

Global Cloud TV Market Size study, By Deployment (Public Cloud, Private Cloud, and Hybrid Cloud), By Service Type (Software-as-a-Service (SaaS), Platform-as-a-Service (PaaS), and Infrastructure-as-a-Service (IaaS), and By End User (Media & Entertainment, IT & Telecom, Consumer Television, and Others), and Regional Forecasts 2022-2028

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Abstracts

Global Cloud TV Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028.

Cloud TV refers to software platform that offers flexible television options to watch content anywhere and on different devices including Smart TVs, Smartphones, Tablets, and Laptops etc. Customer can access television services from private operators anywhere through their digital assets. The growing expansion of Video-on-Demand services Worldwide and increasing adoption of subscription based streaming services as well as strategic initiatives from leading market players are factors that are accelerating the global market demand. For instance, according to Statista – as of 2022, the revenue in worldwide Video-on-Demand segment is estimated at USD 94.88 billion, and this number is projected to grow at CAGR of around 10.72% between 2022 & 2027 to reach to a value of USD 157.90 billion by 2027. Furthermore, leading market players are collaborating with leading content providers to deploy Cloud TV Platform. For instance, in December 2021, New York based Kaltura announced collaboration with Malaysia based entertainment company Astro to deploy Kaltura TV Platform for its new streaming services named Sooka. Also, growing emergence of 5G technologies worldwide and increasing adoption of cloud-based services are anticipated to act as a

catalyzing factor for the market demand during the forecast period. However, Unavailability of high-speed internet services in developing regions as well as high deployment cost associated with Cloud TV solutions impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Cloud TV Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to the growing adoption of cloud-based platform and increasing growth of 5G services in the region. Whereas, Asia Pacific is anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as the thriving penetration of internet services and smartphone devices in the region, would create lucrative growth prospects for the Cloud TV Market across the Asia Pacific region.

Major market players included in this report are:

Mware Solutions

Altice USA Brightcove Inc.

Charter Communications

Liberty Global plc

Ooyala Inc.

Phonix Satellite Television Holdings Ltd

PCCW Limited

TalkTalk TV Entertainment Limited

Xfinity

Ziggo B.V.

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 product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Deployment

Public Cloud

Private Cloud

Hybrid Cloud
By Service Type
Software-as-a-Service (SaaS)
Platform-as-a-Service (PaaS)
Infrastructure-as-a-Service (IaaS)
By End User
Media & Entertainment
IT & Telecom
Consumer Television
Others
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, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Cloud TV 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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