

Global Live Streaming Pay-Per-View Market Size study, by Product (Cloud, On-Premises) by By Vertical (Sports, Media & Entertainment, Education) and Regional Forecasts 2021-2027

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Abstracts

Global Live Streaming Pay-Per-View Market is valued approximately USD 861.5 million in 2020 and is anticipated to grow with a healthy growth rate of more than 15 % over the forecast period 2021-2027. Live streaming pay-per-view refers to a video hosting service that enables broadcasters to live stream on a pay-per-view basis. The rising adoption of live streaming pay-per-view in the education and entertainment sector is driving the market forward. In 2019, the media and entertainment sector represented the largest revenue share of about 33% in the live streaming pay-per-view market and is expected to lead the market in coming years. The market is also being driven by the collaborations and partnerships among market players. For instance, a SaaS platform provider named Cleeng partnered with Dacast, an online video platform provider in order to increase their user bases. However, network connectivity issues and technical difficulties may impede the growth of the market over the forecast period of 2021-2027. Also, the increasing sports events and the rising adoption of Over The Top (OTT) platforms with streaming live sports matches on a pay-per-view is likely to increase the market growth during the forecast period.

North America ruled the live streaming pay-per-view market and represented 35.0% of the complete income share in 2019. This development can be ascribed to the growing penetration of OTT platforms in the region. Further, the rising disposable income is creating demand for consumer electronics, subsequently increasing demand for video streaming platforms. While Asia Pacific is expected to display the highest CAGR owing to growing adoption of live streaming for academic purposes.

Major market player included in this report are:

Amazon Web Services, Inc.
Cleeng
Dacast
HULU, LLC
InPlayer Ltd.
StreamingVideoProvider
Muvi LLC
Sky Group
StreamGate Pty Ltd.
Phando

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 Product :

Cloud,
On-Premises

By Vertical :

Sports,
Media & Entertainment,
Education

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
Base year – 2020
Forecast period – 2021 to 2027

Target Audience of the Global Live Streaming Pay-Per-View 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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