

Global Over the Top (OTT) Market Size study with COVID-19 Impact, by Content Type (Voice over IP, Text and Image and Video), Platform (Smart Devices, Gaming Consoles, Set-top Box and Laptop, Tablets & Desktop), by Revenue Model (Digital Advertising, Subscription, Rental and Others) and Regional Forecasts 2020-2026

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Abstracts

Global Over The Top (OTT) Market is valued approximately at USD XX billion in 2019 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2020-2026. Due to COVID-19 pandemic, there has been a tremendous rise in demand for Over The Top services by consumers across the world because most of the people stay at home due to lockdown and temporarily closure of multiplexes and other entertainment avenues. Over-the-top services refer to movies and TV shows that are delivered directly to digital users and can be directly downloaded and viewed on user's demand. This type of content does not require cable or satellite television subscription and is delivered directly over the Internet to connected devices such as PC, smartphone, tablet, and console. The over-the-top is innovative technology which enable the customers to access everything they want at a single space. The flexibility and ease-of-use to offer seamless customer experience, internet proliferation with penetration of smart devices and global and local players offering freemium models in price-sensitive markets are the few factors responsible for growth of the market over the forecast period. For instance, according to Internet World Stats in 2018, 49% of total population in Asia uses internet, 85.2% in Europe, 36.1% in Africa and 95% in North America. Furthermore, the rising advancements and other strategic alliance by market key player will create a lucrative demand for this market. For instance: as per Company's news release on April 2020, Disney's Over the top platform Disney+ has

launched an upgraded-on Star India's existing video streaming service Hotstar, now known as Disney+Hotstar. This merger of Disney+ and Hotstar's offers three distinct services including Disney+ Hotstar VIP, Disney+ Hotstar Premium and an ad-supported basic tier will be available. However, threat to privacy and security of user database due to spyware is the major factor restraining the growth of global Over The Top (OTT) market during the forecast period.

The regional analysis of global Over The Top (OTT) market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. Asia Pacific is the leading/significant region across the world. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2026.

Major market player included in this report are:

Akamai Technologies, Inc.

Amazon.com, Inc.

Apple Inc.

CBS Corporation Inc.

Facebook Inc.

Google Inc.

HBO NOW

Hulu L.L.C.

Netflix Inc.

Roku, Inc.

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 Content Type:

Voice over IP

Text and Image

Video

By Platform:

Smart Devices

Gaming Consoles

Set-top Box

Laptop, Tablets & Desktop

By Revenue Model:

Digital Advertising

Subscription

Rental

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

Asia Pacific

China

India

Japan

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2016, 2017, 2018

Base year – 2019

Forecast period – 2020 to 2026

Target Audience of the Global Over The Top (OTT) 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

Contents

CHAPTER 1.EXECUTIVE SUMMARY

- 1.1.Market Snapshot
- 1.2.Global & Segmental Market Estimates & Forecasts, 2018-2026 (USD Billion)
 - 1.2.1.Over The Top (OTT) Market, by Region, 2018-2026 (USD Billion)
 - 1.2.2.Over The Top (OTT) Market, by Content Type, 2018-2026 (USD Billion)
 - 1.2.3.Over The Top (OTT) Market, by Platform, 2018-2026 (USD Billion)
 - 1.2.4.Over The Top (OTT) Market, by Revenue Model, 2018-2026 (USD Billion)
- 1.3.Key Trends
- 1.4.Estimation Methodology
- 1.5.Research Assumption

CHAPTER 2.GLOBAL OVER THE TOP (OTT) MARKET DEFINITION AND SCOPE

- 2.1.Objective of the Study
- 2.2.Market Definition & Scope
 - 2.2.1.Scope of the Study
 - 2.2.2.Industry Evolution
- 2.3.Years Considered for the Study
- 2.4.Currency Conversion Rates

CHAPTER 3.GLOBAL OVER THE TOP (OTT) MARKET DYNAMICS

- 3.1.Over The Top (OTT) Market Impact Analysis (2018-2026)
 - 3.1.1.Market Drivers
 - 3.1.2.Market Challenges
 - 3.1.3.Market Opportunities

CHAPTER 4.GLOBAL OVER THE TOP (OTT) MARKET: INDUSTRY ANALYSIS

- 4.1.Porter's 5 Force Model
 - 4.1.1.Bargaining Power of Suppliers
 - 4.1.2.Bargaining Power of Buyers
 - 4.1.3.Threat of New Entrants
 - 4.1.4.Threat of Substitutes
 - 4.1.5.Competitive Rivalry
 - 4.1.6.Futuristic Approach to Porter's 5 Force Model (2016-2026)

- 4.2. PEST Analysis
 - 4.2.1. Political
 - 4.2.2. Economical
 - 4.2.3. Social
 - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL OVER THE TOP (OTT) MARKET, BY CONTENT TYPE

- 5.1. Market Snapshot
- 5.2. Global Over The Top (OTT) Market by Content Type, Performance - Potential Analysis
- 5.3. Global Over The Top (OTT) Market Estimates & Forecasts by Content Type 2016-2026 (USD Billion)
- 5.4. Over The Top (OTT) Market, Sub Segment Analysis
 - 5.4.1. Voice over IP
 - 5.4.2. Text and Image
 - 5.4.3. Video

CHAPTER 6. GLOBAL OVER THE TOP (OTT) MARKET, BY PLATFORM

- 6.1. Market Snapshot
- 6.2. Global Over The Top (OTT) Market by Platform, Performance - Potential Analysis
- 6.3. Global Over The Top (OTT) Market Estimates & Forecasts by Platform 2016-2026 (USD Billion)
- 6.4. Over The Top (OTT) Market, Sub Segment Analysis
 - 6.4.1. Smart Devices
 - 6.4.2. Gaming Consoles
 - 6.4.3. Set-top Box
 - 6.4.4. Laptop, Tablets & Desktop

CHAPTER 7. GLOBAL OVER THE TOP (OTT) MARKET, BY REVENUE MODEL

- 7.1. Market Snapshot
- 7.2. Global Over The Top (OTT) Market by Revenue Model, Performance - Potential Analysis
- 7.3. Global Over The Top (OTT) Market Estimates & Forecasts by Revenue Model 2016-2026 (USD Billion)

7.4.Over The Top (OTT) Market, Sub Segment Analysis

7.4.1.Digital Advertising

7.4.2.Subscription

7.4.3.Rental

7.4.4.Others

CHAPTER 8.GLOBAL OVER THE TOP (OTT) MARKET, REGIONAL ANALYSIS

8.1.Over The Top (OTT) Market, Regional Market Snapshot

8.2.North America Over The Top (OTT) Market

8.2.1.U.S. Over The Top (OTT) Market

8.2.1.1. Content Type breakdown estimates & forecasts, 2016-2026

8.2.1.2. Platform breakdown estimates & forecasts, 2016-2026

8.2.1.3. Revenue Model breakdown estimates & forecasts, 2016-2026

8.2.2.Canada Over The Top (OTT) Market

8.3.Europe Over The Top (OTT) Market Snapshot

8.3.1.U.K. Over The Top (OTT) Market

8.3.2.Germany Over The Top (OTT) Market

8.3.3.Rest of Europe Over The Top (OTT) Market

8.4.Asia-Pacific Over The Top (OTT) Market Snapshot

8.4.1.China Over The Top (OTT) Market

8.4.2.India Over The Top (OTT) Market

8.4.3.Japan Over The Top (OTT) Market

8.4.4.Rest of Asia Pacific Over The Top (OTT) Market

8.5.Latin America Over The Top (OTT) Market Snapshot

8.5.1.Brazil Over The Top (OTT) Market

8.5.2.Mexico Over The Top (OTT) Market

8.6.Rest of The World Over The Top (OTT) Market

CHAPTER 9.COMPETITIVE INTELLIGENCE

9.1.Top Market Strategies

9.2.Company Profiles

9.2.1.Akamai Technologies, Inc.

9.2.1.1.Key Information

9.2.1.2.Overview

9.2.1.3.Financial (Subject to Data Availability)

9.2.1.4.Product Summary

9.2.1.5.Recent Developments

- 9.2.2. Amazon.com, Inc.
- 9.2.3. Apple, Inc.
- 9.2.4. CBS Corporation, Inc.
- 9.2.5. Facebook, Inc.
- 9.2.6. Google, Inc.
- 9.2.7. HBO NOW
- 9.2.8. Hulu L.L.C.
- 9.2.9. Netflix, Inc.
- 9.2.10. Roku, Inc.

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. List of secondary sources, used in the study of global Over The Top (OTT) market

TABLE 2. List of primary sources, used in the study of global Over The Top (OTT) market

TABLE 3. Global Over The Top (OTT) market, report scope

TABLE 4. Years considered for the study

TABLE 5. Exchange rates considered

TABLE 6. Global Over The Top (OTT) market estimates & forecasts by region 2016-2026 (USD Billion)

TABLE 7. Global Over The Top (OTT) market estimates & forecasts by Content Type 2016-2026 (USD Billion)

TABLE 8. Global Over The Top (OTT) market estimates & forecasts by Platform 2016-2026 (USD Billion)

TABLE 9. Global Over The Top (OTT) market estimates & forecasts by Revenue Model 2016-2026 (USD Billion)

TABLE 10. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 11. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 12. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 13. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 14. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 15. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 16. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 17. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 18. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 19. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 20. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 21. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 22. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 23. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 24. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 25. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 26. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 27. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 28. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 29. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 30. Global Over The Top (OTT) market by segment, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 31. Global Over The Top (OTT) market by region, estimates & forecasts, 2016-2026 (USD Billion)

TABLE 32. U.S. Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 33. U.S. Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 34. U.S. Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 35. U.S. Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 36. Canada Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 37. Canada Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 38. Canada Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 39. Canada Over The Top (OTT) market estimates & forecasts by segment

2016-2026 (USD Billion)

TABLE 40.UK Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 41.UK Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 42.UK Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 43.UK Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 44.Germany Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 45.Germany Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 46.Germany Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 47.Germany Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 48.ROE Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 49.ROE Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 50.ROE Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 51.ROE Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 52.China Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 53.China Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 54.China Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 55.China Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 56.India Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 57.India Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 58.India Over The Top (OTT) market estimates & forecasts by segment 2016-2026 (USD Billion)

TABLE 59.India Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 60.Japan Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD
Billion)

TABLE 61.Japan Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 62.Japan Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 63.Japan Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 64.ROPAC Over The Top (OTT) market estimates & forecasts, 2016-2026
(USD Billion)

TABLE 65.ROPAC Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 66.ROPAC Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 67.ROPAC Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 68.Brazil Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD
Billion)

TABLE 69.Brazil Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 70.Brazil Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 71.Brazil Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 72.Mexico Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD
Billion)

TABLE 73.Mexico Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 74.Mexico Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 75.Mexico Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 76.ROLA Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD
Billion)

TABLE 77.ROLA Over The Top (OTT) market estimates & forecasts by segment
2016-2026 (USD Billion)

TABLE 78.ROLA Over The Top (OTT) market estimates & forecasts by segment

2016-2026 (USD Billion)

TABLE 79.ROLA Over The Top (OTT) market estimates & forecasts by segment

2016-2026 (USD Billion)

TABLE 80.ROW Over The Top (OTT) market estimates & forecasts, 2016-2026 (USD Billion)

TABLE 81.ROW Over The Top (OTT) market estimates & forecasts by segment

2016-2026 (USD Billion)

TABLE 82.ROW Over The Top (OTT) market estimates & forecasts by segment

2016-2026 (USD Billion)

TABLE 83.ROW Over The Top (OTT) market estimates & forecasts by segment

2016-2026 (USD Billion)

List Of Figures

LIST OF FIGURES

- FIG 1.Global Over The Top (OTT) market, research methodology
- FIG 2.Global Over The Top (OTT) market, market estimation techniques
- FIG 3.Global market size estimates & forecast methods
- FIG 4.Global Over The Top (OTT) market, key trends 2019
- FIG 5.Global Over The Top (OTT) market, growth prospects 2020-2026
- FIG 6.Global Over The Top (OTT) market, porters 5 force model
- FIG 7.Global Over The Top (OTT) market, pest analysis
- FIG 8.Global Over The Top (OTT) market, value chain analysis
- FIG 9.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 10.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 11.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 12.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 13.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 14.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 15.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 16.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 17.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 18.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 19.Global Over The Top (OTT) market by segment, 2016 & 2026 (USD Billion)
- FIG 20.Global Over The Top (OTT) market, regional snapshot 2016 & 2026
- FIG 21.North america Over The Top (OTT) market 2016 & 2026 (USD Billion)
- FIG 22.Europe Over The Top (OTT) market 2016 & 2026 (USD Billion)
- FIG 23.Asia pacific Over The Top (OTT) market 2016 & 2026 (USD Billion)
- FIG 24.Latin america Over The Top (OTT) market 2016 & 2026 (USD Billion)
- FIG 25.Global Over The Top (OTT) market, company market share analysis (2019)

COMPANIES MENTIONED

Akamai Technologies, Inc.
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