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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 prefering 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

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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

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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

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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

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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

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RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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