

Global Over the top services Market Size study, by Application (communication, E-Services (media content, audio/video, gaming), web content, cloud services), by end use (personal, commercial (healthcare, media & entertainment, ecommerce, IT, education, others), and by Regional Forecasts 2017-2025

<https://marketpublishers.com/r/GF1319C96AEEN.html>

Date: June 2018

Pages: 120

Price: US\$ 3,150.00 (Single User License)

ID: GF1319C96AEEN

Abstracts

Global Over the top services Market to reach USD 3634.7 billion by 2025.

Global Over the top services Market valued approximately USD 912.4 billion in 2016 is anticipated to grow with a healthy growth rate of more than 16.6% over the forecast period 2017-2025. Key factors which gives growth to the Over the top services market are the demand for OTT services is poised to rise exponentially in the coming years. Likewise, affordable rates of high speed mobile internet has bolstered the adoption of OTT market at large, Smartphone penetration and affordable high speed mobile internet packages are also the major drivers for the OTT service market.

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 Application:

Communication

E-commerce

Media content

Audio/video

Gaming

Web content

Cloud services

By End Use:

Personal

Commercial

Healthcare

Media & entertainment

E-commerce

IT

Education

Others

By Regions:

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 – 2015

Base year – 2016

Forecast period – 2017 to 2025

Some of the key manufacturers involved in the market amazon Inc., twitter Inc., Netflix Inc., dropbox Inc., google Inc., linkedin corporation, skype, apple Inc., Hulu LLC., rakuten Inc. evernote corporation. Acquisitions and effective mergers are some of the strategies adopted by the key manufacturers. New product launches and continuous

technological innovations are the key strategies adopted by the major players.

Target Audience of the Global Over the top services 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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