

Global Broadcast Scheduling Software Market Size study, by Solution (Software, Service), by Deployment (On-premises, Cloud, Hybrid), by Application (TV, Radio, Digital Platforms) and Regional Forecasts 2021-2027

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Abstracts

Global Broadcast Scheduling Software Market is valued at approximately USD 1.1 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 18.5% over the forecast period 2021-2027. Broadcast scheduling software includes various services such as content and event organization, remote access, etc. The key drivers of Global Broadcast Scheduling Software Market include rising adoption of smart devices, growing popularity of multimedia streaming applications and increasing complexity of media broadcasting. Moreover, increasing R&D activities and strategic partnerships are anticipated to benefit the market. For instance, in March 2020, AMC Networks Inc., along with WarnerMedia and Disney, partnered with Xandr, a New York-based marketing and advertising company. Through this partnership, the companies are augmenting their linear schedules to reach the views efficiently across multiple networks. However, shifting customer preferences from TV and radio mediums to online sources may hamper the market growth. On the other hand, rising investment in media technology will provide new opportunities to the market.

North America emerged as a significant region for the Global Broadcast Scheduling Software Market and is continuing to grow at a healthy pace. This growth can be attributed to early adoption of advanced technologies in media broadcasting and presence of major market players in the region. Asia Pacific is expected to register the highest CAGR over the forecasted years due to the growing penetration of smart devices and rising demand for on-demand content services.

Major market player included in this report are:

Advanced Broadcast Services Limited

AMC Networks Inc.

AxelTech

BroadView Software

Chetu Inc.

Chyro

Imagine Communications

MediaGenix

Marketron Broadcast Solutions

Schedule it Ltd.

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Type offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Solution:

Software

Services

By Deployment:

On-premises

Cloud

Hybrid

By Application:

TV

Radio

Digital Platforms

By Region:

North America

U.S.

Canada

Europe

UK

Germany
France
Spain
Italy
ROE

Asia Pacific
China
India
Japan
Australia
South Korea
RoAPAC
Latin America
Brazil
Mexico
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019
Base year –2020
Forecast period – 2021 to 2027.

Target Audience of the Global Broadcast Scheduling Software Market in Market Study:

Key Consulting Companies & Advisors
Large, medium-sized, and small enterprises
Venture capitalists
Value-Added Resellers (VARs)
Third-party knowledge providers
Investment bankers
Investors

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