

# **Online Video Platform Market in Media & entertainment by Type (Video Analytics, Video Content Delivery Network, Video Content Management, Mobile Video Live Streaming, and Others.), Application (Video Sharing, Commercial Video Platform, and Others), and End User (Individual, Content Creator, and Brand & Enterprises) - Global Opportunity Analysis and Industry Forecast, 2018-2025**

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## **Abstracts**

Online video platforms (OVP) are being used for processing and delivering online video content to the desired audience. OVP can be defined as license-based software as a service (SaaS) online video content solutions that permit video creators to ingest, transcode, manage, publish, syndicate, analyze, store, and monetize online video. In addition to host prerecorded, on demand video, some platforms also facilitate users to stream live videos. Media & entertainment companies are increasingly trusting OVPs to manage, publish, and monetize video content in a scalable manner.

The global online video platform in media & entertainment market is experiencing growth due to popularity of online videos that are surpassing the traditional way of viewing video content via TV and other channels. Organizations have realized the traction of online videos in media & entertainment sector, and thus, are investing heavily in online video creation, which is primarily driving the growth of this market. Further, increased expenditure on online video advertisement further acts as a driving force for the online video platform market. However, the availability of open source and free online video platform in the market is expected to hamper the growth of this market.

Furthermore, increase in scope for live streaming of video content and rise in investments for streaming sports events live are creating lucrative opportunities for the online video platform market.

The global online video platform in media & entertainment market is segmented based on type, application, end user, and region. Based on type, it is divided into video analytics, video content delivery network, video content management, mobile video live streaming, and others. According to application, the market is classified into video sharing, commercial video platform, and others. By end users, it is categorized into individual, content creators and brand, and enterprises segments. Based on region, the market is analyzed across North America, Europe, Asia-Pacific, and Latin America Middle East and Africa (LAMEA).

This report provides the profiles of key players in this market namely, Ooyala Inc., MediaMelon Inc., Akamai technologies, Kaltura Inc., Panopto, Brightcove Inc., Frame.io, Inc., Limelight Networks Inc., YouTube, and Comcast Technology Solutions.

## **KEY BENEFITS FOR STAKEHOLDERS**

The study provides an in-depth analysis of the global online video platform in media & entertainment market along with current & future trends to elucidate the imminent investment pockets.

Information about key drivers, restraints, and opportunities and their impact analysis on the market is provided.

Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the global online video platform in media & entertainment industry.

Quantitative analysis from 2016 to 2025 is provided to determine the market potential.

## **KEY MARKET SEGMENTS**

### **BY TYPE**

Video Analytics

Video Hosting

Video Content Management

Mobile Video

Live Steaming

Others

## BY APPLICATION

Video Sharing

Commercial Video platforms

Others

## BY END USER

Individual

Content creator

Brand and enterprises

## BY REGION

North America

U.S.

Canada

Mexico

## Europe

UK

Germany

France

Italy

Rest of Europe

## Asia-Pacific

China

India

Japan

South Korea

Australia

Rest of Asia-Pacific

## LAMEA

Latin America

Middle East

Africa

## KEY MARKET PLAYERS

Ooyala, Inc.

MediaMelon, INC.

Akamai Technologies

Kaltura Inc.

Panopto

Brightcove Inc.

Frame.io, Inc.

Limelight Networks Inc.

YouTube

Comcast Technology Solutions

## Contents

### **CHAPTER 1: INTRODUCTION**

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS FOR STAKEHOLDERS
- 1.3. RESEARCH METHODOLOGY
  - 1.3.1. Secondary research
  - 1.3.2. Primary research
  - 1.3.3. Analyst tools & models

### **CHAPTER 2: EXECUTIVE SUMMARY**

- 2.1. CXO PERSPECTIVE

### **CHAPTER 3: MARKET OVERVIEW**

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
  - 3.2.1. Top impacting factors
  - 3.2.2. Top investment pockets
  - 3.2.3. Top winning strategies
- 3.3. PORTER'S FIVE FORCES ANALYSIS
- 3.4. KEY PLAYER POSITIONING, 2016
- 3.5. MARKET DYNAMICS
  - 3.5.1. Drivers
    - 3.5.1.1. Increasing popularity of the online video amongst viewers
    - 3.5.1.2. Increased expenditure on online video advertisement
    - 3.5.1.3. Proliferation of mobile phones
  - 3.5.2. Restraint
    - 3.5.2.1. Presence of open-source online video platform
  - 3.5.3. Opportunity
    - 3.5.3.1. Increasing scope for live streaming of videos

### **CHAPTER 4: ONLINE VIDEO PLATFORM MARKET, BY TYPE**

- 4.1. OVERVIEW
- 4.2. VIDEO ANALYTICS
  - 4.2.1. Key market trends

- 4.2.2. Key growth factors and opportunities
- 4.2.3. Market size and forecast, by region
- 4.2.4. Market analysis by country
- 4.3. VIDEO CONTENT DELIVERY NETWORK
  - 4.3.1. Key market trends
  - 4.3.2. Key growth factors and opportunities
  - 4.3.3. Market size and forecast, by region
  - 4.3.4. Market analysis by country
- 4.4. VIDEO CONTENT MANAGEMENT
  - 4.4.1. Key market trends
  - 4.4.2. Key growth factors and opportunities
  - 4.4.3. Market size and forecast, by region
  - 4.4.4. Market analysis by country
- 4.5. MOBILE VIDEO
  - 4.5.1. Key market trends
  - 4.5.2. Key growth factors and opportunities
  - 4.5.3. Market size and forecast, by region
  - 4.5.4. Market analysis by country
- 4.6. LIVE STEARMING
  - 4.6.1. Key market trends
  - 4.6.2. Key growth factors and opportunities
  - 4.6.3. Market size and forecast, by region
  - 4.6.4. Market analysis by country
- 4.7. OTHERS
  - 4.7.1. Key market trends
  - 4.7.2. Key growth factors and opportunities
  - 4.7.3. Market size and forecast, by region
  - 4.7.4. Market analysis by country

## **CHAPTER 5: ONLINE VIDEO PLATFORM MARKET, BY APPLICATION**

- 5.1. OVERVIEW
- 5.2. VIDEO SHARING
  - 5.2.1. Key market trends
  - 5.2.2. Key growth factors and opportunities
  - 5.2.3. Market size and forecast, by region
  - 5.2.4. Market analysis by country
- 5.3. COMMERCIAL VIDEO PLATFORMS
  - 5.3.1. Key market trends

- 5.3.2. Key growth factors and opportunities
- 5.3.3. Market size and forecast, by region
- 5.3.4. Market analysis by country
- 5.4. OTHERS
  - 5.4.1. Key market trends
  - 5.4.2. Key growth factors and opportunities
  - 5.4.3. Market size and forecast, by region
  - 5.4.4. Market analysis by country

## **CHAPTER 6: ONLINE VIDEO PLATFORM MARKET, BY END-USER**

- 6.1. OVERVIEW
- 6.2. INDIVIDUAL
  - 6.2.1. Key market trends
  - 6.2.2. Key growth factors and opportunities
  - 6.2.3. Market size and forecast, by region
  - 6.2.4. Market analysis by country
- 6.3. CONTENT CREATORS
  - 6.3.1. Key market trends
  - 6.3.2. Key growth factors and opportunities
  - 6.3.3. Market size and forecast, by region
  - 6.3.4. Market analysis by country
- 6.4. BRANDS AND ENTERPRISES
  - 6.4.1. Key market trends
  - 6.4.2. Key growth factors and opportunities
  - 6.4.3. Market size and forecast, by region
  - 6.4.4. Market analysis by country

## **CHAPTER 7: ONLINE VIDEO PLATFORM MARKET, BY GEOGRAPHY**

- 7.1. OVERVIEW
- 7.2. NORTH AMERICA
  - 7.2.1. Key market trends
  - 7.2.2. Key growth factors and opportunities
  - 7.2.3. Market size and forecast
    - 7.2.3.1. Market size and forecast, by type
    - 7.2.3.2. Market size and forecast, by application
    - 7.2.3.3. Market size and forecast, by end user
    - 7.2.3.4. Market size and forecast, by country



#### 7.2.3.5. U.S.

7.2.3.5.1. Market size and forecast, by type

7.2.3.5.2. Market size and forecast, by application

7.2.3.5.3. Market size and forecast, by end user

#### 7.2.3.6. Canada

7.2.3.6.1. Market size and forecast, by type

7.2.3.6.2. Market size and forecast, by application

7.2.3.6.3. Market size and forecast, by end user

#### 7.2.3.7. Mexico

7.2.3.7.1. Market size and forecast, by type

7.2.3.7.2. Market size and forecast, by application

7.2.3.7.3. Market size and forecast, by end user

### 7.3. EUROPE

7.3.1. Key market trends

7.3.2. Key growth factors and opportunities

7.3.3. Market size and forecast

7.3.3.1. Market size and forecast, by type

7.3.3.2. Market size and forecast, by application

7.3.3.3. Market size and forecast, by end user

7.3.3.4. Market size and forecast, by country

7.3.3.5. UK

7.3.3.5.1. Market size and forecast, by type

7.3.3.5.2. Market size and forecast, by application

7.3.3.5.3. Market size and forecast, by end user

7.3.3.6. Germany

7.3.3.6.1. Market size and forecast, by type

7.3.3.6.2. Market size and forecast, by application

7.3.3.6.3. Market size and forecast, by end user

7.3.3.7. France

7.3.3.7.1. Market size and forecast, by type

7.3.3.7.2. Market size and forecast, by application

7.3.3.7.3. Market size and forecast, by end user

7.3.3.8. Italy

7.3.3.8.1. Market size and forecast, by type

7.3.3.8.2. Market size and forecast, by application

7.3.3.8.3. Market size and forecast, by end user

7.3.3.9. Rest of Europe

7.3.3.9.1. Market size and forecast, by type

7.3.3.9.2. Market size and forecast, by application

7.3.3.9.3. Market size and forecast, by end user

## 7.4. ASIA-PACIFIC

7.4.1. Key market trends

7.4.2. Key growth factors and opportunities

7.4.3. Market size and forecast

7.4.3.1. Market size and forecast, by type

7.4.3.2. Market size and forecast, by application

7.4.3.3. Market size and forecast, by end user

7.4.3.4. Market size and forecast, by country

7.4.3.5. China

7.4.3.5.1. Market size and forecast, by type

7.4.3.5.2. Market size and forecast, by application

7.4.3.5.3. Market size and forecast, by end user

7.4.3.6. India

7.4.3.6.1. Market size and forecast, by type

7.4.3.6.2. Market size and forecast, by application

7.4.3.6.3. Market size and forecast, by end user

7.4.3.7. Japan

7.4.3.7.1. Market size and forecast, by type

7.4.3.7.2. Market size and forecast, by application

7.4.3.7.3. Market size and forecast, by end user

7.4.3.8. South Korea

7.4.3.8.1. Market size and forecast, by type

7.4.3.8.2. Market size and forecast, by application

7.4.3.8.3. Market size and forecast, by end user

7.4.3.9. Australia

7.4.3.9.1. Market size and forecast, by type

7.4.3.9.2. Market size and forecast, by application

7.4.3.9.3. Market size and forecast, by end user

7.4.3.10. Rest of APAC

7.4.3.10.1. Market size and forecast, by type

7.4.3.10.2. Market size and forecast, by application

7.4.3.10.3. Market size and forecast, by end user

## 7.5. LAMEA

7.5.1. Key market trends

7.5.2. Key growth factors and opportunities

7.5.3. Market size and forecast

7.5.3.1. Market size and forecast, by type

7.5.3.2. Market size and forecast, by application

7.5.3.3. Market size and forecast, by end user

7.5.3.4. Market size and forecast, by country

7.5.3.5. Latin America

7.5.3.5.1. Market size and forecast, by type

7.5.3.5.2. Market size and forecast, by application

7.5.3.5.3. Market size and forecast, by end user

7.5.3.6. Middle East

7.5.3.6.1. Market size and forecast, by type

7.5.3.6.2. Market size and forecast, by application

7.5.3.6.3. Market size and forecast, by end user

7.5.3.7. Africa

7.5.3.7.1. Market size and forecast, by type

7.5.3.7.2. Market size and forecast, by application

7.5.3.7.3. Market size and forecast, by end user

## **CHAPTER 8: COMPANY PROFILES**

### **8.1. AKAMAI TECHNOLOGIES, INC.**

8.1.1. Company overview

8.1.2. Company snapshot

8.1.3. Product portfolio

8.1.4. Business performance

8.1.5. Key strategic moves and developments

### **8.2. ALPHABET INC. (YOUTUBE)**

8.2.1. Company overview

8.2.2. Company snapshot

8.2.3. Operating business segments

8.2.4. Product portfolio

8.2.5. Business performance

8.2.6. Key strategic moves and developments

### **8.3. BRIGHTCOVE INC.**

8.3.1. Company overview

8.3.2. Company snapshot

8.3.3. Product portfolio

8.3.4. Key strategic moves and developments

### **8.4. COMCAST CORPORATION**

8.4.1. Company overview

8.4.2. Company snapshot

8.4.3. Product portfolio

- 8.4.4. Business performance
- 8.4.5. Key strategic moves and developments
- 8.5. FRAME.IO, INC.
  - 8.5.1. Company overview
  - 8.5.2. Company snapshot
  - 8.5.3. Operating business segments
  - 8.5.4. Product portfolio
  - 8.5.5. Business performance
  - 8.5.6. Key strategic moves and developments
- 8.6. KALTURA INC.
  - 8.6.1. Company overview
  - 8.6.2. Company snapshot
  - 8.6.3. Product portfolio
  - 8.6.4. Key strategic moves and developments
- 8.7. LIMELIGHT NETWORKS, INC.
  - 8.7.1. Company overview
  - 8.7.2. Company snapshot
  - 8.7.3. Product portfolio
  - 8.7.4. Key strategic moves and developments
- 8.8. MEDIAMELON, INC.
  - 8.8.1. Company overview
  - 8.8.2. Company snapshot
  - 8.8.3. Operating business segments
  - 8.8.4. Product portfolio
  - 8.8.5. Business performance
  - 8.8.6. Key strategic moves and developments
- 8.9. OYALA, INC.
  - 8.9.1. Company overview
  - 8.9.2. Company snapshot
  - 8.9.3. Product portfolio
  - 8.9.4. Key strategic moves and developments
- 8.10. PANOPTO INC.
  - 8.10.1. Company overview
  - 8.10.2. Company snapshot
  - 8.10.3. Operating business segments
  - 8.10.4. Product portfolio
  - 8.10.5. Business performance
  - 8.10.6. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 01. GLOBAL ONLINE VIDEO PLATFORM MARKET REVENUE, BY TYPE, 2016-2025 (\$MILLION)

TABLE 02. ONLINE VIDEO PLATFORM MARKET REVENUE FOR VIDEO ANALYTICS, BY REGION, 2016-2025 (\$MILLION)

TABLE 03. ONLINE VIDEO PLATFORM MARKET REVENUE FOR VIDEO CONTENT DELIVERY NETWORK, BY REGION, 2016-2025 (\$MILLION)

TABLE 04. ONLINE VIDEO PLATFORM MARKET REVENUE FOR VIDEO CONTENT MANAGEMENT, BY REGION, 2016-2025 (\$MILLION)

TABLE 05. ONLINE VIDEO PLATFORM MARKET REVENUE FOR MOBILE VIDEO, BY REGION, 2016-2025 (\$MILLION)

TABLE 06. ONLINE VIDEO PLATFORM MARKET REVENUE FOR LIVE STEARMING, BY REGION, 2016-2025 (\$MILLION)

TABLE 07. ONLINE VIDEO PLATFORM MARKET REVENUE FOR OTHERS, BY REGION, 2016-2025 (\$MILLION)

TABLE 08. GLOBAL ONLINE VIDEO PLATFORM MARKET REVENUE, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 09. ONLINE VIDEO PLATFORM MARKET REVENUE FOR VIDEO SHARING, BY REGION, 2016-2025 (\$MILLION)

TABLE 10. ONLINE VIDEO PLATFORM MARKET REVENUE FOR COMMERCIAL VIDEO PLATFORMS, BY REGION, 2016-2025 (\$MILLION)

TABLE 11. ONLINE VIDEO PLATFORM MARKET REVENUE FOR OTHERS, BY REGION, 2016-2025 (\$MILLION)

TABLE 12. GLOBAL ONLINE VIDEO PLATFORM MARKET REVENUE, BY END USER, 2016-2025 (\$MILLION)

TABLE 13. ONLINE VIDEO PLATFORM MARKET REVENUE FOR INDIVIDUAL, BY REGION, 2016-2025 (\$MILLION)

TABLE 14. ONLINE VIDEO PLATFORM MARKET REVENUE FOR CONTENT CREATORS, BY REGION, 2016-2025 (\$MILLION)

TABLE 15. ONLINE VIDEO PLATFORM MARKET REVENUE FOR BRANDS AND ENTERPRISES, BY REGION, 2016-2025 (\$MILLION)

TABLE 16. ONLINE VIDEO PLATFORM MARKET REVENUE, BY REGION, 2016-2025 (\$MILLION)

TABLE 17. NORTH AMERICA ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 18. NORTH AMERICA ONLINE VIDEO PLATFORM MARKET, BY

APPLICATION, 2016-2025 (\$MILLION)

TABLE 19. NORTH AMERICA ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 20. NORTH AMERICA ONLINE VIDEO PLATFORM MARKET, BY COUNTRY, 2016-2025 (\$MILLION)

TABLE 21. U.S. ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 22. U.S. ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 23. U.S. ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 24. CANADA ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 25. CANADA ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 26. CANADA ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 27. MEXICO ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 28. MEXICO ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 29. MEXICO ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 30. EUROPE ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 31. EUROPE ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 32. EUROPE ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 33. EUROPE ONLINE VIDEO PLATFORM MARKET, BY COUNTRY, 2016-2025 (\$MILLION)

TABLE 34. UK ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 35. UK ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 36. UK ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 37. GERMANY ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 38. GERMANY ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 39. GERMANY ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 40. FRANCE ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 41. FRANCE ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 42. FRANCE ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 43. ITALY ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 44. ITALY ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 45. ITALY ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 46. REST OF EUROPE ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 47. REST OF EUROPE ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 48. REST OF EUROPE ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 49. ASIA-PACIFIC ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 50. ASIA-PACIFIC ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 51. ASIA-PACIFIC ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 52. ASIA-PACIFIC ONLINE VIDEO PLATFORM MARKET, BY COUNTRY, 2016-2025 (\$MILLION)

TABLE 53. CHINA ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 54. CHINA ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 55. CHINA ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 56. INDIA ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 57. INDIA ONLINE VIDEO PLATFORM MARKET, BY APPLICATION,

2016-2025 (\$MILLION)

TABLE 58. INDIA ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 59. JAPAN ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 60. JAPAN ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 61. JAPAN ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 62. SOUTH KOREA ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 63. SOUTH KOREA ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 64. SOUTH KOREA ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 65. AUSTRALIA ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 66. AUSTRALIA ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 67. AUSTRALIA ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 68. REST OF APAC ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 69. REST OF APAC ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 70. REST OF APAC ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 71. LAMEA ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 72. LAMEA ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 73. LAMEA ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 74. LAMEA ONLINE VIDEO PLATFORM MARKET, BY COUNTRY, 2016-2025 (\$MILLION)

TABLE 75. LATIN AMERICA ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 76. LATIN AMERICA ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)



TABLE 77. LATIN AMERICA ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 78. MIDDLE EAST ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 79. MIDDLE EAST ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 80. MIDDLE EAST ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 81. AFRICA ONLINE VIDEO PLATFORM MARKET, BY TYPE, 2016-2025 (\$MILLION)

TABLE 82. AFRICA ONLINE VIDEO PLATFORM MARKET, BY APPLICATION, 2016-2025 (\$MILLION)

TABLE 83. AFRICA ONLINE VIDEO PLATFORM MARKET, BY END USER, 2016-2025 (\$MILLION)

TABLE 84. AKAMAI TECHNOLOGIES, INC.: COMPANY SNAPSHOT

TABLE 85. AKAMAI TECHNOLOGIES, INC.: PRODUCT PORTFOLIO

TABLE 86. ALPHABET INC. (YOUTUBE): COMPANY SNAPSHOT

TABLE 87. ALPHABET INC. (YOUTUBE): OPERATING SEGMENTS

TABLE 88. ALPHABET INC. (YOUTUBE): PRODUCT PORTFOLIO

TABLE 89. BRIGHTCOVE INC.: COMPANY SNAPSHOT

TABLE 90. BRIGHTCOVE INC.: PRODUCT PORTFOLIO

TABLE 91. COMCAST CORPORATION.: COMPANY SNAPSHOT

TABLE 92. COMCAST CORPORATION: PRODUCT PORTFOLIO

TABLE 93. FRAME.IO, INC.: COMPANY SNAPSHOT

TABLE 94. FRAME.IO, INC.: OPERATING SEGMENTS

TABLE 95. FRAME.IO, INC.: PRODUCT PORTFOLIO

TABLE 96. KALTURA INC.: COMPANY SNAPSHOT

TABLE 97. KALTURA INC.: PRODUCT PORTFOLIO

TABLE 98. LIMELIGHT NETWORKS, INC.: COMPANY SNAPSHOT

TABLE 99. LIMELIGHT NETWORKS, INC: PRODUCT PORTFOLIO

TABLE 100. MEDIAMELON, INC.: COMPANY SNAPSHOT

TABLE 101. MEDIAMELON, INC.: OPERATING SEGMENTS

TABLE 102. MEDIAMELON, INC.: PRODUCT PORTFOLIO

TABLE 103. OOYALA, INC: COMPANY SNAPSHOT

TABLE 104. OOYALA, INC: PRODUCT PORTFOLIO

TABLE 105. PANOPTO INC: COMPANY SNAPSHOT

TABLE 106. PANOPTO INC: BUSINESS SEGMENTS

TABLE 107. PANOPTO INC.: PRODUCT PORTFOLIO

## List Of Figures

### LIST OF FIGURES

- FIGURE 01. GLOBAL ONLINE VIDEO PLATFORM MARKET, 2016-2025
- FIGURE 02. ONLINE VIDEO PLATFORM MARKET, BY REGION, 2016-2025
- FIGURE 03. GLOBAL ONLINE VIDEO PLATFORM MARKET: KEY PLAYERS
- FIGURE 04. GLOBAL ONLINE VIDEO PLATFORM MARKET SEGMENTATION
- FIGURE 05. ONLINE VIDEO PLATFORM MARKET: TOP IMPACTING FACTOR
- FIGURE 06. ONLINE VIDEO PLATFORM MARKET: TOP INVESTMENT POCKETS
- FIGURE 07. TOP WINNING STRATEGIES, BY YEAR, 2015-2018
- FIGURE 08. TOP WINNING STRATEGIES, BY DEVELOPMENT, 2015-2018 (%)
- FIGURE 09. TOP WINNING STRATEGIES, BY COMPANY, 2015-2018
- FIGURE 10. HIGH BARGAINING POWER OF SUPPLIER
- FIGURE 11. LOW BARGAINING POWER OF BUYER
- FIGURE 12. MODERATE OF SUBSTITUTES
- FIGURE 13. MODERATE-TO-HIGH THREAT OF NEW ENTRANTS
- FIGURE 14. HIGH COMPETITIVE RIVALRY
- FIGURE 15. ONLINE VIDEO PLATFORM MARKET: KEY PLAYER POSITIONING, 2016
- FIGURE 16. DRIVERS, RESTRAINTS, AND OPPORTUNITIES
- FIGURE 17. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR VIDEO ANALYTICS, BY COUNTRY, 2016 & 2025(%)
- FIGURE 18. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR VIDEO CONTENT DELIVERY NETWORK, BY COUNTRY, 2016 & 2025(%)
- FIGURE 19. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR VIDEO CONTENT MANAGEMENT, BY COUNTRY, 2016 & 2025(%)
- FIGURE 20. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR MOBILE VIDEO, BY COUNTRY, 2016 & 2025(%)
- FIGURE 21. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR LIVE STREAMING, BY COUNTRY, 2016 & 2025(%)
- FIGURE 22. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR OTHERS, BY COUNTRY, 2016 & 2025(%)
- FIGURE 23. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR VIDEO SHARING, BY COUNTRY, 2016 & 2025(%)
- FIGURE 24. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR COMMERCIAL VIDEO PLATFORMS, BY COUNTRY, 2016 & 2025(%)
- FIGURE 25. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM

MARKET OTHERS, BY COUNTRY, 2016 & 2025(%)

FIGURE 26. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR INDIVIDUAL, BY COUNTRY, 2016 & 2025(%)

FIGURE 27. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR CONTENT CREATORS, BY COUNTRY, 2016 & 2025(%)

FIGURE 28. COMPARATIVE SHARE ANALYSIS OF ONLINE VIDEO PLATFORM MARKET FOR BRANDS AND ENTERPRISES, BY COUNTRY, 2016 & 2025(%)

FIGURE 29. U.S. ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 30. CANADA ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 31. MEXICO ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 32. UK ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 33. GERMANY ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 34. FRANCE ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 35. ITALY ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 36. REST OF EUROPE ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 37. CHINA ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 38. INDIA ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 39. JAPAN ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 40. SOUTH KOREA ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 41. AUSTRALIA ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 42. REST OF APAC ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 43. LATIN AMERICA ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 44. MIDDLE EAST ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 45. AFRICA ONLINE VIDEO PLATFORM MARKET, 2016-2025 (\$ MILLION)

FIGURE 46. AKAMAI TECHNOLOGIES, INC.: REVENUE, 2015-2017 (\$MILLION)

FIGURE 47. AKAMAI TECHNOLOGIES, INC.: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 48. AKAMAI TECHNOLOGIES, INC.: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 49. ALPHABET INC. (YOUTUBE): REVENUE, 2016-2018 (\$MILLION)

FIGURE 50. ALPHABET INC. (YOUTUBE): REVENUE SHARE BY SEGMENT, 2018 (%)

FIGURE 51. ALPHABET INC. (YOUTUBE): REVENUE SHARE BY GEOGRAPHY, 2018 (%)

FIGURE 52. COMCAST CORPORATION: NET SALES, 2015-2017 (\$MILLION)

FIGURE 53. COMCAST CORPORATION.: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 54. COMCAST CORPORATION.: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 55. FRAME.IO, INC.: NET SALES, 2015-2017 (\$MILLION)

FIGURE 56. FRAME.IO, INC.: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 57. FRAME.IO, INC.: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 58. MEDIAMELON, INC.: REVENUE, 2015-2017 (\$MILLION)

FIGURE 59. MEDIAMELON, INC.: REVENUE SHARE BY SEGMENT, 2017 (%)

FIGURE 60. MEDIAMELON, INC.: REVENUE SHARE BY GEOGRAPHY, 2017 (%)

FIGURE 61. PANOPTO INC.: REVENUE, 2016-2018 (\$MILLION)

FIGURE 62. PANOPTO INC.: REVENUE SHARE BY GEOGRAPHY, 2018 (%)

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