

# **Global Enterprise Video Content Management Market Size study & Forecast, by Type (Video Conferencing, Video Content Management, Webcasting), by Deployment Mode (Cloud, On-Premises, Hybrid), by Application (Knowledge Sharing & Collaboration, Corporate Communications, Training & Development, Marketing & Client Engagement), by End-user (Media, It & Telecom, Education, Healthcare, Consumer Goods & Retail, BFSI, Logistics & Transport, Manufacturing and Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Enterprise Video Content Management Market is valued at approximately USD XX million in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Enterprise Video Content Management (EVCM) is a software platform that helps organizations manage, store, organize, and deliver video content. It can be used to store and manage videos of all types, including training videos, product demonstrations, marketing videos, and more. EVCM solutions can also be used to track video viewership, provide analytics, and create transcripts. The global market for Enterprise Video Content Management is experiencing substantial growth, primarily propelled by two major drivers. First, there is a widespread surge in the adoption of cloud technology, with cloud solutions poised to consume approximately 81% of total IT budgets by July 2021. This accelerated shift towards the cloud is bolstered by a second driver, which is the burgeoning demand for video streaming. Furthermore, the strategic utilization of video within organizations to enhance skills and communication is a crucial factor in augmenting market growth.

However, amidst this growth, significant challenges loom. Privacy and security concerns regarding video content are paramount, requiring vigilant safeguards to protect sensitive data from potential breaches. Additionally, technical complexities in implementing and managing Enterprise Video Content Management systems can hinder seamless integration and performance optimization.

Nonetheless, the market exhibits promising opportunities. The deployment of video analytics holds the potential to offer profitable avenues for growth. This analytical approach enables organizations to extract valuable insights from their video content, empowering data-driven decision-making and strategy refinement.

The key regions considered for the Global Enterprise Video Content Management Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. A regional analysis of the Enterprise Video Content Management (EVCM) Market reveals varying trends and dynamics across different geographic areas. In North America, the market is characterized by early adoption of EVCM solutions, driven by a tech-savvy business environment and a robust infrastructure. The region benefits from a thriving demand for video streaming, particularly for marketing and communication purposes. In Europe, there's a growing emphasis on data privacy and compliance, which has led to increased adoption of EVCM solutions with advanced security features. The Asia-Pacific region, on the other hand, is experiencing rapid growth due to the expansion of high-speed internet access and a burgeoning interest in video content.

Major market player included in this report are:

Amazon Web Services, Inc.

Brightcove

Genus Technologies

Haivision, Inc.

Kollective Technology, Inc.

Panopto

Qumu Corporation

Ringcentral Inc.

Sonic Foundry, Inc.

Vidizmo Llc

Global Enterprise Video Content Management Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered -Type, Deployment mode, Application, End-user, 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 Type:

Video Conferencing

Video Content Management

Webcasting

By Deployment Mode:

Cloud

On-Premises

Hybrid

By Application:

Knowledge Sharing & Collaboration

Corporate Communications

Training & Development

Marketing & Client Engagement

By End-User:

Media  
It & Telecom  
Education  
Healthcare  
Consumer Goods & Retail  
BFSI  
Logistics & Transport  
Manufacturing  
Others

By Region:

North America  
U.S.  
Canada  
Europe  
UK  
Germany  
France  
Spain  
Italy  
ROE  
Asia Pacific  
China  
India  
Japan  
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Brazil  
Mexico  
Rest of the World

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