

Global Online Video Platform Market Size study, by Type (Video Analytics, Video Content Delivery Network, Video Content Management, Mobile Video Live Streaming, and Others.), By Application (Video Sharing, Commercial Video Platform, and Others), By End User (Individual, Content Creator, and Brand & Enterprises) and Regional Forecasts 2021-2027

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Abstracts

Global Online Video Platform Market is valued approximately USD 6.37 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 17.3 % over the forecast period 2021-2027. An online video platform offers a user to store, upload, and convert and playback video content on the internet via a large structured system which generates revenue. The user can upload the videos through mobiles or desktops. The videos length varies from short to full. Increased popularity of online videos over traditional methods of viewing videos is a major driving factor. The increase in expenditure for online video advertisements by major companies for promoting their products is also giving the sector a boost. In 2019 the US saw a significant increase of 142% and the UK increased their ad spend by 79%. However, availability of open sources and free online video platforms is a hurdle in the growth of this industry. Also, increased scope of Live streaming is expected to provide opportunities for market growth.

The regional analysis of global Online Video Platform market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is expected to grow rapidly in these market because of high demand for the online video platforms.

Major market player included in this report are:

Ooyala Inc.
MediaMelon Inc.
Akamai technologies
Kaltura Inc.
Panopto,
Brightcove Inc.
Frame.io Inc.
Limelight Networks Inc.
YouTube
Comcast Technology Solutions.

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 Type:

Video Analytics
Video Hosting
Video Content Management
Mobile Video
Live Steaming
Others

By Application:

Video Sharing
Commercial Video platforms
Others

By End User:

Individual
Content creator
Brand and enterprises

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 Online Video Platform 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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