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Enterprise Video Market By Component (Solution, Services) , By Deployment (On-premise, Cloud) By Enterprise Size (Large Enterprises, SMEs) By Industry Vertical (IT & Telecom, BFSI, Healthcare & Life Sciences, Media & Entertainment, Education, Retail & Consumer Goods, Others) : Global Opportunity Analysis and Industry Forecast, 2024-2032

https://marketpublishers.com/r/E359546A029EEN.html
Date: September 2024
Pages: 200
Price: US$ 2,601.00 (Single User License)
ID: E359546A029EEN

Abstracts

Enterprise Video Market

The enterprise video market was valued at $16.6 billion in 2023 and is projected to reach $49.0 billion by 2032, growing at a CAGR of 12.6% from 2024 to 2032.

Enterprise video is a technology that facilitates video communication among employees of an organization. The platform further assists in sharing assets, managing content, corporate training, live streaming, and offering customer support. The major benefits of using this technology are enhanced customer/client engagement, improved learning retention, flexibility, scalability, and cost efficiency.

Increase in the popularity of remote work culture and rise in focus on employee progression are the key drivers of the enterprise video market. In addition, upsurge in demand for video content-based marketing strategies propels the development of the market. Furthermore, the flexibility of these platforms to be integrated with other applications such as Microsoft Teams and CRM systems augments the market growth considerably. A key trend gaining prominence in the enterprise video market is the deployment of interactive elements such as polls, quizzes, games, and clickable links within the videos. These features fuel the interest of the audience and enhance the

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engagement of videos.

However, concerns pertaining to security and data privacy deter several organizations from using the platform, hampering the development of the enterprise video market. Moreover, the presence of a huge number of videos distracts users from relevant content, impacting their engagement and restraining the market growth. On the contrary, the assimilation of data analytics technology into enterprise video platforms is projected to present lucrative opportunities for market expansion. The technology offers various critical metrics such as viewer engagement, content effectiveness, and real-time feedback on video content. Such data-driven insights assist creators in making informed decisions for their content strategy and are expected to open new avenues for the market.

Segment Review

The enterprise video market is segmented into component, deployment, enterprise size, industry vertical, and region. On the basis of component, it is bifurcated into solution and services. Depending on deployment, it is divided into on-premise and cloud. As per enterprise size, it is classified into large enterprises and SMEs. According to industry vertical, it is categorized into IT & telecom, BFSI, healthcare & life sciences, media & entertainment, education, retail & consumer goods, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of component, the solution segment held a high share of the market in 2023.

Depending on deployment, the on-premise segment acquired a high stake in the market in 2023.

As per enterprise size, the large enterprises segment dominated the market in 2023.

According to industry vertical, the IT & telecom segment accounted for a high share of the market in 2023.

Region wise, North America was the highest revenue generator in 2023.

Competition Analysis

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The leading players operating in the global enterprise video market include IBM Corporation, Microsoft Corporation, Adobe, Inc., Avaya Inc., Brightcove Inc., Cisco Systems, Inc., Vidyo Inc., Polycom, Inc., VBrick Systems, Google LLC, and Amazon Web Services Inc. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Criss-cross segment analysis- market size and forecast

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SWOT Analysis

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Key Market Segments

By Component

- Solution
- Services

By Deployment

- On-premise
- Cloud

By Enterprise Size

- Large Enterprises
- SMEs

By Industry Vertical

- IT Telecom
- BFSI
- Healthcare Life Sciences
- Media Entertainment
- Education
- Retail Consumer Goods
- Others

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By Region

- North America
- U.S.
- Canada
- Europe
- France
- Germany
- Italy
- Spain
- UK
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- South Korea
- Australia
- Rest of Asia-Pacific
- LAMEA
- Latin America

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Middle East

Africa

Key Market Players

IBM Corporation

Microsoft Corporation

Adobe, Inc.

Avaya Inc.

Brightcove Inc.

Cisco Systems, Inc.

Vidyo Inc.

Polycom, Inc.

VBrick Systems

Google LLC

Amazon Web Services Inc.

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