

# **Global Over The Top (OTT) Devices And Services Market Size study & Forecast, by Type (OTT Services, OTT Devices), by Devices (Streaming Media Players, Streaming Sticks), by Services (OTT Media Services, OTT Communication Services), by OTT Business model ((AVOD, SVOD, TVOD), by Platform (Smart Phones, Smart TVs & Set-top Box, Others) and Regional Analysis, 2023-2030**

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## **Abstracts**

Global Over The Top (OTT) Devices And Services Market is valued at approximately USD 190.5 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 24.3% during the forecast period 2023-2030. OTT (Over-the-Top) Devices and Services refers to the ecosystem of gear, software, and services that transmit audio, video, and other material via the internet without forcing customers to sign up for a typical cable or satellite pay-TV service. It comprises systems that bypass cable, broadcast, and other traditional distribution channels to give viewers with streaming media content directly via the internet. The Global Over The Top (OTT) Devices And Services Market is expanding because of factors such as significant expansion of the media and entertainment industries, increasing demand for high-quality streaming video on smart devices and deployment of innovative technologies by OTT service providers, such as voice command control, gesture input, and others, is a major industry driver.

To establish unique and fascinating collaborations, the producers are working with OTT platforms. Voice command control, gesture input, and other advanced technologies are being integrated into OTT devices which improves the user experience, making services more appealing and user-friendly. AI application by OTT service providers is a major

trend with enormous market growth potential. AI is utilized to analyze user preferences and to provide tailored and premium content. Several industry participants, including Hulu and Amazon Prime, are introducing "lite pay-TV" services to provide linear channels at a reduced cost in comparison to traditional ones. For example, TV channel subscriptions on top of an existing subscription were made available to users of Amazon.com Inc.'s Prime video subscription platform in 2022 for a nominal price. The OTT subscriber base has grown significantly in recent years as a result of these initiatives by industry players. The trend of portability, combined with increased use of small-sized plug-and-play OTT devices and the fact that Over-The-Top (OTT) communication services function via the internet and typically do not impose data or activity limits on their users is playing a great role in developing valuable market opportunities. Furthermore, rising mobile video viewership in developing countries has allowed top OTT service providers in the region to deploy mobile-based subscription models. This element is also likely to generate additional market opportunities. However, Legitimate streaming media businesses and content creators lose money as a result of piracy. Distribution of intellectual content without authorization can result in large financial damages which can affect the market throughout the forecast period of 2023-2030.

The key regions considered for the Global Over The Top (OTT) Devices And Services Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022. The region's do can be attributed to industrialized economies such as the United States and Canada investing heavily in and developing new technology. The region also has a high degree of Internet and smartphone adoption, which should contribute to positive market growth. Furthermore, internet service providers in the region are making the necessary investments in modern and dependable network infrastructure to support the region's ever-increasing data traffic. Asia-Pacific is expected to be the fastest growing region for the Over-The-Top Devices And Services Market International OTT service providers have poured a lot of money into the area in an attempt to take advantage of the growing popularity of subscription OTT among users. Due to the steadily increasing number of subscribers, nations such as China and India are among the top contributors to regional income.

Major market player included in this report are:

Disney + Hotstar

Google LLC

Amazon.com, Inc.

Limelight Networks Inc.

Netflix, Inc.

Roku, Inc.

WarnerMedia Direct, LLC (HBO Max)

Hulu, LLC

Tencent Holdings Ltd.

Akamai Technologies

#### Recent Developments in the Market:

In May 2023, Jio Fibre and OTTplay Premium partnered to give Jio Set-Top Box customers 19 OTTs. OTTplay Premium is well-known for its diverse and high-quality content, which is meant to provide users with a personalized, smooth, and premium streaming experience. Customers with Jio set-top boxes could use this connection to download the OTTplay app from the Jio Store and gain access to popular OTT platforms such as Sony Liv, Zee5, Lionsgate, FanCode, and 15 more all under one roof.

In October 2022, Vislink announced and unveiled a new collaboration with sports OTT provider StreamViral as part of their exposition. Vislink, a major provider of broadcast live streaming production technology, provided an OTT playout and distribution infrastructure to go along with its AI cameras, which are capable of producing thrilling sports productions without requiring live camera operators.

#### Global Over The Top (OTT) Devices And Services Market Report Scope:

Historical Data – 2021 - 2022

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered -Type, Devices, Services, OTT Business model, Platform, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

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:

OTT Services

OTT Devices

By Devices:

Streaming Media Players

Streaming Sticks

By Services:

OTT Media Services

OTT Communication Services

By OTT Business Model:

AVOD (Ad-based Video on Demand)

SVOD (Subscription Video on Demand)

TVOD (Transactional Video on Demand)

By Platform:

Smart Phones

Smart TVs & Set-top Box

Desktop & Laptop

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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