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Global Playout Automation & Channel-in-a-box Market Size study & Forecast, by Product (Software, Hardware), by Application (Live Playout Automation, Channel in a box), by Deployment (On-premises, Cloud), by Technology (IP Based, SDI Based), and Regional Analysis, 2023-2030

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Abstracts

Global Playout Automation & Channel-in-a-box Market is valued approximately at USD XX billion in 2022 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2023-2030. Playout Automation & Channel-in-a-Box technology streamlines video content management for broadcast TV. It automates playout, allowing broadcasters to centralize media storage and control processing, delivery and playout of multiple channels concurrently. Integrating audio, graphics, clips, and server automation enhances workflow efficiency. The market's growth stems from rising demand for seamlessly integrated signal processing, expanding digital media adoption, and new market applications.

Playout automation and channel-in-a-box technologies play pivotal roles in television and radio, ensuring the quality and visual appeal of content for audiences. Market growth in the forecast period is anticipated to be fueled by increasing demand for cost-effective ownership, simplified operations, and enhanced channel presentation capabilities. As per Statista, in 2022, revenue in the global TV, Radio & Multimedia segment totaled USD 181 billion, reflecting a 2.2% decline from the previous year's figures. Also, in 2024, the European TV, Radio & Multimedia market generated revenue of USD 50.2 billion, with an estimated annual growth rate of 1.50% from 2024 to 2028. Comparatively, China leads globally, with revenue reaching USD 39.9 billion in 2024. Per capita revenue in the TV, Radio & Multimedia market amounts to USD 59.52 in

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2024. By 2028, market volume is forecasted to reach 435.8 million units, with an anticipated 2.2% growth in 2025. However, high cost and lack of standard testing practices stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Playout Automation & Channel-in-a-box Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the regional market with largest market share in 2022 within the playout automation and channel-in-a-box market. The dominance is attributed to continuous advancement in research and development, particularly in television broadcasting technologies, within the United States. The Asia-Pacific region is forecasted to experience the fastest growth between 2023 and 2030, driven by an increasing television audience and heightened demand for enhanced channel presentation.

Major market player included in this report are:

Imagine Communications 9u.S.)

Anyware Video (France)

Athenahealth, Inc. (U.S.)

Aveco s.r.o., (Czechia)

Axel Technologies Private Limited (India)

Broadstream (U.S.)

Evertz (Canada)

Florical Systems (U.S.)

Grass Valley Canada (Canada)

Hardata (U.S.)

Recent Developments in the Market:

NA

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Global Playout Automation & Channel-in-a-box Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

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

Segments Covered - Product, Application, Deployment, Technology, 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 Product:

Hardware

Software

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By Application:

Live Playout Automation

Channel in a Box

By Deployment:

On-premise

Cloud

By Technology:

IP based

SDI based

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

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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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