

Global Broadcast Switchers Market Size Study by Product (Master Control Switchers, Production Switchers, Routing Switchers), Application (News Production, Sports Production, Studio Production), and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/GDCA9BE246E8EN.html>

Date: February 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: GDCA9BE246E8EN

Abstracts

The Global Broadcast Switchers Market, valued at USD 2.39 billion in 2023, is projected to grow at a healthy CAGR of 5.6% over the forecast period 2024-2032. Broadcast switchers, essential components in digital and analog broadcasting, play a pivotal role in enhancing content production through seamless signal management and superior transitions. The surging demand for HD and UHD content, coupled with the rapid expansion of live-streaming platforms and e-sports, has catalyzed the adoption of advanced switchers worldwide. Additionally, the shift from analog to digital broadcasting remains a key driver, offering unmatched quality and interactivity in audio and visual outputs.

The increasing penetration of augmented and virtual reality (AR/VR) technologies in broadcasting further bolsters the demand for switchers that can efficiently manage multi-camera setups and immersive graphics. With the proliferation of individual content creators and mobile broadcasting solutions, compact and scalable switchers are becoming indispensable. Meanwhile, automation in TV production and integration with IP-based workflows have opened new avenues for innovation in the sector.

Geographically, North America commands a dominant market share due to its robust media and entertainment infrastructure. However, the Asia Pacific region is expected to witness the fastest growth, driven by technological advancements, increased internet penetration, and burgeoning e-sports markets. Countries like Japan and China are at the forefront of regional growth, with their established manufacturing bases and rising

consumer demand for high-quality broadcast equipment.

The routing switchers segment held the largest revenue share in 2023, attributed to their enhanced signal management capabilities and compatibility with IP networks. Meanwhile, production switchers are anticipated to grow significantly, fueled by their indispensable role in live broadcasts and gaming events. Applications in studio production and sports broadcasting remain pivotal, with the latter poised to exhibit notable growth due to the rising viewership of international sports events and tournaments.

Major Market Players Included in this Report:

Blackmagic Design Pty. Ltd.

Broadcast Pix, Inc.

Amazon Web Services, Inc.

Evertz

FOR-A Company, Limited

Grass Valley Canada

Imagine Communications

Ikegami Electronics (U.S.A.) Inc.

Vizrt

Panasonic Corporation

Ross Video LTD.

Utah Scientific

Sony Group Corporation

Sling Media Inc.

EVS Broadcast Equipment

The detailed segments and sub-segments of the market are explained below:

By Product:

Master Control Switchers

Production Switchers

Routing Switchers

By Application:

News Production

Sports Production

Post Production

Production Trucks

Studio Production

Others

By Region:

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Asia Pacific

China

Japan

India

South Korea

Australia

Latin America

Brazil

Middle East and Africa (MEA)

Saudi Arabia

UAE

Years considered for the study are as follows:

Historical Year: 2022

Base Year: 2023

Forecast Period: 2024-2032

Key Takeaways:

Market estimates and forecasts for 10 years, 2022-2032.

Annualized revenue and regional-level analysis for each market segment.

In-depth insights into competitive landscapes and major players' strategies.

Identification of demand and supply-side trends and challenges.

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