

# **Global Social TV Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025**

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## **Abstracts**

The Global Social TV Market is expected to grow from USD 288.68 Million in 2018 to USD 635.98 Million by the end of 2025 at a Compound Annual Growth Rate (CAGR) of 11.94%.

The positioning of the Global Social TV Market vendors in FPNV Positioning Matrix are determined by Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) and placed into four quadrants (F: Forefront, P: Pathfinders, N: Niche, and V: Vital).

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Social TV Market including are Hitachi, Ltd., LG Electronics, Samsung Electronics Co., Ltd., Sony Corporation, Toshiba Corporation, Flowics, Haier Group, iPowow Ltd, Koninklijke Philips N.V., LeEco, Megaphone Inc., never.no, Panasonic Corporation, SentabTV, Sharp Corporation, Snipperwall, Socialbakers Ltd., Spredfast Inc., Sprinklr Inc., Sprout Social Inc., Talkwalker Inc., Telescope, Inc., and Vizrt Group AS.

On the basis of Software, the Global Social TV Market is studied across Audience Engagement, Broadcast Integration, Content Moderation, Social Networking Platform, and Social TV Analytics.

On the basis of Services, the Global Social TV Market is studied across Integration & Consulting, Maintenance & Repairing, and Operation & Installation.

On the basis of Application, the Global Social TV Market is studied across Educational, News, Sports, and TV Shows.

For the detailed coverage of the study, the market has been geographically divided into the Americas, Asia-Pacific, and Europe, Middle East & Africa. The report provides details of qualitative and quantitative insights about the major countries in the region and taps the major regional developments in detail.

In the report, we have covered two proprietary models, the FPNV Positioning Matrix and Competitive Strategic Window. The FPNV Positioning Matrix analyses the competitive market place for the players in terms of product satisfaction and business strategy they adopt to sustain in the market. The Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisitions strategies, geography expansion, research & development, new product introduction strategies to execute further business expansion and growth.

#### Research Methodology:

Our market forecasting is based on a market model derived from market connectivity, dynamics, and identified influential factors around which assumptions about the market are made. These assumptions are enlightened by fact-bases, put by primary and secondary research instruments, regressive analysis and an extensive connect with industry people. Market forecasting derived from in-depth understanding attained from future market spending patterns provides quantified insight to support your decision-making process. The interview is recorded, and the information gathered is put on the drawing board with the information collected through secondary research.

The report provides insights on the following pointers:

1. **Market Penetration:** Provides comprehensive information on sulfuric acid offered by the key players in the Global Social TV Market
2. **Product Development & Innovation:** Provides intelligent insights on future technologies, R&D activities, and new product developments in the Global Social TV Market
3. **Market Development:** Provides in-depth information about lucrative emerging markets and analyzes the markets for the Global Social TV Market
4. **Market Diversification:** Provides detailed information about new products launches,

untapped geographies, recent developments, and investments in the Global Social TV Market

5. **Competitive Assessment & Intelligence:** Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players in the Global Social TV Market

The report answers questions such as:

1. What is the market size of Social TV market in the Global?
2. What are the factors that affect the growth in the Global Social TV Market over the forecast period?
3. What is the competitive position in the Global Social TV Market?
4. Which are the best product areas to be invested in over the forecast period in the Global Social TV Market?
5. What are the opportunities in the Global Social TV Market?
6. What are the modes of entering the Global Social TV Market?

## Contents

### 1. PREFACE

- 1.1. Objectives of the Study
- 1.2. Market Segmentation & Coverage
- 1.3. Years Considered for the Study
- 1.4. Currency & Pricing
- 1.5. Language
- 1.6. Stakeholders

### 2. RESEARCH & FORECASTING

- 2.1. Research Methodology
  - 2.1.1. Research Process
  - 2.1.2. Research Framework
  - 2.1.3. Research Reliability & Validity
  - 2.1.4. Research Assumptions
- 2.2. Forecasting Methodology
- 2.3. Research Outcome
  - 2.3.1. 360iResearch Competitive Strategic Window
    - 2.3.1.1. Leverage Zone
    - 2.3.1.2. Vantage Zone
    - 2.3.1.3. Speculative Zone
    - 2.3.1.4. Bottleneck Zone
  - 2.3.2. 360iResearch FPNV Positioning Matrix
    - 2.3.2.1. 360iResearch Quadrants
      - 2.3.2.1.1. Forefront
      - 2.3.2.1.2. Pathfinders
      - 2.3.2.1.3. Niche
      - 2.3.2.1.4. Vital
    - 2.3.2.2. Business Strategy
      - 2.3.2.2.1. Business Growth
      - 2.3.2.2.2. Industry Coverage
      - 2.3.2.2.3. Financial Viability
      - 2.3.2.2.4. Channel Support
    - 2.3.2.3. Product Satisfaction
      - 2.3.2.3.1. Value for Money
      - 2.3.2.3.2. Ease of Use

- 2.3.2.3.3. Product Features
- 2.3.2.3.4. Customer Support

### **3. EXECUTIVE SUMMARY**

- 3.1. Outlook in the Social TV Market
- 3.2. Opportunities in the Social TV Market

### **4. PREMIUM INSIGHT**

- 4.1. Market Connectivity
- 4.2. Market Dynamics
  - 4.2.1. Drivers
    - 4.2.1.1. Increasing the focus of broadcasters to enhance audience engagement in TV programs or TV content
    - 4.2.1.2. Use of social media networks to enhance consumer engagement, and for traditional marketing campaigns and promotions
    - 4.2.1.3. Technology breakthroughs in broadband delivery on computers and smart TVs
  - 4.2.2. Restraints
    - 4.2.2.1. Uncertainty and doubt of the audience
  - 4.2.3. Opportunities
    - 4.2.3.1. Increasing agreements and investments to bring premium content and in-tweet real-time video clips
    - 4.2.3.2. Integration of broadcast-focused analysis tools across the globe
  - 4.2.4. Challenges
    - 4.2.4.1. Content authentication and validation
- 4.3. Porter's Five Forces Analysis
  - 4.3.1. Threat of New Entrants
  - 4.3.2. Threat of Substitutes
  - 4.3.3. Bargaining Power of Customers
  - 4.3.4. Bargaining Power of Suppliers
  - 4.3.5. Industry Rivalry
- 4.4. Industry Trends

### **5. GLOBAL SOCIAL TV MARKET, BY SOFTWARE**

- 5.1. Overview
- 5.2. Market Sizing & Forecasting

- 5.3. Audience Engagement
- 5.4. Broadcast Integration
- 5.5. Content Moderation
- 5.6. Social Networking Platform
- 5.7. Social TV Analytics

## **6. GLOBAL SOCIAL TV MARKET, BY SERVICES**

- 6.1. Overview
- 6.2. Market Sizing & Forecasting
- 6.3. Integration & Consulting
- 6.4. Maintenance & Repairing
- 6.5. Operation & Installation

## **7. GLOBAL SOCIAL TV MARKET, BY APPLICATION**

- 7.1. Overview
- 7.2. Market Sizing & Forecasting
- 7.3. Educational
- 7.4. News
- 7.5. Sports
- 7.6. TV Shows

## **8. GLOBAL SOCIAL TV MARKET, BY GEOGRAPHY**

- 8.1. Overview
- 8.2. Market Sizing & Forecasting
- 8.3. Americas
  - 8.3.1. Overview
  - 8.3.2. Market Sizing & Forecasting
  - 8.3.3. Argentina
  - 8.3.4. Brazil
  - 8.3.5. Canada
  - 8.3.6. Mexico
  - 8.3.7. United States
- 8.4. Asia-Pacific
  - 8.4.1. Overview
  - 8.4.2. Market Sizing & Forecasting
  - 8.4.3. Australia

- 8.4.4. China
- 8.4.5. India
- 8.4.6. Japan
- 8.5. Europe, Middle East & Africa
  - 8.5.1. Overview
  - 8.5.2. Market Sizing & Forecasting
  - 8.5.3. France
  - 8.5.4. Germany
  - 8.5.5. Italy
  - 8.5.6. Spain
  - 8.5.7. United Kingdom

## **9. COMPETITIVE LANDSCAPE**

- 9.1. 360iResearch FPNV Positioning Matrix for Global Social TV Market
- 9.2. Market Vendor Ranking Analysis for Global Social TV Market
- 9.3. Competitive News Feed Analysis for Global Social TV Market

## **10. COMPANY USABILITY PROFILES**

- 10.1. Hitachi, Ltd.
  - 10.1.1. Overview
  - 10.1.2. Strategy
  - 10.1.3. SWOT
- 10.2. LG Electronics
  - 10.2.1. Overview
  - 10.2.2. Strategy
  - 10.2.3. SWOT
- 10.3. Samsung Electronics Co., Ltd.
  - 10.3.1. Overview
  - 10.3.2. Strategy
  - 10.3.3. SWOT
- 10.4. Sony Corporation
  - 10.4.1. Overview
  - 10.4.2. Strategy
  - 10.4.3. SWOT
- 10.5. Toshiba Corporation
  - 10.5.1. Overview
  - 10.5.2. Strategy

- 10.5.3. SWOT
- 10.6. Flowics
- 10.7. Haier Group
- 10.8. Koninklijke Philips N.V.
- 10.9. LeEco
- 10.10. Megaphone Inc.
- 10.11. Panasonic Corporation
- 10.12. SentabTV
- 10.13. Sharp Corporation
- 10.14. Snipperwall
- 10.15. Socialbakers Ltd.
- 10.16. Spredfast Inc.
- 10.17. Sprinklr Inc.
- 10.18. Sprout Social Inc.
- 10.19. Talkwalker Inc.
- 10.20. Telescope, Inc.
- 10.21. Vizrt Group AS
- 10.22. iPowow Ltd
- 10.23. never.no

## **11. APPENDIX**

- 11.1. Discussion Guide
- 11.2. Top Reports
  - 11.2.1. Global Crane Rental Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025
  - 11.2.2. Global Computer Vision Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025
  - 11.2.3. Global Payment Gateway Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025
  - 11.2.4. Global B2B Travel Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025
  - 11.2.5. Global Varicose Vein Treatment Devices Market - Premium Insight, Competitive News Feed Analysis, Company Usability Profiles, Market Sizing & Forecasts to 2025
- 11.3. Author Details



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