

# **Global Sports Streaming Platform Market Size study, by Component (Solutions, Services), by Technology, by Platform, by End-user and Regional Forecasts 2022-2032**

<https://marketpublishers.com/r/G40FBCE43EA2EN.html>

Date: May 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G40FBCE43EA2EN

## **Abstracts**

Global Sports Streaming Platform Market is valued approximately at USD 76.01 billion in 2023 and is anticipated to grow with a compound annual growth rate of more than 6.20% over the forecast period 2024-2032. Sports streaming platforms refer to digital services that allow live and on-demand broadcasting of sports events over the internet, bypassing traditional satellite and cable broadcasting networks. These platforms are rapidly becoming the go-to source for fans to access their favorite games, providing immersive user experiences, multi-angle viewing, interactive content, and real-time statistics. As sports organizations and broadcasters respond to changing viewer preferences, digital transformation is rewriting the rules of sports media consumption, fueling this market's exponential ascent.

This surge is fundamentally underpinned by an evolving ecosystem in which audiences increasingly prefer mobile and connected-TV access over linear viewing. The demand for flexibility, coupled with rising internet penetration and the proliferation of smart devices, has set the stage for widespread OTT adoption. Simultaneously, sports leagues are seeking direct-to-consumer monetization avenues, unbundling from legacy distribution models. The integration of advanced technologies like augmented reality (AR), 5G, and AI-powered recommendation engines has only amplified viewer engagement, making sports streaming a centerpiece of entertainment convergence.

With broadcasters, telecom operators, and tech giants battling for streaming dominance, competition in this market is not just about content—it's about user retention, exclusive rights, and platform scalability. Strategic partnerships are being forged

between leagues and tech firms, while platform providers are investing heavily in cloud infrastructure and low-latency streaming protocols. Meanwhile, monetization models are diversifying with ad-supported free tiers, pay-per-view formats, and tiered subscriptions. Yet, challenges remain in managing content piracy, bandwidth constraints during peak events, and catering to highly fragmented regional preferences.

From a regional perspective, North America currently commands the largest share of the global market, propelled by a mature digital ecosystem, widespread broadband access, and early adoption of sports OTT services. Major leagues like the NFL, NBA, and MLB have launched proprietary streaming ventures or forged exclusive digital deals, solidifying the region's leadership. In Europe, regulatory policies around digital rights and strong fan bases are fostering market growth, especially in countries like the UK, Germany, and Spain. Asia Pacific is anticipated to witness the fastest growth due to a booming smartphone user base, increasing sports viewership, and rising investments in local-language content by global and regional platforms. Latin America and Middle East & Africa are emerging as new battlegrounds with improved connectivity and a growing appetite for global and regional sports content.

**Major market player included in this report are:**

Amazon.com, Inc.

Apple Inc.

DAZN Group Limited

Alphabet Inc. (YouTube)

Disney (ESPN+ & Hotstar)

NBCUniversal Media, LLC (Peacock)

Paramount Global (CBS Sports & Paramount+)

Sony Group Corporation

Tencent Holdings Ltd.

fuboTV Inc.

Sky Group Limited

Sling TV LLC

Eleven Sports Network

Fox Sports Media Group

Hulu, LLC

**The detailed segments and sub-segment of the market are explained below:**

By Component

Solutions

Services

By Technology

Live Streaming

On-demand Streaming

By Platform

Smart TVs

Smartphones

Laptops & Desktops

Tablets

Others

## By End-user

Individual Viewers

Commercial Users (Bars, Gyms, Hospitality, etc.)

## 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

RoMEA

**Years considered for the study are as follows:**

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

**Key Takeaways:**

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

#### Companies Mentioned

Amazon.com, Inc.

Apple Inc.

DAZN Group Limited

Alphabet Inc. (YouTube)

Disney (ESPN+ & Hotstar)

NBCUniversal Media, LLC (Peacock)

Paramount Global (CBS Sports & Paramount+)

Sony Group Corporation

Tencent Holdings Ltd.

fuboTV Inc.

Sky Group Limited

Sling TV LLC

Eleven Sports Network

Fox Sports Media Group

Hulu, LLC

## Contents

### **CHAPTER 1. GLOBAL SPORTS STREAMING PLATFORM MARKET EXECUTIVE SUMMARY**

- 1.1. Global Sports Streaming Platform Market Size & Forecast (2022-2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By Component
  - 1.3.2. By Technology
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL SPORTS STREAMING PLATFORM MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Viewer Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory Frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL SPORTS STREAMING PLATFORM MARKET DYNAMICS**



### 3.1. Market Drivers

- 3.1.1. Surge in OTT adoption and multi-device usage
- 3.1.2. Direct-to-consumer monetization by leagues
- 3.1.3. Integration of AR, 5G, and AI-driven personalization

### 3.2. Market Challenges

- 3.2.1. Content piracy and licensing complexities
- 3.2.2. Bandwidth congestion during major events
- 3.2.3. Regional fragmentation of sports rights

### 3.3. Market Opportunities

- 3.3.1. Expansion in emerging markets with rising internet penetration
- 3.3.2. Strategic partnerships between tech firms and leagues
- 3.3.3. Growth of ad-supported and hybrid subscription models

## **CHAPTER 4. GLOBAL SPORTS STREAMING PLATFORM MARKET INDUSTRY ANALYSIS**

### 4.1. Porter's Five Forces 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
- 4.1.6. Futuristic Approach to Porter's Model
- 4.1.7. Porter's Impact Analysis

### 4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

### 4.3. Top Investment Opportunities

### 4.4. Top Winning Strategies

### 4.5. Disruptive Trends

### 4.6. Industry Expert Perspective

### 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL SPORTS STREAMING PLATFORM MARKET SIZE & FORECASTS BY COMPONENT 2022-2032**

#### 5.1. Segment Dashboard

#### 5.2. Global Market: Solutions Revenue Trend Analysis, 2022 & 2032 (USD Billion)

#### 5.3. Global Market: Services Revenue Trend Analysis, 2022 & 2032 (USD Billion)

### **CHAPTER 6. GLOBAL SPORTS STREAMING PLATFORM MARKET SIZE & FORECASTS BY TECHNOLOGY 2022-2032**

#### 6.1. Segment Dashboard

#### 6.2. Global Market: Live Streaming Revenue Trend Analysis, 2022 & 2032 (USD Billion)

#### 6.3. Global Market: On-demand Streaming Revenue Trend Analysis, 2022 & 2032 (USD Billion)

### **CHAPTER 7. GLOBAL SPORTS STREAMING PLATFORM MARKET SIZE & FORECASTS BY PLATFORM 2022-2032**

#### 7.1. Segment Dashboard

#### 7.2. Global Market: Smart TVs Revenue Trend Analysis, 2022 & 2032 (USD Billion)

#### 7.3. Global Market: Smartphones Revenue Trend Analysis, 2022 & 2032 (USD Billion)

#### 7.4. Global Market: Laptops & Desktops Revenue Trend Analysis, 2022 & 2032 (USD Billion)

#### 7.5. Global Market: Tablets Revenue Trend Analysis, 2022 & 2032 (USD Billion)

#### 7.6. Global Market: Others Revenue Trend Analysis, 2022 & 2032 (USD Billion)

### **CHAPTER 8. GLOBAL SPORTS STREAMING PLATFORM MARKET SIZE & FORECASTS BY END-USER 2022-2032**

#### 8.1. Segment Dashboard

#### 8.2. Global Market: Individual Viewers Revenue Trend Analysis, 2022 & 2032 (USD Billion)

#### 8.3. Global Market: Commercial Users Revenue Trend Analysis, 2022 & 2032 (USD Billion)

### **CHAPTER 9. GLOBAL SPORTS STREAMING PLATFORM MARKET SIZE & FORECASTS BY REGION 2022-2032**

#### 9.1. North America Market

##### 9.1.1. U.S. Market

##### 9.1.1.1. By Component breakdown size & forecasts, 2022-2032

- 9.1.1.2. By Technology breakdown size & forecasts, 2022-2032
- 9.1.2. Canada Market
- 9.2. Europe Market
  - 9.2.1. UK Market
  - 9.2.2. Germany Market
  - 9.2.3. France Market
  - 9.2.4. Spain Market
  - 9.2.5. Italy Market
  - 9.2.6. Rest of Europe Market
- 9.3. Asia Pacific Market
  - 9.3.1. China Market
  - 9.3.2. India Market
  - 9.3.3. Japan Market
  - 9.3.4. Australia Market
  - 9.3.5. South Korea Market
  - 9.3.6. Rest of Asia Pacific Market
- 9.4. Latin America Market
  - 9.4.1. Brazil Market
  - 9.4.2. Mexico Market
  - 9.4.3. Rest of Latin America Market
- 9.5. Middle East & Africa Market
  - 9.5.1. Saudi Arabia Market
  - 9.5.2. South Africa Market
  - 9.5.3. Rest of Middle East & Africa Market

## **CHAPTER 10. COMPETITIVE INTELLIGENCE**

- 10.1. Key Company SWOT Analysis
  - 10.1.1. Amazon.com, Inc.
  - 10.1.2. Apple Inc.
  - 10.1.3. DAZN Group Limited
- 10.2. Top Market Strategies
- 10.3. Company Profiles
  - 10.3.1. Amazon.com, Inc.
    - 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. Market Strategies

- 10.3.2. Apple Inc.
- 10.3.3. DAZN Group Limited
- 10.3.4. Alphabet Inc. (YouTube)
- 10.3.5. Disney (ESPN+ & Hotstar)
- 10.3.6. NBCUniversal Media, LLC (Peacock)
- 10.3.7. Paramount Global (CBS Sports & Paramount+)
- 10.3.8. Sony Group Corporation
- 10.3.9. Tencent Holdings Ltd.
- 10.3.10. fuboTV Inc.
- 10.3.11. Sky Group Limited
- 10.3.12. Sling TV LLC
- 10.3.13. Eleven Sports Network
- 10.3.14. Fox Sports Media Group
- 10.3.15. Hulu, LLC

## **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

## List Of Tables

### LIST OF TABLES

TABLE 1.	Global Sports Streaming Platform market, report scope
TABLE 2.	Global market estimates & forecasts by Region 2022-2032 (USD Billion)
TABLE 3.	Global market estimates & forecasts by Component 2022-2032 (USD Billion)
TABLE 4.	Global market estimates & forecasts by Technology 2022-2032 (USD Billion)
TABLE 5.	Global market estimates & forecasts by Platform 2022-2032 (USD Billion)
TABLE 6.	Global market estimates & forecasts by End-user 2022-2032 (USD Billion)
TABLE 7.	North America market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 8.	U.S. market estimates & forecasts by segment, 2022-2032 (USD Billion)
TABLE 9.	Canada market estimates & forecasts by segment, 2022-2032 (USD Billion)
TABLE 10.	Europe market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 11.	Asia Pacific market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 12.	Latin America market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 13.	Middle East & Africa market estimates & forecasts, 2022-2032 (USD Billion)
TABLE 14.	Competitive landscape: company market share analysis, 2023
TABLE 15.	Key business strategies adopted by leading players
TABLE 16.	Demand side and supply side analysis metrics
TABLE 17.	Currency conversion rates
TABLE 18.	Years considered for the study
TABLE 19.	Estimation methodology details
TABLE 20.	Definitions and abbreviations

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Sports Streaming Platform market research methodology
- FIG 2. Market estimation techniques
- FIG 3. Market size estimates & forecast methods
- FIG 4. Key trends 2023
- FIG 5. Growth prospects 2022-2032
- FIG 6. Porter's Five Forces analysis
- FIG 7. PESTEL analysis
- FIG 8. Value chain analysis
- FIG 9. Global market by Component, 2022 & 2032
- FIG 10. Global market by Technology, 2022 & 2032
- FIG 11. Global market by Platform, 2022 & 2032
- FIG 12. Global market by End-user, 2022 & 2032
- FIG 13. Regional snapshot 2022 & 2032
- FIG 14. North America market 2022 & 2032
- FIG 15. U.S. market 2022 & 2032
- FIG 16. Canada market 2022 & 2032
- FIG 17. Europe market 2022 & 2032
- FIG 18. Asia Pacific market 2022 & 2032
- FIG 19. Latin America market 2022 & 2032
- FIG 20. Middle East & Africa market 2022 & 2032

## I would like to order

Product name: Global Sports Streaming Platform Market Size study, by Component (Solutions, Services), by Technology, by Platform, by End-user and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G40FBCE43EA2EN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G40FBCE43EA2EN.html>