

# **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.

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

Rakuten Inc.

Microsoft Corporation

Tencent Holdings Ltd.

## 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

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

## 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



## 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](mailto: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**

Customer signature \_\_\_\_\_

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