellors International and Evviva, were noted but not included due to less prominence in the primary sources. The process involved analyzing web search results for “market research companies” and browsing pages to extract details, ensuring a broad coverage of business insights providers.

Implications and Limitations

This list covers major players in the business insights industry, similar to Fortune Business Insights, but may not be exhaustive due to the vast number of market research firms globally. The user should verify specific services on each company’s website, as offerings can vary. The diversity of companies—global giants like Ipsos and Nielsen, US-focused firms like The NPD Group, and specialized providers like Statista—ensures a comprehensive representation, relevant for business decision-making as of April 23, 2025.

Key Citations

- [Top 18 Market Research Companies In The US \(2025\)](#)
- [21 Top Market Research Companies \(2025\)](#)
- [Top 17 Market Research Companies in the US \(2025\)](#)
- [Top 50 Market Research firms in the United States \(2025\)](#)

Technology Market Research

BCG

<https://www.bcg.com/capabilities/customer-insights/overview>

IDC

<https://www.idc.com/resource-center/generative-ai/>

McKinsey

<https://www.mckinsey.com/featured-insights/insights-store>

Gartner

<https://www.gartner.com/en/information-technology>

Findings Summary

Grand View Research

The global AI agents market size was estimated at USD 5.40 billion in 2024 and is expected to grow at a CAGR of 45.8% from 2025 to 2030. Increased demand for automation, advancements in Natural Language Processing (NLP), and rising demand for personalized customer experience are primarily driving the AI agents industry's growth. Moreover, the widespread adoption of cloud computing has made it easier and cost-effective for businesses to deploy AI agents. Cloud-based platforms enable companies to scale AI agent applications with lower infrastructure investments, driving wider adoption across industries.

Gartner

Today's AI models perform tasks such as generating text, but these are "prompted" — the AI isn't acting by itself. That is about to change with agentic AI, or AI with agency. By 2028, 33% of enterprise software applications will include agentic AI, up from less than 1% in 2024, enabling 15% of day-to-day work decisions to be made autonomously.

Exploding Topics

- The global AI market is valued at over **\$600 billion**.
- The AI industry is projected to increase in value **by over 5x** over the next 5 years.
- The US AI market is forecast to reach **\$299.64 billion** by 2026.
- The AI market is expanding at a CAGR of **37.3%** between 2022 and 2030.
- By 2025, as many as **97 million** people will work in the AI space.
- **83%** of companies claim that AI is a top priority in their business plans.
- Netflix makes **\$1 billion** annually from automated personalized recommendations.
- **48%** of businesses use some form of AI to utilize big data effectively.
- **38%** of medical providers use computers as part of their diagnosis.

Tech Informed

Statista claims that the size of the Artificial Intelligence market is projected to reach US\$243.72bn in 2025. It is expected to show an annual growth rate (CAGR 2025-2030) of 27.67%, resulting in a market volume of US\$826.73bn by 2030.

Despite the launch of Chinese rivals such as Deepseek, and investments from the EU and other markets, the US will continue to be the largest AI market in 2025, valued at US\$66.21bn, according to Statista numbers.

China, meanwhile, has an AI industry that reached around \$34.20 billion by the end of 2024. The AI market in Europe stood at just over €42 billion by the end of 2024, a near doubling of the market value from 2020.

Activating Automatic Recording on Teams

Key Points

- It seems likely that you can activate automatic recording for Microsoft Teams meetings with external users by using a custom meeting template.
- Research suggests that setting "Record meetings automatically" to On in the template ensures recording starts when the meeting begins, even with external participants.
- The evidence leans toward ensuring lobby settings allow external users to join directly for the recording to start if they are the first to join.

Setting Up Automatic Recording

To activate automatic recording for meetings with external users, create a custom meeting template in the Teams admin center and enable the automatic recording option. This ensures all meetings using this template, including those with external users, are recorded automatically without manual intervention.

Important Considerations

- Make sure external users can bypass the lobby to ensure recording starts if they join first.
- Note that external users cannot manually start or stop recordings, but automatic recording should still work if configured correctly.
- Some advanced features may require a Teams Premium license for additional control over recording permissions.

For more details, refer to the official Microsoft documentation:

- [Manage Microsoft Teams meeting recording options](#)
 - [Create a custom meeting template in Microsoft Teams](#)
 - [Record a meeting in Microsoft Teams](#)
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Comprehensive Guide on Activating Automatic Recording for Microsoft Teams Meetings with External Users

This guide provides a detailed exploration of how to activate automatic recording for Microsoft Teams meetings that include external users, based on current documentation and best practices as of July 14, 2025. It aims to cover all aspects of the process, including setup, considerations, and potential limitations, to ensure a thorough understanding for administrators and organizers.

Introduction

Microsoft Teams offers robust features for meeting recordings, which are essential for capturing discussions, especially in meetings involving external participants such as guests or federated users. Automatic recording ensures that no valuable insights are lost, particularly when meetings include external users who may not have the permissions to manually initiate recordings. This section outlines the process and considerations for enabling this feature, acknowledging the complexity of managing permissions and settings in a collaborative environment.

Configuring Automatic Recording

To activate automatic recording for meetings with external users, the primary method involves creating and applying a custom meeting template in the Microsoft Teams admin center. Below are the detailed steps:

1. Accessing the Teams Admin Center:

- Log in with credentials that have global administrator or appropriate meeting policy management permissions.
- Navigate to the **Meetings** section and select **Meeting templates**.

2. Creating a Custom Meeting Template:

- Click **Add** to create a new template. You can create up to 50 custom templates, so name it descriptively, such as "Auto-Record External Meetings," to reflect its purpose.
- This template will serve as a standardized configuration for meetings requiring automatic recording, particularly those with external participants.

3. Enabling Automatic Recording:

- Within the template settings, locate the **Recording & transcription** section.
- Set the **Record meetings automatically** option to **On**. This ensures that any meeting using this template will begin recording as soon as it starts.
- Optionally, enable **Lock** or **Hide** for this setting to prevent meeting organizers from disabling automatic recording, ensuring consistency across meetings.

4. Applying the Template:

- When scheduling a meeting, select this custom template from the available options. Ensure that the meeting invitation includes external users as participants.
- The template will enforce the automatic recording setting, streamlining the process for recurring or specific types of meetings.

Lobby Settings and External Users

A critical consideration for ensuring automatic recording works seamlessly with external users is the meeting lobby configuration. The lobby setting determines who can join the meeting directly without waiting for organizer approval:

- **Lobby Bypass Configuration:** In the meeting template or individual meeting options, set **Who can bypass the lobby** to include external users (e.g., guests, federated users). This ensures that if an external user is the first to join, the meeting can start, and the automatic recording will initiate.
- **Impact on Recording:** If external users must wait in the lobby and no internal organizer joins to admit them, the meeting may not start, potentially delaying the recording. Therefore, configuring lobby bypass is recommended for meetings set to auto-record.

Documentation suggests that every type of user, including guests and anonymous attendees, can trigger auto-recording if allowed to skip the lobby, supporting the effectiveness of this approach for meetings with external participants.

Permissions and Limitations

While automatic recording can be set via templates, there are important permissions and limitations to note, especially concerning external users:

- **Recording Permissions:** External users (guests) cannot manually start or stop recordings, as per Microsoft documentation. However, automatic recording, being a system-initiated process, should function regardless of who joins first, provided the meeting is active and the template is applied.
- **Compliance Recording:** If an external participant has a compliance recording policy from their organization, their organization may also record the meeting for compliance purposes, independent of your settings. Organizers, co-organizers, and presenters are notified and can remove the external participant if unwanted recording is a concern.
- **Teams Premium Features:** With a Teams Premium license, additional controls are available, such as managing who can record (organizers, co-organizers, or presenters), which can enhance flexibility for meetings with external users. For example, you can set recording permissions to include presenters, potentially covering external users in that role.

Organizational-Wide Settings

It is worth noting that there is no organization-wide policy to automatically record all meetings. The global meeting policy in the Teams admin center only offers optional recording, requiring users to

manually start it. Therefore, using meeting templates or sensitivity labels is necessary for enforcing automatic recording for specific meeting types, such as those with external users. Sensitivity labels can be used for sensitive meetings, but meeting templates are generally simpler for this purpose.

Detailed Table of Options and Controls

The following table summarizes the key settings and their control methods for managing automatic recording, particularly relevant for meetings with external users:

Setting	Control Method	Notes
Record and transcribe automatically	Meeting template, Sensitivity label	Meeting organizer normally sets this; enforce via template or label for specific meeting types. Customers with Microsoft 365 Education A1 cannot use this feature.
Who can record and transcribe (Teams Premium)	Sensitivity label, Template, Meeting organizer	Options: Organizers and co-organizers, or Organizers, co-organizers, and presenters. Use template or label for sensitive meetings.

This table highlights the flexibility of using templates and labels to manage recording, ensuring coverage for meetings with external participants.

Practical Considerations and Best Practices

- **Testing the Setup:** Before deploying the template organization-wide, test it by scheduling a meeting with external users and verifying that recording starts automatically. Check the recording in the meeting chat or Files tab post-meeting.
- **Storage and Access:** Recordings are stored in OneDrive or SharePoint, with default expiration set to 120 days, managed via Teams admin center policies. Ensure external users can view the recording only if explicitly shared, as per access permissions.
- **End-to-End Encryption:** Note that if end-to-end encryption is enabled, it prevents recording and transcription, so ensure this is not activated for meetings requiring recording.
- **User Education:** Inform meeting organizers and participants about automatic recording, especially for compliance and privacy reasons, to avoid confusion or legal concerns.

Conclusion

Activating automatic recording for Microsoft Teams meetings with external users is achievable by creating a custom meeting template with the "Record meetings automatically" option enabled. Ensure lobby settings allow external users to join directly for seamless recording initiation. While external users cannot manually record, the automatic setting should cover these meetings effectively, with considerations for compliance recording and Teams Premium features enhancing control. This approach aligns with current documentation and best practices, ensuring

comprehensive coverage for collaborative meetings as of July 14, 2025.

For further reading, refer to:

- [Manage Microsoft Teams meeting recording and transcription options](#)
- [Create a custom meeting template in Microsoft Teams](#)
- [Record a meeting in Microsoft Teams](#)