

Global Sports Broadcasting Technology Market Size study & Forecast, by Component (Solution, Services), by Technology (Analog, Digital), by Platform (OTT, Radio, Television), by End User (Broadcaster, Studios & Content Developer, Distributors) and Regional Analysis, 2023-2030

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Abstracts

Global Sports Broadcasting Technology Market is valued at approximately USD 71.57 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 6.2% during the forecast period 2023-2030. Sports Broadcasting Technology refers to the use of advanced technological tools and systems in capturing, processing, and delivering sports content to audiences through various media channels. This field has witnessed significant advancements, transforming the way sports events are produced, distributed, and consumed. High-definition cameras, ultra-motion replays, virtual graphics, and augmented reality have become integral components of sports broadcasting, providing viewers with immersive and engaging experiences. The Sports Broadcasting Technology Market is expanding because of factors such as the rise of Over-The-Top (OTT) platform users, rising global sports events and advancements in video technologies.

The surge in Over-The-Top (OTT) platform users is playing a pivotal role in propelling the growth of the Sports Broadcasting Technology Market. As consumers increasingly shift towards digital platforms for accessing sports content, OTT services have become a major distribution channel for sports broadcasting. These platforms provides flexible and on-demand access to the wide array of sports content, catering to viewers preferring to consume sports on various devices, including smartphones, tablets, and smart TVs. According to Statista, in the year 2021, the number of users of OTT video worldwide

stood at 3349.41 million users which increased to 3512.03 users in the year 2023 and it is projected to reach 4381.41 million users by the year 2028. Thus, the rising number of users of OTT videos worldwide are driving the market growth. In addition, the rising integration of virtual and augmented reality technologies into sports broadcasting and increasing demand for high-quality sports content are creating new opportunities for market growth. However, regulatory and licensing issues stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Sports Broadcasting Technology Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022. The surge in the popularity of diverse sports events, advancements in broadcasting technology, and the increasing demand for extensive sports content contribute significantly to this trend. The market's momentum is further fueled by the emergence and expansion of new sports leagues, coupled with the rising adoption of virtual platforms for sports broadcasting. Key drivers for the growth of the North American market encompass the heightened demand for personalized and interactive sports content, the increasing prevalence of online streaming services, and the growing adoption of virtual and augmented reality technologies. Additionally, the market gains impetus from escalating investments in sports broadcasting infrastructure, coupled with the rising appetite for high-quality sports content across various platforms, including television, mobile devices, and social media. Asia Pacific is expected to grow at the fastest over the forecast period. The rapid ascent of the market in the region is significantly influenced by its extensive adoption of cutting-edge technology. Leading the technological revolution, countries such as South Korea, Japan, and China boast robust infrastructures that have laid the groundwork for the market's widespread growth. The introduction of new sports leagues in the region is fostering demand for smart stadium infrastructure, positioning the area to compete globally and generate fresh revenue streams in the region.

Major market player included in this report are:

Broadcast Electronics (Elenos S.r.L.)

Belden Inc.

ETL System Ltd.

NEC Corporation

Rohde & Schwarz

AvL Technologies

OMB Broadcast

Global Invacom Group

Hangzhou HAOXUN Technologies Co. Ltd.

VSN Video Stream Networks S.L.

Recent Developments in the Market:

In November 2023, NEC Corporation entered a collaboration with Freshwave for the Open RAN project, focusing on the development of advanced multi-operator neutral host small cell solutions designed for high-traffic areas. Under the initiative known as Project NAVIGATE, the objective is to create, implement, assess, and validate a blueprint for the deployment of open and shareable public mobile 4G and 5G capacity in High-Density Deployment (HDD) environments.

Global Sports Broadcasting Technology 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 – Component, Technology, Platform, End User, 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 Component:

Solution

Services

By Technology:

Analog

Digital

By Platform:

OTT

Radio

Television

By End User:

Broadcaster

Studios & Content Developer

Distributors

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

Contents

CHAPTER 1 EXECUTIVE SUMMARY

- 1.1 Market Snapshot
- 1.2 Global & Segmental Market Estimates & Forecasts, 2020-2030 (USD Billion)
 - 1.2.1 Sports Broadcasting Technology Market, by Region, 2020-2030 (USD Billion)
 - 1.2.2 Sports Broadcasting Technology Market, by Component, 2020-2030 (USD Billion)
 - 1.2.3 Sports Broadcasting Technology Market, by Technology, 2020-2030 (USD Billion)
 - 1.2.4 Sports Broadcasting Technology Market, by Platform, 2020-2030 (USD Billion)
 - 1.2.5 Sports Broadcasting Technology Market, by End User, 2020-2030 (USD Billion)
- 1.3 Key Trends
- 1.4 Estimation Methodology
- 1.5 Research Assumption

CHAPTER 2 GLOBAL SPORTS BROADCASTING TECHNOLOGY MARKET DEFINITION AND SCOPE

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

CHAPTER 3 GLOBAL SPORTS BROADCASTING TECHNOLOGY MARKET DYNAMICS

- 3.1 Sports Broadcasting Technology Market Impact Analysis (2020-2030)
 - 3.1.1 Market Drivers
 - 3.1.1.1 Rise of Over-The-Top (OTT) platforms users
 - 3.1.1.2 Rising global sports events
 - 3.1.1.3 Advancements in video technologies
 - 3.1.2 Market Challenges
 - 3.1.2.1 Regulatory and licensing issues
 - 3.1.3 Market Opportunities
 - 3.1.3.1 Rising integration of virtual and augmented reality technologies into sports

broadcasting

3.1.3.2 Increasing demand for high-quality sports content

CHAPTER 4 GLOBAL SPORTS BROADCASTING TECHNOLOGY 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

4.2 Porter's 5 Force Impact Analysis

4.3 PEST Analysis

4.3.1 Political

4.3.2 Economical

4.3.3 Social

4.3.4 Technological

4.3.5 Environmental

4.3.6 Legal

4.4 Top investment opportunity

4.5 Top winning strategies

4.6 COVID-19 Impact Analysis

4.7 Disruptive Trends

4.8 Industry Expert Perspective

4.9 Analyst Recommendation & Conclusion

CHAPTER 5 GLOBAL SPORTS BROADCASTING TECHNOLOGY MARKET, BY COMPONENT

5.1 Market Snapshot

5.2 Global Sports Broadcasting Technology Market by Component, Performance -
Potential Analysis

5.3 Global Sports Broadcasting Technology Market Estimates & Forecasts by
Component 2020-2030 (USD Billion)

5.4 Sports Broadcasting Technology Market, Sub Segment Analysis

5.4.1 Solution

5.4.2 Services

CHAPTER 6 GLOBAL SPORTS BROADCASTING TECHNOLOGY MARKET, BY TECHNOLOGY

- 6.1 Market Snapshot
- 6.2 Global Sports Broadcasting Technology Market by Technology, Performance - Potential Analysis
- 6.3 Global Sports Broadcasting Technology Market Estimates & Forecasts by Technology 2020-2030 (USD Billion)
- 6.4 Sports Broadcasting Technology Market, Sub Segment Analysis
 - 6.4.1 Analog
 - 6.4.2 Digital

CHAPTER 7 GLOBAL SPORTS BROADCASTING TECHNOLOGY MARKET, BY PLATFORM

- 7.1 Market Snapshot
- 7.2 Global Sports Broadcasting Technology Market by Platform, Performance - Potential Analysis
- 7.3 Global Sports Broadcasting Technology Market Estimates & Forecasts by Platform 2020-2030 (USD Billion)
- 7.4 Sports Broadcasting Technology Market, Sub Segment Analysis
 - 7.4.1 OTT
 - 7.4.2 Radio
 - 7.4.3 Television

CHAPTER 8 GLOBAL SPORTS BROADCASTING TECHNOLOGY MARKET, BY END USER

- 8.1 Market Snapshot
- 8.2 Global Sports Broadcasting Technology Market by End User, Performance - Potential Analysis
- 8.3 Global Sports Broadcasting Technology Market Estimates & Forecasts by End User 2020-2030 (USD Billion)
- 8.4 Sports Broadcasting Technology Market, Sub Segment Analysis
 - 8.4.1 Broadcaster
 - 8.4.2 Studios & Content Developer
 - 8.4.3 Distributors

CHAPTER 9 GLOBAL SPORTS BROADCASTING TECHNOLOGY MARKET,

Global Sports Broadcasting Technology Market Size study & Forecast, by Component (Solution, Services), by Tech...

REGIONAL ANALYSIS

9.1 Top Leading Countries

9.2 Top Emerging Countries

9.3 Sports Broadcasting Technology Market, Regional Market Snapshot

9.4 North America Sports Broadcasting Technology Market

9.4.1 U.S. Sports Broadcasting Technology Market

9.4.1.1 Component breakdown estimates & forecasts, 2020-2030

9.4.1.2 Technology breakdown estimates & forecasts, 2020-2030

9.4.1.3 Platform breakdown estimates & forecasts, 2020-2030

9.4.1.4 End User breakdown estimates & forecasts, 2020-2030

9.4.2 Canada Sports Broadcasting Technology Market

9.5 Europe Sports Broadcasting Technology Market Snapshot

9.5.1 U.K. Sports Broadcasting Technology Market

9.5.2 Germany Sports Broadcasting Technology Market

9.5.3 France Sports Broadcasting Technology Market

9.5.4 Spain Sports Broadcasting Technology Market

9.5.5 Italy Sports Broadcasting Technology Market

9.5.6 Rest of Europe Sports Broadcasting Technology Market

9.6 Asia-Pacific Sports Broadcasting Technology Market Snapshot

9.6.1 China Sports Broadcasting Technology Market

9.6.2 India Sports Broadcasting Technology Market

9.6.3 Japan Sports Broadcasting Technology Market

9.6.4 Australia Sports Broadcasting Technology Market

9.6.5 South Korea Sports Broadcasting Technology Market

9.6.6 Rest of Asia Pacific Sports Broadcasting Technology Market

9.7 Latin America Sports Broadcasting Technology Market Snapshot

9.7.1 Brazil Sports Broadcasting Technology Market

9.7.2 Mexico Sports Broadcasting Technology Market

9.8 Middle East & Africa Sports Broadcasting Technology Market

9.8.1 Saudi Arabia Sports Broadcasting Technology Market

9.8.2 South Africa Sports Broadcasting Technology Market

9.8.3 Rest of Middle East & Africa Sports Broadcasting Technology Market

CHAPTER 10 COMPETITIVE INTELLIGENCE

10.1 Key Company SWOT Analysis

10.1.1 Company

10.1.2 Company

- 10.1.3 Company
- 10.2 Top Market Strategies
- 10.3 Company Profiles
 - 10.3.1 Broadcast Electronics (Elenos S.r.L.)
 - 10.3.1.1 Key Information
 - 10.3.1.2 Overview
 - 10.3.1.3 Financial (Subject to Data Availability)
 - 10.3.1.4 Product Summary
 - 10.3.1.5 Recent Developments
 - 10.3.2 Belden Inc.
 - 10.3.3 ETL System Ltd.
 - 10.3.4 NEC Corporation
 - 10.3.5 Rohde & Schwarz
 - 10.3.6 AvL Technologies
 - 10.3.7 OMB Broadcast
 - 10.3.8 Global Invacom Group
 - 10.3.9 Hangzhou HAOXUN Technologies Co. Ltd.
 - 10.3.10 VSN Video Stream Networks S.L.

CHAPTER 11 RESEARCH PROCESS

- 11.1 Research Process
 - 11.1.1 Data Mining
 - 11.1.2 Analysis
 - 11.1.3 Market Estimation
 - 11.1.4 Validation
 - 11.1.5 Publishing
- 11.2 Research Attributes
- 11.3 Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1 Global Sports Broadcasting Technology Market, report scope

TABLE 2 Global Sports Broadcasting Technology Market estimates & forecasts by Region 2020-2030 (USD Billion)

TABLE 3 Global Sports Broadcasting Technology Market estimates & forecasts by Component 2020-2030 (USD Billion)

TABLE 4 Global Sports Broadcasting Technology Market estimates & forecasts by Technology 2020-2030 (USD Billion)

TABLE 5 Global Sports Broadcasting Technology Market estimates & forecasts by Platform 2020-2030 (USD Billion)

TABLE 6 Global Sports Broadcasting Technology Market estimates & forecasts by End User 2020-2030 (USD Billion)

TABLE 7 Global Sports Broadcasting Technology Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 8 Global Sports Broadcasting Technology Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 9 Global Sports Broadcasting Technology Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 10 Global Sports Broadcasting Technology Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 11 Global Sports Broadcasting Technology Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 12 Global Sports Broadcasting Technology Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 13 Global Sports Broadcasting Technology Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 14 Global Sports Broadcasting Technology Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 15 Global Sports Broadcasting Technology Market by segment, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 16 Global Sports Broadcasting Technology Market by region, estimates & forecasts, 2020-2030 (USD Billion)

TABLE 17 U.S. Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 18 U.S. Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 19 U.S. Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 20 Canada Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 21 Canada Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 22 Canada Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 23 UK Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 24 UK Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 25 UK Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 26 Germany Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 27 Germany Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 28 Germany Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 29 France Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 30 France Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 31 France Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 32 Italy Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 33 Italy Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 34 Italy Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 35 Spain Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 36 Spain Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 37 Spain Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 38 RoE Sports Broadcasting Technology Market estimates & forecasts,

2020-2030 (USD Billion)

TABLE 39 RoE Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 40 RoE Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 41 China Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 42 China Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 43 China Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 44 India Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 45 India Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 46 India Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 47 Japan Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 48 Japan Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 49 Japan Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 50 South Korea Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 51 South Korea Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 52 South Korea Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 53 Australia Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 54 Australia Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 55 Australia Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 56 RoAPAC Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 57 RoAPAC Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 58 RoAPAC Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 59 Brazil Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 60 Brazil Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 61 Brazil Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 62 Mexico Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 63 Mexico Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 64 Mexico Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 65 RoLA Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 66 RoLA Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 67 RoLA Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 68 Saudi Arabia Sports Broadcasting Technology Market estimates & forecasts, 2020-2030 (USD Billion)

TABLE 69 South Africa Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 70 RoMEA Sports Broadcasting Technology Market estimates & forecasts by segment 2020-2030 (USD Billion)

TABLE 71 List of secondary sources, used in the study of global Sports Broadcasting Technology Market

TABLE 72 List of primary sources, used in the study of global Sports Broadcasting Technology Market

TABLE 73 Years considered for the study

TABLE 74 Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final deliverable

List Of Figures

LIST OF FIGURES

- FIG 1 Global Sports Broadcasting Technology Market, research methodology
 - FIG 2 Global Sports Broadcasting Technology Market, Market estimation techniques
 - FIG 3 Global Market size estimates & forecast methods
 - FIG 4 Global Sports Broadcasting Technology Market, key trends 2022
 - FIG 5 Global Sports Broadcasting Technology Market, growth prospects 2023-2030
 - FIG 6 Global Sports Broadcasting Technology Market, porters 5 force model
 - FIG 7 Global Sports Broadcasting Technology Market, pest analysis
 - FIG 8 Global Sports Broadcasting Technology Market, value chain analysis
 - FIG 9 Global Sports Broadcasting Technology Market by segment, 2020 & 2030 (USD Billion)
 - FIG 10 Global Sports Broadcasting Technology Market by segment, 2020 & 2030 (USD Billion)
 - FIG 11 Global Sports Broadcasting Technology Market by segment, 2020 & 2030 (USD Billion)
 - FIG 12 Global Sports Broadcasting Technology Market by segment, 2020 & 2030 (USD Billion)
 - FIG 13 Global Sports Broadcasting Technology Market by segment, 2020 & 2030 (USD Billion)
 - FIG 14 Global Sports Broadcasting Technology Market, regional snapshot 2020 & 2030
 - FIG 15 North America Sports Broadcasting Technology Market 2020 & 2030 (USD Billion)
 - FIG 16 Europe Sports Broadcasting Technology Market 2020 & 2030 (USD Billion)
 - FIG 17 Asia pacific Sports Broadcasting Technology Market 2020 & 2030 (USD Billion)
 - FIG 18 Latin America Sports Broadcasting Technology Market 2020 & 2030 (USD Billion)
 - FIG 19 Middle East & Africa Sports Broadcasting Technology Market 2020 & 2030 (USD Billion)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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