+44 20 8123 2220
info@marketpublishers.com

Over-the-top Market by Component (Solution and Services), Device Type (Smartphones; Smart TVs; Laptops, Desktops, and Tablets; Gaming Consoles; Set-top Box; and Others), Content Type (Video, Audio/VoIP, Games, Communication, and Others), Revenue Model (Subscription, Advertisement, Hybrid, and Others), User Type (Personal and Commercial), and End User (Media & Entertainment, Education & Training, Health & Fitness, IT & Telecom, E-commerce, BFSI, Government, and Others): Global Opportunity Analysis and Industry Forecast, 2020-2027

https://marketpublishers.com/r/O95314F5A53EN.html
Date: October 2020
Pages: 500
Price: US$ 6,469.00 (Single User License)
ID: O95314F5A53EN

Abstracts

An over-the-top (OTT) application is an app or service, which is used to deliver film and TV content via the internet, without the need for users to subscribe to a traditional cable or satellite pay-tv service such as a Time Warner Cable or Comcast. Services that come under OTT platform are related to media & communication, and are lower in cost as compared to traditional method of delivery.

Owing to the proliferation of smartphones and their compatibility with OTT applications, the demand for OTT services is expected to increase exponentially in the coming years. Moreover, affordable rates of high-speed mobile internet boost the adoption of OTT services. OTT service or content can be broadcasted virtually over devices such as smart TVs, smartphones, and gaming consoles, which is not under the administrative control of OTT service or content provider. In the past years, OTT services were related to video and audio content over the internet. However, owing to the advances in

technology, the definition of OTT has expanded to any service/content, which is available on the internet. TV digitalization initiatives taken by various broadcasters and government have evolved OTT content as a popular platform for video consumption, thereby boosting the demand for OTT services and videos among developing economies.

Factors such as surge in demand for OTT in developing regions, rise of subscription video-on-demand (SVoD) services, availability variety of content, and increase in requirement of live streaming channels fuel the growth of the global over-the-top market. In addition, rise in demand for OTT services and gaming during the lockdown period due to the outbreak of COVID-19 along with availability of freemium models in price-sensitive markets significantly contributes toward the growth of the global market. However, lack of data network infrastructure and latency issues hinder the market growth for OTT services. Furthermore, emergence of new OTT markets and new developments in OTT technology are anticipated to offer remunerative opportunities for the expansion of global the over-the-top market during the forecast period.

The global over-the-top market is segmented into component, device type, content type, revenue model, user type, end user, and region. On the basis of component, the market is bifurcated into solutions and services. Depending on device type, it is classified into smart devices, laptops, desktops & tablets, gaming consoles, set-top box, and others. By content type, it is fragmented into video, audio, games, communication, and others. According to revenue model, it is categorized into subscription, advertisement, hybrid, and other. As per industry vertical, it is segregated into media & entertainment, education & training, health & fitness, sports & live events, IT & telecom, e-commerce, BFSI, government, and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyzes the profiles of key players operating in the market, which include Amazon Web Services (AWS), Netflix, Hulu, LLC, Google LLC, Apple Inc., Facebook, Telestra, Rakuten Inc., Microsoft Corporation, and Tencent Holdings Ltd.

KEY BENEFITS FOR STAKEHOLDERS

This study includes the over-the-top market analysis, trends, and future estimations to determine the imminent investment pockets.

The report presents information related to key drivers, restraints, and opportunities of the market.

+44 20 8123 2220
info@marketpublishers.com

The over-the-top market size is quantitatively analyzed from 2019 to 2027 to highlight the financial competency of the industry.

Porter's five forces analysis illustrates the potency of buyers & suppliers in the over-the-top market.

KEY MARKET SEGMENTS

BY COMPONENT

Solution

Services

BY DEVICE TYPE

Smartphones

Smart TV's

Laptops Desktops and Tablets

Gaming Consoles

Set-Top Box

others

BY CONTENT TYPE

Video

Audio/VoIP

Games

Communication

Others

BY REVENUE MODEL

Subscription

Advertisement

Hybrid

Others

BY USER TYPE

Personal

Commercial

BY END USER

Media & Entertainment

Education & Training

Health & Fitness

IT & Telecom

E-commerce

BFSI

Government

Others

BY REGION

North America

U.S.

Canada

Europe

Germany

France

UK

Italy

Spain

Catalonia

Rest of Europe

Asia-Pacific

Japan

China

Australia

India

South Korea

Indonesia

Rest of Asia-Pacific

LAMEA

Brazil

Mexico

Argentina

Turkey

Saudi Arabia

South Africa

Rest of LAMEA

KEY MARKET PLAYERS

Amazon Web Services (AWS)

Netflix

Hulu, LLC

Google LLC

Apple Inc.

Facebook

Telestra

+44 20 8123 2220
info@marketpublishers.com

Rakuten Inc.

Microsoft Corporation

Tencent Holdings Ltd.

+44 20 8123 2220
info@marketpublishers.com

Contents

CHAPTER 1:INTRODUCTION

1.1.REPORT DESCRIPTION
1.2.KEY BENEFITS FOR STAKEHOLDERS
1.3.KEY MARKET SEGMENTS
1.4.RESEARCH METHODOLOGY
  1.4.1.Secondary research
  1.4.2.Primary research
  1.4.3.Analyst tools & models

CHAPTER 2:EXECUTIVE SUMMARY

2.1.KEY FINDINGS
  2.1.1.Top impacting factors
  2.1.2.Top investment pockets
2.2.CXO PERSPECTIVE

CHAPTER 3:MARKET OVERVIEW

3.1.MARKET DEFINITION AND SCOPE
3.2.KEY FORCES SHAPING OVER-THE-TOP MARKET
3.3.VALUE CHAIN ANALYSIS
3.4.MARKET EVOLUTION/INDUSTRY ROADMAP
3.5.CASE STUDIES
  3.5.1.Case study
  3.5.2.Case study
  3.5.3.Case study
3.6.MARKET DYNAMICS
  3.6.1.Drivers
    3.6.1.1.Surge in demand for OTT services in developing regions
    3.6.1.2.Rise in SVoD services in emerging markets
    3.6.1.3.Availability of variety of content
    3.6.1.4.Surge in demand for live streaming channels
    3.6.1.5.Rise in demand for OTT services and gaming during lockdown
  3.6.2.Restraints
    3.6.2.1.Lack of data network infrastructure
    3.6.2.2.Latency issues

3.6.3.Opportunities
3.6.3.1.Emergence of new OTT markets
3.6.3.2.New developments in OTT technology
3.7.COVID-19 IMPACT ANALYSIS ON GLOBAL OVER-THE-TOP MARKET
3.1.1.Impact on market size
3.1.2.Consumer trends, preferences, and budget impact
3.1.3.Regulatory framework
3.1.4.Economic impact
3.1.5.Key player strategies to tackle negative impact
3.1.6.Opportunity window

CHAPTER 4:OVER-THE-TOP MARKET, BY COMPONENT

4.1.OVERVIEW
4.2.SOLUTION
4.2.1.Key market trends, growth factors, and opportunities
4.2.2.Market size and forecast, by region
4.2.3.Market analysis, by country
4.3.SERVICES
4.3.1.Key market trends, growth factors, and opportunities
4.3.2.Market size and forecast, by region
4.3.3.Market Analysis, by country

CHAPTER 5:OVER-THE-TOP MARKET, BY DEVICE TYPE

5.1.OVERVIEW
5.2.SMARTPHONES
5.2.1.Key market trends, growth factors, and opportunities
5.2.2.Market size and forecast, by region
5.2.3.Market analysis, by country
5.3.SMART TVS
5.3.1.Key market trends, growth factors, and opportunities
5.3.2.Market size and forecast, by region
5.3.3.Market analysis, by country
5.4.LAPTOPS, DESKTOPS, & TABLETS
5.4.1.Key market trends, growth factors, and opportunities
5.4.2.Market size and forecast, by region
5.4.3.Market analysis, by country
5.5.GAMING CONSOLES

5.5.1.Key market trends, growth factors, and opportunities
5.5.2.Market size and forecast, by region
5.5.3.Market analysis, by country
5.6.SET-TOP BOX
5.6.1.Key market trends, growth factors, and opportunities
5.6.2.Market size and forecast, by region
5.6.3.Market analysis, by country
5.7.OTHERS
5.7.1.Key market trends, growth factors, and opportunities
5.7.2.Market size and forecast, by region
5.7.3.Market analysis, by country

CHAPTER 6:OVER-THE-TOP MARKET, BY CONTENT TYPE

6.1.OVERVIEW
6.2.VIDEO
6.2.1.Key market trends, growth factors, and opportunities
6.2.2.Market size and forecast, by region
6.2.3.Market analysis, by country
6.3.AUDIO
6.3.1.Key market trends, growth factors, and opportunities
6.3.2.Market size and forecast, by region
6.3.3.Market analysis, by country
6.4.GAMES
6.4.1.Key market trends, growth factors, and opportunities
6.4.2.Market size and forecast, by region
6.4.3.Market analysis, by country
6.5.COMMUNICATION
6.5.1.Key market trends, growth factors, and opportunities
6.5.2.Market size and forecast, by region
6.5.3.Market analysis, by country
6.6.OTHERS
6.6.1.Key market trends, growth factors, and opportunities
6.6.2.Market size and forecast, by region
6.6.3.Market analysis, by country

CHAPTER 7:OVER-THE-TOP MARKET, BY REVENUE MODEL

7.1.OVERVIEW

7.2.SUBSCRIPTION
7.2.1.Key market trends, growth factors, and opportunities
7.2.2.Market size and forecast, by region
7.2.3.Market analysis, by country
7.3.ADVERTISEMENT
7.3.1.Key market trends, growth factors, and opportunities
7.3.2.Market size and forecast, by region
7.3.3.Market analysis, by country
7.4.HYBRID
7.4.1.Key market trends, growth factors, and opportunities
7.4.2.Market size and forecast, by region
7.4.3.Market analysis, by country
7.5.OTHERS
7.5.1.Key market trends, growth factors, and opportunities
7.5.2.Market size and forecast, by region
7.5.3.Market analysis, by country

CHAPTER 8:OVER-THE-TOP MARKET, BY USER TYPE

8.1.OVERVIEW
8.2.PERSONAL
8.2.1.Key market trends, growth factors, and opportunities
8.2.2.Market size and forecast, by region
8.2.3.Market analysis, by country
8.3.COMMERCIAL
8.3.1.Key market trends, growth factors, and opportunities
8.3.2.Market size and forecast, by region
8.3.3.Market analysis, by country

CHAPTER 9:OVER-THE-TOP MARKET, BY END USER

9.1.OVERVIEW
9.2.MEDIA & ENTERTAINMENT
9.2.1.Key market trends, growth factors, and opportunities
9.2.2.Market size and forecast, by region
9.2.3.Market analysis, by country
9.3.EDUCATION & TRAINING
9.3.1.Key market trends, growth factors, and opportunities
9.3.2.Market size and forecast, by region

9.3.3.Market analysis, by country
9.4.HEALTH & FITNESS
9.4.1.Key market trends, growth factors, and opportunities
9.4.2.Market size and forecast, by region
9.4.3.Market analysis, by country
9.5.IT & TELECOM
9.5.1.Key market trends, growth factors, and opportunities
9.5.2.Market size and forecast, by region
9.5.3.Market analysis, by country
9.6.E-COMMERCE
9.6.1.Key market trends, growth factors, and opportunities
9.6.2.Market size and forecast, by region
9.6.3.Market analysis, by country
9.7.BFSI
9.7.1.Key market trends, growth factors, and opportunities
9.7.2.Market size and forecast, by region
9.7.3.Market analysis, by country
9.8.GOVERNMENT
9.8.1.Key market trends, growth factors, and opportunities
9.8.2.Market size and forecast, by region
9.8.3.Market analysis, by country
9.9.OTHERS
9.9.1.Key market trends, growth factors, and opportunities
9.9.2.Market size and forecast, by region
9.9.3.Market analysis, by country

CHAPTER 10:OVER-THE-TOP MARKET, BY REGION

10.1.OVERVIEW
10.2.NORTH AMERICA
10.2.1.Key market trends, growth factors, and opportunities
10.2.2.Market size and forecast, by component
10.2.3.Market size and forecast, by device type
10.2.4.Market size and forecast, by content type
10.2.5.Market size and forecast, by revenue model
10.2.6.Market size and forecast, by user type
10.2.7.Market size and forecast, by end user
10.2.8.Market analysis by country
10.2.8.1.U.S.

10.2.8.1.1.Market size and forecast, by component
10.2.8.1.2.Market size and forecast, by device type
10.2.8.1.3.Market size and forecast, by content type
10.2.8.1.4.Market size and forecast, by revenue model
10.2.8.1.5.Market size and forecast, by user type
10.2.8.1.6.Market size and forecast, by end user
10.2.8.2.Canada
10.2.8.2.1.Market size and forecast, by component
10.2.8.2.2.Market size and forecast, by device type
10.2.8.2.3.Market size and forecast, by content type
10.2.8.2.4.Market size and forecast, by revenue model
10.2.8.2.5.Market size and forecast, by user type
10.2.8.2.6.Market size and forecast, by end user
10.3.EUROPE
10.3.1.Key market trends, growth factors, and opportunities
10.3.2.Market size and forecast, by component
10.3.3.Market size and forecast, by device type
10.3.4.Market size and forecast, by content type
10.3.5.Market size and forecast, by revenue model
10.3.6.Market size and forecast, by user type
10.3.7.Market size and forecast, by end user
10.3.8.Market analysis by country
10.3.8.1.Germany
10.3.8.1.1.Market size and forecast, by component
10.3.8.1.2.Market size and forecast, by device type
10.3.8.1.3.Market size and forecast, by content type
10.3.8.1.4.Market size and forecast, by revenue model
10.3.8.1.5.Market size and forecast, by user type
10.3.8.1.6.Market size and forecast, by end user
10.3.8.2.France
10.3.8.2.1.Market size and forecast, by component
10.3.8.2.2.Market size and forecast, by device type
10.3.8.2.3.Market size and forecast, by content type
10.3.8.2.4.Market size and forecast, by revenue model
10.3.8.2.5.Market size and forecast, by user type
10.3.8.2.6.Market size and forecast, by end user
10.3.8.3.UK
10.3.8.3.1.Market size and forecast, by component
10.3.8.3.2.Market size and forecast, by device type

10.3.8.3.3.Market size and forecast, by content type
10.3.8.3.4.Market size and forecast, by revenue model
10.3.8.3.5.Market size and forecast, by user type
10.3.8.3.6.Market size and forecast, by end user
10.3.8.4.Italy
10.3.8.4.1.Market size and forecast, by component
10.3.8.4.2.Market size and forecast, by device type
10.3.8.4.3.Market size and forecast, by content type
10.3.8.4.4.Market size and forecast, by revenue model
10.3.8.4.5.Market size and forecast, by user type
10.3.8.4.6.Market size and forecast, by end user
10.3.8.5.Spain
10.3.8.5.1.Market size and forecast, by component
10.3.8.5.2.Market size and forecast, by device type
10.3.8.5.3.Market size and forecast, by content type
10.3.8.5.4.Market size and forecast, by revenue model
10.3.8.5.5.Market size and forecast, by user type
10.3.8.5.6.Market size and forecast, by end user
10.3.8.6.Catalonia
10.3.8.6.1.Market size and forecast, by component
10.3.8.6.2.Market size and forecast, by device type
10.3.8.6.3.Market size and forecast, by content type
10.3.8.6.4.Market size and forecast, by revenue model
10.3.8.6.5.Market size and forecast, by user type
10.3.8.6.6.Market size and forecast, by end user
10.3.8.7.Rest of Europe
10.3.8.7.1.Market size and forecast, by component
10.3.8.7.2.Market size and forecast, by device type
10.3.8.7.3.Market size and forecast, by content type
10.3.8.7.4.Market size and forecast, by revenue model
10.3.8.7.5.Market size and forecast, by user type
10.3.8.7.6.Market size and forecast, by end user
10.4.ASIA-PACIFIC
10.4.1.Key market trends, growth factors, and opportunities
10.4.2.Market size and forecast, by component
10.4.3.Market size and forecast, by device type
10.4.4.Market size and forecast, by content type
10.4.5.Market size and forecast, by revenue model
10.4.6.Market size and forecast, by user type

10.4.7.Market size and forecast, by end user
10.4.8.Market analysis by country
10.4.8.1.Japan
10.4.8.1.1.Market size and forecast, by component
10.4.8.1.2.Market size and forecast, by device type
10.4.8.1.3.Market size and forecast, by content type
10.4.8.1.4.Market size and forecast, by revenue model
10.4.8.1.5.Market size and forecast, by user type
10.4.8.1.6.Market size and forecast, by end user
10.4.8.2.China
10.4.8.2.1.Market size and forecast, by component
10.4.8.2.2.Market size and forecast, by device type
10.4.8.2.3.Market size and forecast, by content type
10.4.8.2.4.Market size and forecast, by revenue model
10.4.8.2.5.Market size and forecast, by user type
10.4.8.2.6.Market size and forecast, by end user
10.4.8.4.Australia
10.4.8.4.1.Market size and forecast, by component
10.4.8.4.2.Market size and forecast, by device type
10.4.8.4.3.Market size and forecast, by content type
10.4.8.4.4.Market size and forecast, by revenue model
10.4.8.4.5.Market size and forecast, by user type
10.4.8.4.6.Market size and forecast, by end user
10.4.8.5.India
10.4.8.5.1.Market size and forecast, by component
10.4.8.5.2.Market size and forecast, by device type
10.4.8.5.3.Market size and forecast, by content type
10.4.8.5.4.Market size and forecast, by revenue model
10.4.8.5.5.Market size and forecast, by user type
10.4.8.5.6.Market size and forecast, by end user
10.4.8.6.South Korea
10.4.8.6.1.Market size and forecast, by component
10.4.8.6.2.Market size and forecast, by device type
10.4.8.6.3.Market size and forecast, by content type
10.4.8.6.4.Market size and forecast, by revenue model
10.4.8.6.5.Market size and forecast, by user type
10.4.8.6.6.Market size and forecast, by end user
10.4.8.7.Indonesia
10.4.8.7.1.Market size and forecast, by component

10.4.8.7.2.Market size and forecast, by device type
10.4.8.7.3.Market size and forecast, by content type
10.4.8.7.4.Market size and forecast, by revenue model
10.4.8.7.5.Market size and forecast, by user type
10.4.8.7.6.Market size and forecast, by end user
10.4.8.8.Rest of Asia-Pacific
10.4.8.8.1.Market size and forecast, by component
10.4.8.8.2.Market size and forecast, by device type
10.4.8.8.3.Market size and forecast, by content type
10.4.8.8.4.Market size and forecast, by revenue model
10.4.8.8.5.Market size and forecast, by user type
10.4.8.8.5.1.Market size and forecast, by end user
10.5.LAMEA
10.5.1.Key market trends, growth factors, and opportunities
10.5.2.Market size and forecast, by component
10.5.3.Market size and forecast, by device type
10.5.4.Market size and forecast, by content type
10.5.5.Market size and forecast, by revenue model
10.5.6.Market size and forecast, by user type
10.5.7.Market size and forecast, by end user
10.5.8.Market analysis by country
10.5.8.1.Brazil
10.5.8.1.1.Market size and forecast, by component
10.5.8.1.2.Market size and forecast, by device type
10.5.8.1.3.Market size and forecast, by content type
10.5.8.1.4.Market size and forecast, by revenue model
10.5.8.1.5.Market size and forecast, by user type
10.5.8.1.6.Market size and forecast, by end user
10.5.8.2.Mexico
10.5.8.2.1.Market size and forecast, by component
10.5.8.2.2.Market size and forecast, by device type
10.5.8.2.3.Market size and forecast, by content type
10.5.8.2.4.Market size and forecast, by revenue model
10.5.8.2.5.Market size and forecast, by user type
10.5.8.2.6.Market size and forecast, by end user
10.5.8.3.Argentina
10.5.8.3.1.Market size and forecast, by component
10.5.8.3.2.Market size and forecast, by device type
10.5.8.3.3.Market size and forecast, by content type

10.5.8.3.4.Market size and forecast, by revenue model
10.5.8.3.5.Market size and forecast, by user type
10.5.8.3.6.Market size and forecast, by end user
10.5.8.4.Turkey
10.5.8.4.1.Market size and forecast, by component
10.5.8.4.2.Market size and forecast, by device type
10.5.8.4.3.Market size and forecast, by content type
10.5.8.4.4.Market size and forecast, by revenue model
10.5.8.4.5.Market size and forecast, by user type
10.5.8.4.6.Market size and forecast, by end user
10.5.8.5.Saudi Arabia
10.5.8.5.1.Market size and forecast, by component
10.5.8.5.2.Market size and forecast, by device type
10.5.8.5.3.Market size and forecast, by content type
10.5.8.5.4.Market size and forecast, by revenue model
10.5.8.5.5.Market size and forecast, by user type
10.5.8.5.6.Market size and forecast, by end user
10.5.8.6.South Africa
10.5.8.6.1.Market size and forecast, by component
10.5.8.6.2.Market size and forecast, by device type
10.5.8.6.3.Market size and forecast, by content type
10.5.8.6.4.Market size and forecast, by revenue model
10.5.8.6.5.Market size and forecast, by user type
10.5.8.6.6.Market size and forecast, by end user
10.5.8.7.Rest of LAMEA
10.5.8.7.1.Market size and forecast, by component
10.5.8.7.2.Market size and forecast, by device type
10.5.8.7.3.Market size and forecast, by content type
10.5.8.7.4.Market size and forecast, by revenue model
10.5.8.7.5.Market size and forecast, by user type
10.5.8.7.6.Market size and forecast, by end user

CHAPTER 11:COMPETITIVE LANDSCAPE

11.1.KEY PLAYER POSITIONING ANALYSIS, 2019
11.2.TOP WINNING STRATEGIES
11.3.COMPETITIVE DASHBOARD
11.4.KEY DEVELOPMENTS
11.4.1.New product launches

11.4.2.Product development
11.4.3.Collaboration
11.4.4.Acquisition
11.4.5.Partnership
11.4.6.Business expansion
11.4.7.Agreement

CHAPTER 12:COMPANY PROFILES

12.1.AMAZON WEB SERVICES, INC.
12.1.1.Company overview
12.1.2.Key executive
12.1.3.Company snapshot
12.1.4.Operating business segments
12.1.5.Product portfolio
12.1.6.Business performance
12.1.7.Key Strategic Move(s)s and developments
12.2.APPLE INC.
12.2.1.Company overview
12.2.2.Key executive
12.2.3.Company snapshot
12.2.4.Operating business segments
12.2.5.Product portfolio
12.2.6.R&D expenditure
12.2.7.Business performance
12.2.8.Key Strategic Move(s)s and developments
12.3.FACEBOOK, INC.
12.3.1.Company overview
12.3.2.Key executive
12.3.3.Company snapshot
12.3.4.Product portfolio
12.3.5.R&D expenditure
12.3.6.Business performance
12.3.7.Key strategic moves and developments
12.4.GOOGLE, LLC.
12.4.1.Company overview
12.4.2.Key executive
12.4.3.Company snapshot
12.4.4.Operating business segments

12.4.5.Product portfolio
12.4.6.R&D expenditure
12.4.7.Business performance
12.4.8.Key strategic moves and developments
12.5.HULU, LLC
12.5.1.Company overview
12.5.2.Key executive
12.5.3.Company snapshot
12.5.4.Operating business segments
12.5.5.Product portfolio
12.5.6.Business performance
12.5.7.Key Strategic Move(s)s and developments
12.6.MICROSOFT CORPORATION
12.6.1.Company overview
12.6.2.Key executive
12.6.3.Company snapshot
12.6.4.Operating business segments
12.6.5.Product portfolio
12.6.6.R&D expenditure
12.6.7.Business performance
12.6.8.Key strategic moves and developments
12.7.NETFLIX, INC.
12.7.1.Company overview
12.7.2.Key executive
12.7.3.Company snapshot
12.7.4.Product portfolio
12.7.5.R&D expenditure
12.7.6.Business performance
12.7.7.Key Strategic Move(s)s and developments
12.8.RAKUTEN, INC.
12.8.1.Company overview
12.8.2.Key executive
12.8.3.Company snapshot
12.8.4.Operating business segments
12.8.5.Product portfolio
12.8.6.Business performance
12.8.7.Key Strategic Move(s)s and developments
12.9.TELSTRA CORPORATION LIMITED
12.9.1.Company overview

+44 20 8123 2220
info@marketpublishers.com

12.9.2.Key executive
12.9.3.Company snapshot
12.9.4.Operating business segments
12.9.5.Product portfolio
12.9.6.Business performance
12.9.7.Key Strategic Move(s)s and developments
12.10.TENCENT HOLDINGS LTD.
12.10.1.Company overview
12.10.2.Key executive
12.10.3.Company snapshot
12.10.4.Operating business segments
12.10.5.Product portfolio
12.10.6.R&D expenditure
12.10.7.Business performance
12.10.8.Key strategic moves and developments

+44 20 8123 2220
info@marketpublishers.com

List Of Tables

LIST OF TABLES

TABLE 01.GLOBAL OVER-THE-TOP MARKET, BY COMPONENT, 2019-2027($BILLION)
TABLE 02.OVER-THE-TOP SOLUTION MARKET REVENUE, BY REGION, 2019-2027 ($BILLION)
TABLE 03.OVER-THE-TOP SERVICES MARKET REVENUE , BY REGION, 2019-2027 ($BILLION)
TABLE 04.GLOBAL OVER-THE-TOP MARKET REVENUE, BY DEVICE TYPE, 2019-2027($BILLION)
TABLE 05.OVER-THE-TOP MARKET REVENUE FOR SMARTPHONES, BY REGION, 2019-2027 ($BILLION)
TABLE 06.OVER-THE-TOP MARKET REVENUE FOR SMART TV, BY REGION, 2019-2027 ($BILLION)
TABLE 07.OVER-THE-TOP MARKET REVENUE FOR LAPTOPS, DESKTOPS, & TABLETS, BY REGION, 2019-2027 ($BILLION)
TABLE 08.OVER-THE-TOP MARKET REVENUE FOR GAMING CONSOLES, BY REGION, 2019-2027 ($BILLION)
TABLE 09.OVER-THE-TOP MARKET REVENUE FOR SET-TOP BOX, BY REGION, 2019-2027 ($BILLION)
TABLE 10.OVER-THE-TOP MARKET REVENUE FOR OTHERS, BY REGION, 2019-2027 ($BILLION)
TABLE 11.GLOBAL OVER-THE-TOP MARKET REVENUE, BY CONTENT TYPE, 2019-2027($BILLION)
TABLE 12.OVER-THE-TOP MARKET REVENUE FOR VIDEO, BY REGION, 2019-2027 ($BILLION)
TABLE 13.OVER-THE-TOP MARKET REVENUE FOR AUDIO, BY REGION, 2019-2027 ($BILLION)
TABLE 14.OVER-THE-TOP MARKET REVENUE FOR GAMES, BY REGION, 2019-2027 ($BILLION)
TABLE 15.OVER-THE-TOP MARKET REVENUE FOR COMMUNICATION, BY REGION, 2019-2027 ($BILLION)
TABLE 16.OVER-THE-TOP MARKET REVENUE FOR OTHERS, BY REGION, 2019-2027 ($BILLION)
TABLE 17.GLOBAL OVER-THE-TOP MARKET REVENUE, BY REVENUE MODEL, 2019-2027($BILLION)
TABLE 18.OVER-THE-TOP MARKET REVENUE FOR SUBSCRIPTION, BY REGION,

2019-2027 ($BILLION)
TABLE 19.OVER-THE-TOP MARKET REVENUE FOR ADVERTISEMENT, BY REGION, 2019-2027 ($BILLION)
TABLE 20.OVER-THE-TOP MARKET REVENUE FOR HYBRID, BY REGION, 2019-2027 ($BILLION)
TABLE 21.OVER-THE-TOP MARKET REVENUE FOR OTHERS, BY REGION, 2019-2027 ($BILLION)
TABLE 22.GLOBAL OVER-THE-TOP MARKET REVENUE, BY USER TYPE, 2019-2027($BILLION)
TABLE 23.OVER-THE-TOP MARKET REVENUE FOR PERSONAL USER, BY REGION, 2019-2027 ($BILLION)
TABLE 24.OVER-THE-TOP MARKET REVENUE FOR COMMERCIAL USER, BY REGION, 2019-2027 ($BILLION)
TABLE 25.GLOBAL OVER-THE-TOP MARKET REVENUE, BY END USER, 2019-2027($BILLION)
TABLE 26.OVER-THE-TOP MARKET REVENUE FOR MEDIA & ENTERTAINMENT, BY REGION, 2019-2027 ($BILLION)
TABLE 27.OVER-THE-TOP MARKET REVENUE FOR EDUCATION & TRAINING, BY REGION, 2019-2027 ($BILLION)
TABLE 28.OVER-THE-TOP MARKET REVENUE FOR HEALTH & FITNESS, BY REGION, 2019-2027 ($BILLION)
TABLE 29.OVER-THE-TOP MARKET REVENUE FOR IT & TELECOM, BY REGION, 2019-2027 ($BILLION)
TABLE 30.OVER-THE-TOP MARKET REVENUE FOR E-COMMERCE, BY REGION, 2019-2027 ($BILLION)
TABLE 31.OVER-THE-TOP MARKET REVENUE FOR BFSI, BY REGION, 2019-2027 ($BILLION)
TABLE 32.OVER-THE-TOP MARKET REVENUE FOR GOVERNMENT, BY REGION, 2019-2027 ($BILLION)
TABLE 33.OVER-THE-TOP MARKET REVENUE FOR OTHERS, BY REGION, 2019-2027 ($BILLION)
TABLE 34.OVER-THE-TOP MARKET, BY REGION, 2019–2027 ($BILLION)
TABLE 35.NORTH AMERICA OVER-THE-TOP MARKET REVENUE, BY COMPONENT, 2019-2027 ($BILLION)
TABLE 36.NORTH AMERICA OVER-THE-TOP MARKET REVENUE, BY DEVICE TYPE, 2019-2027 ($BILLION)
TABLE 37.NORTH AMERICA OTT MARKET REVENUE FOR SMART TV, BY OPERATING SYSTEM, 2019-2027 ($MILLION)
TABLE 38.NORTH AMERICA OTT MARKET REVENUE FOR SMART TV, BY DEVICE

TYPE, 2019-2027 ($MILLION)
TABLE 39.NORTH AMERICA OVER-THE-TOP MARKET VALUE, BY CONTENT TYPE, 2019-2027 ($BILLION)
TABLE 40.NORTH AMERICA OVER-THE-TOP MARKET VALUE, BY REVENUE MODEL, 2019-2027 ($BILLION)
TABLE 41.NORTH AMERICA OVER-THE-TOP MARKET VALUE, BY USER TYPE, 2019-2027 ($BILLION)
TABLE 42.NORTH AMERICA OVER-THE-TOP MARKET REVENUE, BY END USER, 2019-2027 ($BILLION)
TABLE 43.NORTH AMERICA OVER-THE-TOP MARKET VALUE, BY COUNTRY, 2019-2027 ($BILLION)
TABLE 44.U.S. OVER-THE-TOP MARKET REVENUE, BY COMPONENT, 2019-2027 ($BILLION)
TABLE 45.U.S. OVER-THE-TOP MARKET REVENUE, BY DEVICE TYPE, 2019-2027 ($BILLION)
TABLE 46.U.S. OTT MARKET REVENUE FOR SMART TV, BY OPERATING SYSTEM, 2019-2027 ($MILLION)
TABLE 47.U.S. OTT MARKET REVENUE FOR SMART TV, BY DEVICE TYPE, 2019-2027 ($MILLION)
TABLE 48.U.S. OVER-THE-TOP MARKET REVENUE, BY CONTENT TYPE, 2019-2027 ($BILLION)
TABLE 49.U.S. OVER-THE-TOP MARKET REVENUE, BY REVENUE MODEL, 2019-2027 ($BILLION)
TABLE 50.U.S. OVER-THE-TOP MARKET REVENUE, BY USER TYPE, 2019-2027 ($BILLION)
TABLE 51.U.S. OVER-THE-TOP MARKET REVENUE, BY END USER, 2019-2027 ($BILLION)
TABLE 52.CANADA OVER-THE-TOP MARKET REVENUE, BY COMPONENT, 2019-2027 ($BILLION)
TABLE 53.CANADA OVER-THE-TOP MARKET REVENUE, BY DEVICE TYPE, 2019-2027 ($BILLION)
TABLE 54.CANADA OTT MARKET REVENUE FOR SMART TV, BY OPERATING SYSTEM, 2019-2027 ($MILLION)
TABLE 55.CANADA OTT MARKET REVENUE FOR SMART TV, BY DEVICE TYPE, 2019-2027 ($MILLION)
TABLE 56.CANADA OVER-THE-TOP MARKET REVENUE, BY CONTENT TYPE, 2019-2027 ($BILLION)
TABLE 57.CANADA OVER-THE-TOP MARKET REVENUE, BY REVENUE MODEL, 2019-2027 ($BILLION)

TABLE 58.CANADA OVER-THE-TOP MARKET REVENUE, BY USER TYPE, 2019-2027 ($BILLION)
TABLE 59.CANADA OVER-THE-TOP MARKET REVENUE, BY END USER, 2019-2027 ($BILLION)
TABLE 60.EUROPE OVER-THE-TOP MARKET REVENUE, BY COMPONENT, 2019-2027 ($BILLION)
TABLE 61.EUROPE OVER-THE-TOP MARKET REVENUE, BY DEVICE TYPE, 2019-2027 ($BILLION)
TABLE 62.EUROPE OTT MARKET REVENUE FOR SMART TV, BY OPERATING SYSTEM, 2019-2027 ($MILLION)
TABLE 63.EUROPE OTT MARKET REVENUE FOR SMART TV, BY DEVICE TYPE, 2019-2027 ($MILLION)
TABLE 64.EUROPE OVER-THE-TOP MARKET VALUE, BY CONTENT TYPE, 2019-2027 ($BILLION)
TABLE 65.EUROPE OVER-THE-TOP MARKET VALUE, BY REVENUE MODEL, 2019-2027 ($BILLION)
TABLE 66.EUROPE OVER-THE-TOP MARKET VALUE, BY USER TYPE, 2019-2027 ($BILLION)
TABLE 67.EUROPE OVER-THE-TOP MARKET REVENUE, BY END USER, 2019-2027 ($BILLION)
TABLE 68.EUROPE OVER-THE-TOP MARKET VALUE, BY COUNTRY, 2019-2027 ($BILLION)
TABLE 69.GERMANY OVER-THE-TOP MARKET REVENUE, BY COMPONENT, 2019-2027 ($BILLION)
TABLE 70.GERMANY OVER-THE-TOP MARKET REVENUE, BY DEVICE TYPE, 2019-2027 ($BILLION)
TABLE 71.OTT MARKET REVENUE FOR SMART TV, BY OPERATING SYSTEM, 2019-2027 ($MILLION)
TABLE 72.GERMANY OTT MARKET REVENUE FOR SMART TV, BY DEVICE TYPE, 2019-2027 ($MILLION)
TABLE 73.GERMANY OVER-THE-TOP MARKET REVENUE, BY CONT

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Over-the-top Market by Component (Solution and Services), Device Type (Smartphones; Smart TVs; Laptops, Desktops, and Tablets; Gaming Consoles; Set-top Box; and Others), Content Type (Video, Audio/VoIP, Games, Communication, and Others), Revenue Model (Subscription, Advertisement, Hybrid, and Others), User Type (Personal and Commercial), and End User (Media & Entertainment, Education & Training, Health & Fitness, IT & Telecom, E-commerce, BFSI, Government, and Others): Global Opportunity Analysis and Industry Forecast, 2020-2027

Product link: https://marketpublishers.com/r/O95314F5A53EN.html

Price: US$ 6,469.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/O95314F5A53EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

+44 20 8123 2220
info@marketpublishers.com

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970