

# **Global Enterprise Streaming Media Market Size study & Forecast, by Solution (Video Conferencing, Video Content Management, Webcasting, Web Conferencing), by Service (Professional Service, Managed Service, Support & Maintenance), by Deployment (On-premise, Cloud), by Enterprise Size (Small & Medium Enterprise, Large Enterprise) by Application (Team Collaboration & Knowledge, Transfer, Corporate Communication, Training & Development, Marketing, Others), by End-use (BFSI, Healthcare, Manufacturing, Government, IT & Telecom, Media & Entertainment, Retail, Others) and Regional Analysis, 2022-2029**

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## **Abstracts**

Global Enterprise Streaming Media Market is valued at approximately USD 8.23 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 17.80% over the forecast period 2022-2029. Platforms known as "Enterprise Video Platforms" provide answers to the specific challenges of managing the video communications and content of a business. The major driving factors for the market are rising OTT subscriptions, the growing interest of consumers in video streaming and the rising number of smartphone users driving the growth for the market over the forecast period. Moreover, growing preferences for online streaming services over traditional TV is creating a lucrative growth opportunity for the market over the forecast period.

The India Brand Equity Foundation (IBEF) reports that there were 22.2 million OTT customers in India in March 2020 and 29 million in July of the same year. Along with this, Statista reports that there has been a growth in the number of OTT platform subscriptions in the US. In 2018, there were 170.1 million OTT subscriptions in the US, and this number is expected to reach 197.7 million in 2022. In addition, the same source cited above estimates that in 2018, there were 969.85 million smartphone users in China, and that figure will rise to 1287.28 million by 2026. However, the high content creation cost and the threat of content privacy stifle market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Enterprise Streaming Media Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. Due to its tech-savvy population, enhanced internet, and communication network infrastructure, and higher-than-average number of internet users, North America dominated the market in 2021. Most businesses in the area are early adopters of cutting-edge technologies and enthusiastic about creating and implementing the most recent solutions to boost operational effectiveness. A sizable number of IT firms have established offshore service delivery centres in the Asia Pacific. A decrease in operational expenses is made possible by the availability of competent labour, improved urban and digital infrastructure, and favourable foreign direct investment (FDI) laws.

Major market player included in this report are:

Apple Inc.

Avaya Inc.

Adobe Systems Inc.

AVI-SPL Inc.

Haivision Systems Inc.

Cisco Systems, Inc.

Microsoft Corporation

SAP AG

Polycom, Inc.

Spirent Communications PLC

Recent Developments in the Market:

For its video streaming and enterprise video platforms, IBM unveiled a replacement video functionality in March 2021. This makes it possible for companies to swap out old films for more modern ones without having to worry about URL connections or circumstances where the video was embedded.

Degreed, a platform for workforce upskilling, and video cloud Kaltura have teamed to

make it possible to integrate video in talent development quickly and easily starting in April 2020. The collaboration will make it easier for learning and talent teams to produce, organise, secure, and integrate videos into both organised training sessions and self-directed learning activities.

Global Enterprise Streaming Media 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 Solution, Service, Deployment, Enterprise Size, Application, End-use, 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 Solution offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Solution:

Video Conferencing

Video Content Management

Webcasting

Web Conferencing

By Service:

Professional Service

Managed Service

Support & Maintenance

By Deployment:

On-premise

Cloud

By Enterprise Size:

Small & Medium Enterprise

Large Enterprise

By Application:

Team Collaboration & Knowledge Transfer

Corporate Communication

Training & Development

Marketing

Others

By End-Use:

BFSI

Healthcare

Manufacturing

Government

IT & Telecom

Media & Entertainment

Retail

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

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