

# **Global Broadcast Equipment Market: Trends, Opportunities and Forecasts (2016-2021) (By Value, By Equipment Type – Servers, Encoders, Switchers, Cameras; Equipment Type By Region; Rental Sports Broadcast Equipment Market; Key Players; Strategy, Recommendations)**

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## **Abstracts**

### Executive Summary

The broadcast equipment market is driven by the surging Prevalence of HD Programming coupled with an emerging transition from analog to digital broadcasting

Global Broadcasting Equipment Market has been growing at a moderate rate over the last five years on account of escalating eminence of broadcast automation, increasing number of digital channels. During 2015-20, Broadcast Equipment Market is anticipated to grow at an increased rate on the heels of content requirement at multi screens, increase in the demand for the broadcast of various musical concerts and sporting events in High definition formats. Moreover, increasing demand for various types of equipments in the broadcast of various sports leagues has been propelling the rental companies to augment the number of kits.

Rental Sports Broadcast Equipment market has been another major revenue generator for the Broadcast Equipment Market. Increasing number of cricket leagues across the globe has been a game changer for the rental market of the broadcast equipment market. Moreover, increasing need for the preciseness in the decision review system is another factor that is propelling the need for the inclusion of Hi-Tech cameras in majority of the sports.

According to Azoth Analytics research report, “Global Broadcast Equipment Market: Trends, Opportunities and Forecasts (2016-2021) – (By Value, By Equipment Type – Servers, Encoders, Switchers, Cameras; Equipment Type By Region; Rental Sports Broadcast Equipment Market; Key Players; Strategy, Recommendations)” global Broadcast Equipment Market is projected to exhibit a CAGR of ~7.00% during 2016 - 2021.

In 2015, Broadcast Servers comprised of around 25.40% share of the overall market owing to is the imperative role being played by the servers in the overall broadcasting process, from the earliest frame stores and audio workstations to the 3D effects rendering farms. Few of the leading companies operating in Global Broadcast Equipment Market are Harmonic, Imagine Communications, Sony Corporation, Belden Inc , etc.

### Scope of the Report

“Global Broadcast Equipment Market: Trends, Opportunities and Forecasts (2016-2021) – (By Value, By Equipment Type – Servers, Encoders, Switchers, Cameras; Equipment Type By Region; Rental Sports Broadcast Equipment Market; Key Players; Strategy, Recommendations)” analyses the following aspects of Global Broadcast Equipment Market:

Global Broadcast Equipment Market, Size & Forecast

By Equipment Type – Servers, Broadcast, Encoders, Switchers, Cameras

Analysis of Rental Sports Broadcast Equipment Market

Rental Sports Broadcast Equipment Market

Market, Drivers & Challenges and Trends

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### Research Methodology

Historic market trend has been figured out by various paid databases which was further

triangulated with inputs and insights from industry experts, companies and stakeholders, through primary research (Marketing managers, Country Heads, Broadcast Equipment Rental Companies, among others). Back-of-the-Envelope calculation for the market estimation has been made through proper understanding of the market as well as future business strategies of the companies operating in the market.

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