

# OTT Industry Research Report 2023

<https://marketpublishers.com/r/O06065BA0BCEEN.html>

Date: August 2023

Pages: 96

Price: US\$ 2,950.00 (Single User License)

ID: O06065BA0BCEEN

## Abstracts

This report aims to provide a comprehensive presentation of the global market for OTT, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding OTT.

The OTT market size, estimations, and forecasts are provided in terms of and revenue (\$ millions), considering 2022 as the base year, with history and forecast data for the period from 2018 to 2029. This report segments the global OTT market comprehensively. Regional market sizes, concerning products by types, by application, and by players, are also provided. The influence of COVID-19 and the Russia-Ukraine War were considered while estimating market sizes.

For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

The report will help the OTT companies, new entrants, and industry chain related companies in this market with information on the revenues for the overall market and the sub-segments across the different segments, by company, product type, application, and regions.

## Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study

includes current developments and key financials. The readers will also get access to the data related to global revenue by companies for the period 2017-2022. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

Facebook

Twitter

LinkedIn

Netflix

Google

Skype (Microsoft Corporation)

Amazon

YouTube (Google)

Wechat

Apple

Rakuten

iQIYI

Tencent Video

Hulu, LLC

Oksusu (SK Broadband)

Olleh TV (KT)

Second TV (LGU+)

## Product Type Insights

Global markets are presented by OTT type, along with growth forecasts through 2029. Estimates on revenue are based on the price in the supply chain at which the OTT are procured by the companies.

This report has studied every segment and provided the market size using historical data. They have also talked about the growth opportunities that the segment may pose in the future. This study bestows revenue data by type, and during the historical period (2018-2023) and forecast period (2024-2029).

## OTT segment by Type

VoIP

SMS

Apps

Cloud Services

Internet Television

## Application Insights

This report has provided the market size (revenue data) by application, during the historical period (2018-2023) and forecast period (2024-2029).

This report also outlines the market trends of each segment and consumer behaviors impacting the OTT market and what implications these may have on the industry's future. This report can help to understand the relevant market and consumer trends that are driving the OTT market.

## OTT Segment by Application

Household

## Commercial

### Regional Outlook

This section of the report provides key insights regarding various regions and the key players operating in each region. Economic, social, environmental, technological, and political factors have been taken into consideration while assessing the growth of the particular region/country. The readers will also get their hands on the revenue data of each region and country for the period 2018-2029.

The market has been segmented into various major geographies, including North America, Europe, Asia-Pacific, South America, Middle East & Africa. Detailed analysis of major countries such as the USA, Germany, the U.K., Italy, France, China, Japan, South Korea, Southeast Asia, and India will be covered within the regional segment. For market estimates, data are going to be provided for 2022 because of the base year, with estimates for 2023 and forecast revenue for 2029.

#### North America

United States

Canada

#### Europe

Germany

France

UK

Italy

Russia

Nordic Countries

Rest of Europe

Asia-Pacific

China

Japan

South Korea

Southeast Asia

India

Australia

Rest of Asia

Latin America

Mexico

Brazil

Rest of Latin America

Middle East & Africa

Turkey

Saudi Arabia

UAE

Rest of MEA

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

## COVID-19 and Russia-Ukraine War Influence Analysis

The readers in the section will understand how the OTT market scenario changed across the globe during the pandemic, post-pandemic and Russia-Ukraine War. The study is done keeping in view the changes in aspects such as demand, consumption, transportation, consumer behavior, supply chain management. The industry experts have also highlighted the key factors that will help create opportunities for players and stabilize the overall industry in the years to come.

## Reasons to Buy This Report

This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The report also focuses on the competitive landscape of the global OTT market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

This report will help stakeholders to understand the global industry status and trends of OTT and provides them with information on key market drivers, restraints, challenges, and opportunities.

This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

This report stays updated with novel technology integration, features, and the latest developments in the market

This report helps stakeholders to understand the COVID-19 and Russia-Ukraine War Influence on the OTT industry.

This report helps stakeholders to gain insights into which regions to target globally

This report helps stakeholders to gain insights into the end-user perception concerning the adoption of OTT.

This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

## Core Chapters

Chapter 1: Research objectives, research methods, data sources, data cross-validation;

Chapter 2: Introduces the report scope of the report, executive summary of different market segments (product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the market and its likely evolution in the short to mid-term, and long term.

Chapter 3: Provides the analysis of various market segments product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 4: Provides the analysis of various market segments application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 5: Introduces executive summary of global market size, regional market size, this section also introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by companies in the industry, and the analysis of relevant policies in the industry.

Chapter 6: Detailed analysis of OTT companies' competitive landscape, revenue market share, latest development plan, merger, and acquisition information, etc.

Chapter 7, 8, 9, 10, 11: North America, Europe, Asia Pacific, Latin America, Middle East and Africa segment by country. It provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each

country in the world.

Chapter 12: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

Chapter 13: The main points and conclusions of the report.



## Contents

### 1 PREFACE

- 1.1 Scope of Report
- 1.2 Reasons for Doing This Study
- 1.3 Research Methodology
- 1.4 Research Process
- 1.5 Data Source
  - 1.5.1 Secondary Sources
  - 1.5.2 Primary Sources

### 2 MARKET OVERVIEW

- 2.1 Product Definition
- 2.2 OTT by Type
  - 2.2.1 Market Value Comparison by Type (2018 VS 2022 VS 2029)
  - 1.2.2 VoIP
  - 1.2.3 SMS
  - 1.2.4 Apps
  - 1.2.5 Cloud Services
  - 1.2.6 Internet Television
- 2.3 OTT by Application
  - 2.3.1 Market Value Comparison by Application (2018 VS 2022 VS 2029)
  - 2.3.2 Household
  - 2.3.3 Commercial
- 2.4 Assumptions and Limitations

### 3 OTT BREAKDOWN DATA BY TYPE

- 3.1 Global OTT Historic Market Size by Type (2018-2023)
- 3.2 Global OTT Forecasted Market Size by Type (2023-2028)

### 4 OTT BREAKDOWN DATA BY APPLICATION

- 4.1 Global OTT Historic Market Size by Application (2018-2023)
- 4.2 Global OTT Forecasted Market Size by Application (2018-2023)

### 5 GLOBAL GROWTH TRENDS

- 5.1 Global OTT Market Perspective (2018-2029)
- 5.2 Global OTT Growth Trends by Region
  - 5.2.1 Global OTT Market Size by Region: 2018 VS 2022 VS 2029
  - 5.2.2 OTT Historic Market Size by Region (2018-2023)
  - 5.2.3 OTT Forecasted Market Size by Region (2024-2029)
- 5.3 OTT Market Dynamics
  - 5.3.1 OTT Industry Trends
  - 5.3.2 OTT Market Drivers
  - 5.3.3 OTT Market Challenges
  - 5.3.4 OTT Market Restraints

## **6 MARKET COMPETITIVE LANDSCAPE BY PLAYERS**

- 6.1 Global Top OTT Players by Revenue
  - 6.1.1 Global Top OTT Players by Revenue (2018-2023)
  - 6.1.2 Global OTT Revenue Market Share by Players (2018-2023)
- 6.2 Global OTT Industry Players Ranking, 2021 VS 2022 VS 2023
- 6.3 Global Key Players of OTT Head office and Area Served
- 6.4 Global OTT Players, Product Type & Application
- 6.5 Global OTT Players, Date of Enter into This Industry
- 6.6 Global OTT Market CR5 and HHI
- 6.7 Global Players Mergers & Acquisition

## **7 NORTH AMERICA**

- 7.1 North America OTT Market Size (2018-2029)
- 7.2 North America OTT Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 7.3 North America OTT Market Size by Country (2018-2023)
- 7.4 North America OTT Market Size by Country (2024-2029)
- 7.5 United States
- 7.6 Canada

## **8 EUROPE**

- 8.1 Europe OTT Market Size (2018-2029)
- 8.2 Europe OTT Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 8.3 Europe OTT Market Size by Country (2018-2023)
- 8.4 Europe OTT Market Size by Country (2024-2029)

- 7.4 Germany
- 7.5 France
- 7.6 U.K.
- 7.7 Italy
- 7.8 Russia
- 7.9 Nordic Countries

## **9 ASIA-PACIFIC**

- 9.1 Asia-Pacific OTT Market Size (2018-2029)
- 9.2 Asia-Pacific OTT Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 9.3 Asia-Pacific OTT Market Size by Country (2018-2023)
- 9.4 Asia-Pacific OTT Market Size by Country (2024-2029)
- 8.4 China
- 8.5 Japan
- 8.6 South Korea
- 8.7 Southeast Asia
- 8.8 India
- 8.9 Australia

## **10 LATIN AMERICA**

- 10.1 Latin America OTT Market Size (2018-2029)
- 10.2 Latin America OTT Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 10.3 Latin America OTT Market Size by Country (2018-2023)
- 10.4 Latin America OTT Market Size by Country (2024-2029)
- 9.4 Mexico
- 9.5 Brazil

## **11 MIDDLE EAST & AFRICA**

- 11.1 Middle East & Africa OTT Market Size (2018-2029)
- 11.2 Middle East & Africa OTT Market Growth Rate by Country: 2018 VS 2022 VS 2029
- 11.3 Middle East & Africa OTT Market Size by Country (2018-2023)
- 11.4 Middle East & Africa OTT Market Size by Country (2024-2029)
- 10.4 Turkey
- 10.5 Saudi Arabia
- 10.6 UAE

## 12 PLAYERS PROFILED

### 11.1 Facebook

- 11.1.1 Facebook Company Detail
- 11.1.2 Facebook Business Overview
- 11.1.3 Facebook OTT Introduction
- 11.1.4 Facebook Revenue in OTT Business (2017-2022)
- 11.1.5 Facebook Recent Development

### 11.2 Twitter

- 11.2.1 Twitter Company Detail
- 11.2.2 Twitter Business Overview
- 11.2.3 Twitter OTT Introduction
- 11.2.4 Twitter Revenue in OTT Business (2017-2022)
- 11.2.5 Twitter Recent Development

### 11.3 LinkedIn

- 11.3.1 LinkedIn Company Detail
- 11.3.2 LinkedIn Business Overview
- 11.3.3 LinkedIn OTT Introduction
- 11.3.4 LinkedIn Revenue in OTT Business (2017-2022)
- 11.3.5 LinkedIn Recent Development

### 11.4 Netflix

- 11.4.1 Netflix Company Detail
- 11.4.2 Netflix Business Overview
- 11.4.3 Netflix OTT Introduction
- 11.4.4 Netflix Revenue in OTT Business (2017-2022)
- 11.4.5 Netflix Recent Development

### 11.5 Google

- 11.5.1 Google Company Detail
- 11.5.2 Google Business Overview
- 11.5.3 Google OTT Introduction
- 11.5.4 Google Revenue in OTT Business (2017-2022)
- 11.5.5 Google Recent Development

### 11.6 Skype (Microsoft Corporation)

- 11.6.1 Skype (Microsoft Corporation) Company Detail
- 11.6.2 Skype (Microsoft Corporation) Business Overview
- 11.6.3 Skype (Microsoft Corporation) OTT Introduction
- 11.6.4 Skype (Microsoft Corporation) Revenue in OTT Business (2017-2022)
- 11.6.5 Skype (Microsoft Corporation) Recent Development

### 11.7 Amazon

- 11.7.1 Amazon Company Detail
- 11.7.2 Amazon Business Overview
- 11.7.3 Amazon OTT Introduction
- 11.7.4 Amazon Revenue in OTT Business (2017-2022)
- 11.7.5 Amazon Recent Development
- 11.8 YouTube (Google)
  - 11.8.1 YouTube (Google) Company Detail
  - 11.8.2 YouTube (Google) Business Overview
  - 11.8.3 YouTube (Google) OTT Introduction
  - 11.8.4 YouTube (Google) Revenue in OTT Business (2017-2022)
  - 11.8.5 YouTube (Google) Recent Development
- 11.9 Wechat
  - 11.9.1 Wechat Company Detail
  - 11.9.2 Wechat Business Overview
  - 11.9.3 Wechat OTT Introduction
  - 11.9.4 Wechat Revenue in OTT Business (2017-2022)
  - 11.9.5 Wechat Recent Development
- 11.10 Apple
  - 11.10.1 Apple Company Detail
  - 11.10.2 Apple Business Overview
  - 11.10.3 Apple OTT Introduction
  - 11.10.4 Apple Revenue in OTT Business (2017-2022)
  - 11.10.5 Apple Recent Development
- 11.11 Rakuten
  - 11.11.1 Rakuten Company Detail
  - 11.11.2 Rakuten Business Overview
  - 11.11.3 Rakuten OTT Introduction
  - 11.11.4 Rakuten Revenue in OTT Business (2017-2022)
  - 11.11.5 Rakuten Recent Development
- 11.12 iQIYI
  - 11.12.1 iQIYI Company Detail
  - 11.12.2 iQIYI Business Overview
  - 11.12.3 iQIYI OTT Introduction
  - 11.12.4 iQIYI Revenue in OTT Business (2017-2022)
  - 11.12.5 iQIYI Recent Development
- 11.13 Tencent Video
  - 11.13.1 Tencent Video Company Detail
  - 11.13.2 Tencent Video Business Overview
  - 11.13.3 Tencent Video OTT Introduction

- 11.13.4 Tencent Video Revenue in OTT Business (2017-2022)
- 11.13.5 Tencent Video Recent Development
- 11.14 Hulu, LLC
  - 11.14.1 Hulu, LLC Company Detail
  - 11.14.2 Hulu, LLC Business Overview
  - 11.14.3 Hulu, LLC OTT Introduction
  - 11.14.4 Hulu, LLC Revenue in OTT Business (2017-2022)
  - 11.14.5 Hulu, LLC Recent Development
- 11.15 Oksusu (SK Broadband)
  - 11.15.1 Oksusu (SK Broadband) Company Detail
  - 11.15.2 Oksusu (SK Broadband) Business Overview
  - 11.15.3 Oksusu (SK Broadband) OTT Introduction
  - 11.15.4 Oksusu (SK Broadband) Revenue in OTT Business (2017-2022)
  - 11.15.5 Oksusu (SK Broadband) Recent Development
- 11.16 Olleh TV (KT)
  - 11.16.1 Olleh TV (KT) Company Detail
  - 11.16.2 Olleh TV (KT) Business Overview
  - 11.16.3 Olleh TV (KT) OTT Introduction
  - 11.16.4 Olleh TV (KT) Revenue in OTT Business (2017-2022)
  - 11.16.5 Olleh TV (KT) Recent Development
- 11.17 Second TV (LGU+)
  - 11.17.1 Second TV (LGU+) Company Detail
  - 11.17.2 Second TV (LGU+) Business Overview
  - 11.17.3 Second TV (LGU+) OTT Introduction
  - 11.17.4 Second TV (LGU+) Revenue in OTT Business (2017-2022)
  - 11.17.5 Second TV (LGU+) Recent Development

## **13 REPORT CONCLUSION**

## **14 DISCLAIMER**

## I would like to order

Product name: OTT Industry Research Report 2023

Product link: <https://marketpublishers.com/r/O06065BA0BCEEN.html>

Price: US\$ 2,950.00 (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/O06065BA0BCEEN.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