

# **Global Cinema Camera Market Size study & Forecast, by Sensor Type (CMOS, Full Frame, Dual Pixel, Super 35mm, Charged-Coupled Device (CCD)), by Lens Type (PL Mount, EF Mount), by Video Resolution (4K/8K Resolution, Full-HD Resolution (1080)) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Cinema Camera Market is valued at approximately USD 272.26 million in 2021 and is anticipated to grow with a healthy growth rate of more than 6.1% over the forecast period 2022-2029. A cinema camera also known as a movie camera is a type of camera used by professional photographers and cinematographers to take a quick sequence of photographs and visual media. It has a cutting-edge full-frame image sensor that fulfills the demands of the film industry by pushing the boundaries of large layout image capture with high picture quality. The camera has several features, including big sensors, 4K and 8K resolution, and interchangeable lenses. The increasing integration of cloud and 3D technology, rising number of skilled technicians in digital cinematography, as well as growing demand for automation and robotics are the key factors that are fostering market demand across the globe.

The increasing number of production houses, OTT platforms, and action films is acting as a major catalyzing factor for market growth at a substantial rate. The production of the series for major OTT platforms is using high-end filming cameras. These high-end cameras represent innovation in the film business and video acquisition for OTT platforms. According to Omdia, pay TV subscriptions is likely to exceed 1 billion in 2027, while virtual video subscriptions are expected to reach around USD 2 billion mark. The aggregate value is projected to value more than USD 3 billion globally. Half of all TV users globally are paying customers for services like Netflix, which increased demand

for the platform's content and, subsequently, the demand for professional cameras. Thus, the market is growing as a result of the high adoption of cameras in OTT platforms. Moreover, the rising collaboration with local rental providers, as well as the increasing technological advancements are presenting various lucrative opportunities over the forecasting years. However, the rise in usage of compact DSLR and premium mobile cameras is challenging the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Cinema Camera Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America dominated the market in terms of revenue, owing to the rising inclination towards the film industry for non-conventional production companies including OTT platforms and Netflix, along with the rising emphasis on developing digital technologies. Whereas, the Asia Pacific is also expected to grow with the highest CAGR during the forecast period, owing to factors such as rapid urbanization in developing countries, increasing digitalization, and rising adoption of technical solutions in the market space.

Major market players included in this report are:

RED Digital Cinema, LLC

Sony Group Corporation

Canon Inc.

Blackmagic Design

Nikon Corporation

Panasonic Corporation

FUJIFILM Corporation

Hitachi Ltd.

JVCKENWOOD Corporation

Eastman Kodak Company

Recent Developments in the Market:

In November 2022, ARRI announced the introduction of ALEXA Monochrome- a new line of cinema cameras for black and white cinematography. The series includes ALEXA XT Monochrome, ALEXA 65 Monochrome, and full-frame ALEXA Mini LF Monochrome. In November 2022, Canon declared that the company upgraded its 1.0.5.1 for EOS C 70 cinema camera, which is the sixth firmware upgrade since the camera's introduction in 2020. This upgrade includes multiple features like auto display to show all recorded audio tracks, autofocus support, and custom color scheme 709 HDR. The company designed this compact version and an affordable 4K cinema camera so that no filmmaker should be left behind.

Global Cinema Camera Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Sensor Type, Lens Type, Video Resolution, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope\*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Sensor Type:

CMOS

Full Frame

Dual Pixel

Super 35mm

Charged-Coupled Device (CCD)

By Lens Type:

PL Mount

EF Mount

By Video Resolution:

4K/8K Resolution

Full-HD Resolution (1080)

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

RoLA

Rest of the World

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