

# Video On Demand: Solutions and Global Markets

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## Abstracts

### Report Scope:

In this report, the market has been segmented based on solution, monetization model, vertical, device, and geographical region. The report provides an overview of the global video-on-demand market and analyzes market trends. Using 2021 as the base year, the report provides estimated market data for the forecast period of 2022 through 2027. Revenue forecasts for this period are segmented based on solution, monetization model, vertical, device, and geography.

Based on solution, the market has been categorized into Internet Protocol television (IPTV), Pay TV video on demand, and over-the-top (OTT) service. Based on delivery model, the market has been segmented into subscription video on demand (SVoD), transactional video on demand (TVoD), and advertisement-based video on demand (AVoD). Based on vertical, the market has been segmented into media and entertainment, education and training, health and fitness, and others. Based on device, the market has been segmented into TVs, PCs, smartphones, and others. In addition, the report also offers a major regional analysis of North America, Europe, Asia-Pacific, and the rest of the world (RoW). Market values have been estimated based on the total revenue of video-on-demand solution providers.

COVID-19 has had a massive impact on society since the start of 2020. This report considers the impact of COVID-19 and the economic slowdown that it created. The report covers the market for video on demand regarding the user base across different regions. It also highlights major trends and challenges that will affect the market and the vendor landscape. The report estimates the global market for video on demand in 2021 and provides projections for the expected market size through 2027.

### Report Includes:

41 data tables and 17 additional tables

An up-to-date overview and industry analysis of the global video-on-demand (VoD) market

Analyses of the global market trends, with historic market revenue (sales figures) for 2021, estimates for 2022, forecasts for 2023, and projections of compound annual growth rates (CAGRs) through 2028

Highlights of emerging technology trends, opportunities and gaps estimating current and future demand in the market for edge security, and identification of the major regions and countries involved in video-on-demand market developments

Estimation of the actual market size and revenue forecast for the global video-on-demand market, and corresponding market share analysis based on solution, monetization/delivery model, end user vertical, device type, and region

Updated information on the recent market dynamics, industry shifts and regulations, and other macroeconomic variables that will shape and influence this market in the coming years (2022-2027)

A relevant patent analysis with corresponding number of patent applications and patents granted on video-on-demand technologies and solutions

Insight into the recent industry structure on video-on-demand, competitive aspects of each product segment, increasing investment on R&D activities, market development strategies, and company value share analysis

Identification of the major stakeholders and analysis of the competitive landscape based on recent developments, products and services offerings, and segmental revenues

Descriptive company profiles of the leading global players, including Amazon, Alphabet Inc., Apple Inc., Netflix Inc., The Walt Disney Co., and Paramount Global

## Contents

### **CHAPTER 1 INTRODUCTION**

- 1.1 Overview
- 1.2 Study Goals and Objectives
- 1.3 Reasons for Doing This Study
- 1.4 What's New in This Update?
- 1.5 Scope of Report
- 1.6 Information Sources
- 1.7 Intended Audiences
- 1.8 Research Methodology
- 1.9 Geographic Breakdown
- 1.10 Analyst's Credentials
- 1.11 BCC Custom Research
- 1.12 Related BCC Research Reports

### **CHAPTER 2 SUMMARY AND HIGHLIGHTS**

### **CHAPTER 3 MARKET OVERVIEW**

- 3.1 Video on Demand on Cloud
- 3.2 Evolution of Video on Demand
  - 3.2.1 Future of Video Industry
- 3.3 Video-on-demand Infrastructure
  - 3.3.1 Video Content Management System (CMS)
  - 3.3.2 Content Delivery Network (CDN)
  - 3.3.3 Robust Video Player
  - 3.3.4 Payment System
  - 3.3.5 Maintenance and Update
- 3.4 Value-chain Analysis of Video-on-demand Market
- 3.5 Impact of COVID-19 on the Video-on-demand Market

### **CHAPTER 4 MARKET DYNAMICS**

- 4.1 Introduction
- 4.2 Market Drivers
  - 4.2.1 Growing Internet Penetration
  - 4.2.2 Increasing Penetration of Smartphones and Smart TVs

- 4.2.3 Impact of 5G on Video on Demand
- 4.2.4 Expansion into Emerging Markets
- 4.3 Market Restraints
  - 4.3.1 Piracy Affecting the Video-on-demand Market
  - 4.3.2 Limitation of Content Availability
- 4.4 Market Opportunities
  - 4.4.1 Advanced Technology
  - 4.4.2 Global Expansion
  - 4.4.3 Advertising Revenue

## **CHAPTER 5 MARKET BREAKDOWN BY SOLUTION**

- 5.1 Introduction
- 5.2 Internet Protocol Television (IPTV)
  - 5.2.1 Types of Internet Protocol Television
  - 5.2.2 History of IPTV
  - 5.2.3 Growth of IPTV Video on Demand
- 5.3 Pay-TV Video on Demand
  - 5.3.1 Over-the-top (OTT) Services

## **CHAPTER 6 MARKET BREAKDOWN BY MONETIZATION MODEL**

- 6.1 Introduction
- 6.2 Subscription Video on Demand (SVoD)
- 6.3 Transactional Video on Demand (TVoD)
- 6.4 Advertisement-based Video on Demand (AVoD)

## **CHAPTER 7 MARKET BREAKDOWN BY VERTICAL**

- 7.1 Introduction
- 7.2 Media and Entertainment
- 7.3 Education and Training
- 7.4 Health and Fitness
- 7.5 Others

## **CHAPTER 8 MARKET BREAKDOWN BY DEVICE**

- 8.1 Introduction
- 8.2 TV

- 8.3 PCs
- 8.4 Smartphones
- 8.5 Others

## **CHAPTER 9 MARKET BREAKDOWN BY REGION**

- 9.1 Introduction
- 9.2 North America
  - 9.2.1 U.S.
  - 9.2.2 Canada
  - 9.2.3 Mexico
- 9.3 Europe
  - 9.3.1 Germany
  - 9.3.2 U.K.
  - 9.3.3 France
  - 9.3.4 Rest of Europe
- 9.4 Asia-Pacific
  - 9.4.1 Japan
  - 9.4.2 China
  - 9.4.3 India
  - 9.4.4 South Korea
  - 9.4.5 Rest of Asia-Pacific
- 9.5 RoW

## **CHAPTER 10 PATENT ANALYSIS**

- 10.1 Global Video-on-demand Patents, by Applicant Company

## **CHAPTER 11 COMPETITIVE LANDSCAPE**

- 11.1 Competitive Landscape
- 11.2 Strategic Analysis

## **CHAPTER 12 COMPANY PROFILES**

AKAMAI TECHNOLOGIES  
ALPHABET INC. (GOOGLE INC.)  
AMAZON INC.  
APPLE INC.

AT&T INC.  
COMCAST CORP.  
INDIEFLIX GROUP INC.  
IQIYI INC.  
NETFLIX INC.  
PARAMOUNT  
ROKU INC.  
TENCENT HOLDINGS LTD.  
THE WALT DISNEY CO.  
VERIZON COMMUNICATIONS INC.

## List Of Tables

### LIST OF TABLES

- Summary Table: Global Video-on-demand Market, by Region, Through 2027
- Table 1: Global Video-on-demand Market, by Solution, Through 2027
- Table 2: Global Video-on-demand Market, by Monetization Model, Through 2027
- Table 3: Global Video-on-demand Market, by Vertical, Through 2027
- Table 4: Global Video-on-demand Market, by Device, Through 2027
- Table 5: Global Video-on-demand Market, by Region, Through 2027
- Table 6: North American Video-on-demand Market, by Solution, Through 2027
- Table 7: North American Video-on-demand Market, by Monetization Model, Through 2027
- Table 8: North American Video-on-demand Market, by Vertical, Through 2027
- Table 9: North American Video-on-demand Market, by Device, Through 2027
- Table 10: North American Video-on-demand Market, by Country, Through 2027
- Table 11: Top Subscription Video Services in the U.S., Ranked by Number of Subscribers, 2021
- Table 12: European Video-on-demand Market, by Solution, Through 2027
- Table 13: European Video-on-demand Market, by Monetization Model, Through 2027
- Table 14: European Video-on-demand Market, by Vertical, Through 2027
- Table 15: European Video-on-demand Market, by Device, Through 2027
- Table 16: European Video-on-demand Market, by Country, Through 2027
- Table 17: Asia-Pacific Video-on-demand Market, by Solution, Through 2027
- Table 18: Asia-Pacific Video-on-demand Market, by Monetization Model, Through 2027
- Table 19: Asia-Pacific Video-on-demand Market, by Vertical, Through 2027
- Table 20: Asia-Pacific Video-on-demand Market, by Device, Through 2027
- Table 21: Asia-Pacific Video-on-demand Market, by Country, Through 2027
- Table 22: RoW Video-on-demand Market, by Solution, Through 2027
- Table 23: RoW Video-on-demand Market, by Monetization Model, Through 2027
- Table 24: RoW Video-on-demand Market, by Vertical, Through 2027
- Table 25: RoW Video-on-demand Market, by Device, Through 2027
- Table 26: RoW Video-on-demand Market, by Sub-region, Through 2027
- Table 27: Global Video-on-demand Patents, by Applicant Company, 2022
- Table 28: Top 10 Popular OTT Platforms, 2021
- Table 29: Number of Viewers of Popular OTT Platforms, 2022
- Table 30: Recent Developments, Global Video-on-demand Market, Feb 2021–Mar 2023
- Table 31: Akamai Technologies: Net Revenue, 2019–2021
- Table 32: Akamai Technologies: Products and Services

- Table 33: Alphabet Inc.: Net Revenue, 2019–2021
- Table 34: Alphabet Inc.: Products and Services
- Table 35: Amazon Inc.: Net Revenue, 2019–2021
- Table 36: Amazon Inc.: Products and Services
- Table 37: Apple Inc.: Net Revenue, 2019–2021
- Table 38: Apple Inc.: Products and Services
- Table 39: AT&T Inc.: Net Revenue, 2019–2021
- Table 40: AT&T Inc.: Products and Services
- Table 41: Comcast Corp.: Net Revenue, 2019–2021
- Table 42: Comcast Corp.: Products and Services
- Table 43: IndieFlix Group Inc.: Products and Services
- Table 44: iQIYI Inc.: Net Revenue, 2019–2021
- Table 45: iQIYI Inc.: Products and Services
- Table 46: Netflix Inc.: Net Revenue, 2019–2021
- Table 47: Netflix Inc.: Products and Services
- Table 48: Paramount: Net Revenue, 2019–2021
- Table 49: Paramount: Products and Services
- Table 50: Roku Inc.: Net Revenue, 2019–2021
- Table 51: Roku Inc.: Products and Services
- Table 52: Tencent Holdings Ltd.: Net Revenue, 2019–2021
- Table 53: Tencent Holdings Ltd.: Products and Services
- Table 54: The Walt Disney Co.: Net Revenue, 2019–2021
- Table 55: The Walt Disney Co.: Products and Services
- Table 56: Verizon Communications Inc.: Net Revenue, 2019–2021
- Table 57: Verizon Communications Inc.: Products and Services



## List Of Figures

### LIST OF FIGURES

Summary Figure: Global Video-on-demand Market Share, by Region, 2021

Figure 1: Value Chain Analysis of Video-on-demand Market

Figure 2: Global Video-on-demand Market Share, by Solution, 2021

Figure 3: Global Video-on-demand Market Share, by Monetization Model, 2021

Figure 4: Global Video-on-demand Market Share, by Vertical, 2021

Figure 5: Global Video-on-demand Market Share, by Device, 2021

Figure 6: Global Video-on-demand Market Share, by Region, 2021

Figure 7: U.S. Video-on-demand Market, 2021–2027

Figure 8: Canadian Video-on-demand Market, 2021–2027

Figure 9: Mexican Video-on-demand Market, 2021–2027

Figure 10: German Video-on-demand Market, 2021–2027

Figure 11: U.K. Video-on-demand Market, 2021–2027

Figure 12: French Video-on-demand Market, 2021–2027

Figure 13: Rest of European Video-on-demand Market, 2021–2027

Figure 14: Japanese Video-on-demand Market, 2021–2027

Figure 15: Chinese Video-on-demand Market, 2021–2027

Figure 16: Indian Video-on-demand Market, 2021–2027

Figure 17: South Korean Video-on-demand Market, 2021–2027

Figure 18: Rest of Asia-Pacific Video-on-demand Market, 2021–2027

Figure 19: South American Video-on-demand Market, 2021–2027

Figure 20: Middle Eastern and African Video-on-demand Market, 2021–2027

Figure 21: Global Video-on-demand Patent Applications and Patents Granted, by Year, 2018–2022

Figure 22: Global Video-on-demand Market Share Analysis, 2021

Figure 23: Akamai Technologies: Sales Share, by Segment, 2021

Figure 24: Akamai Technologies: Sales Share, by Region, 2021

Figure 25: Alphabet Inc.: Revenue Share, by Component, 2021

Figure 26: Alphabet Inc.: Revenue Share, by Region/Country, 2021

Figure 27: Amazon Inc.: Sales Share, by Segment, 2021

Figure 28: Amazon Inc.: Sales Share, by Component, 2021

Figure 29: Amazon Inc.: Sales Share, by Region/Country, 2021

Figure 30: Apple Inc.: Revenue Share, by Category, 2021

Figure 31: Apple Inc.: Revenue Share, by Region/Country, 2021

Figure 32: AT&T Inc.: Sales Share, by Business Segment, 2021

Figure 33: AT&T Inc.: Sales Share, by Region/Country, 2021

Figure 34: Comcast Corp.: Revenue Share, by Segment, 2021

Figure 35: Comcast Corp.: Sales Share, by Region/Country, 2021

Figure 36: iQIYI Inc.: Revenue Share, by Business Segment, 2021

Figure 37: Netflix Inc.: Revenue Share, by Business Segment, 2021

Figure 38: Netflix Inc.: Revenue Share, by Region, 2021

Figure 39: Paramount: Revenue Share, by Segment, 2021

Figure 40: Roku Inc.: Revenue Share, by Segment, 2021

Figure 41: Tencent Holdings Ltd.: Revenue Share, by Business Segment, 2021

Figure 42: Tencent Holdings Ltd.: Revenue Share, by Region/Country, 2021

Figure 43: The Walt Disney Co.: Revenue Share, by Business Segment, 2021

Figure 44: The Walt Disney Co.: Media Networks Segment Revenue Share, by Component, 2021

Figure 45: The Walt Disney Co.: Revenue Share, by Region, 2021

Figure 46: Verizon Communications Inc.: Revenue Share, by Business Segment, 2021

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