

Indonesia Over-The-Top (OTT) Market by Component (Solutions and Services), Device Type (Smart Devices, Laptops, Desktops & Tablets, Gaming Consoles, Set-Top Box, and Others), Content Type (Video, Audio/VoIP, Games, Communication, And Others), Revenue Model (Subscription, Advertisement, Transactional, and Hybrid), User Type (Personal and Commercial), and End User (Media & Entertainment, Education & Training, Health & Fitness, Sports & Live Events, IT & Telecom, E-commerce, BFSI, Government, and Others): Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

An over-the-top (OTT) application is a service, which is used to deliver films and TV content via internet, without the need for users to subscribe to a traditional cable or satellite pay-tv service such as a Time Warner Cable and Comcast. Services that are provided by over-the-top platforms are low in cost as compared to services delivered by traditional methods. The demand for OTT services is expected to increase exponentially in the coming years, owing to rise in adoption of smartphones and their compatibility with OTT applications. Moreover, affordable rates of high-speed mobile internet boosts adoption of OTT services, which significantly contributes toward growth of the Indonesia market.

Rise in popularity of direct carrier billing in the over-the-top market and rise in

subscription of over-the-top videos (SVoD) in Indonesia propel growth of the market. In addition, economical charges of OTT services and high internet speed further boosts growth of the market. However, challenges in consumer engagement and rise in piracy of digital streaming ecosystem hinder the market growth. On the contrary, shift in focus toward the generation of local content and integration of advanced technologies such as machine learning and artificial intelligence in OTT services are anticipated to offer lucrative opportunities for Indonesia OTT market.

The Indonesia over-the-top market is segmented on the basis of component, device type, content type, revenue model, user type, and end user. Depending on component, the market is bifurcated into solutions and services.

On the basis of device type, it is classified into smart devices, laptops, desktops & tablets, gaming consoles, set-top box, and others. The content type segment includes video, audio/VoIP, games, communication, and others. By revenue model, the market is categorized into subscription, advertisement, transactional, and hybrid. On the basis of user type, the market is segmented into personal and commercial. The industry vertical segment is segregated into media & entertainment, education & training, health & fitness, sports & live events, IT & telecom, E-commerce, BFSI, government, and others.

The report analyzes the profiles of key players operating in Indonesia OTT market, which include Amazon Prime Video, CatchPlay, Iflix, Mola TV, PT. Media Nusantara Citra Tbk. (MNC Media), Netflix Indonesia, PT Telekomunikasi Selular (Telkomsel), PT. Telekomunikasi Indonesia, Tbk (Telkom Indonesia), Vidio.com, and Viu.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the Indonesia Over-the-top (OTT) Market along with current trends and future estimations to elucidate imminent investment pockets.

Information about key drivers, restrains, and opportunities and their impact analysis on Indonesia OTT market size is provided in the report.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

The quantitative analysis of Indonesia OTT market for the period 2020–2027 is provided to determine the market potential.

KEY MARKET SEGMENTS

BY COMPONENT

Solutions

Services

BY DEVICE TYPE

Smart Devices

Laptops

Desktops & Tablets

Gaming Consoles

Set-Top Box

Others

BY CONTENT TYPE

Video

Audio/VoIP

Games

Communication

Others

BY REVENUE MODEL

Subscription

Advertisement

Hybrid

Other

BY USER TYPE

Personal

Commercial

BY INDUSTRY VERTICAL

Media & Entertainment

Education & Training

Health & Fitness

Sports & Live Events

IT & Telecom

E-commerce

BFSI

Government

Others

KEY MARKET PLAYERS

Amazon Prime Video

CatchPlay

iflix

Mola TV

PT. Media Nusantara Citra Tbk. (MNC Media)

Netflix Indonesia

PT Telekomunikasi Selular (Telkomsel)

PT. Telekomunikasi Indonesia, Tbk (Telkom Indonesia)

Vidio.com

Viu

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