

Global Video Servers Market Size study & Forecast, by Component (Solutions, Services), by Streaming Type (Live Streaming, Video-on-Demand Streaming), by Deployment (On-Premises, Cloud), by Delivery Channel (Pay-Tv, Internet Protocol TV, Over-The-Top), by Monetization Model (Subscription-Based, Advertising-Based, Transaction-Based), by Vertical (Media and Entertainment, BFSI, Academia and Education, Healthcare, Government and other verticals) and Regional Analysis, 2023-2030

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Abstracts

Global Video Servers Market is valued at approximately USD 9.3 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 18.3 % over the forecast period 2023-2030. Video Servers are hardware or software systems that store, manage, and distribute video content over a network. They enable efficient storage, retrieval, and streaming of video files for various applications such as video-on-demand, live streaming, and video surveillance. The Video Servers Market is expanding because of factors such as the increasing number of OTT platforms and increasing adoption of media and entertainment.

Growing media and entertainment sectors across the globe is expected to drive the market expansion. According to Statista in 2021, the media and entertainment market witnessed a notable growth of 10.4%, reaching a value of USD 2.34 trillion. Projections indicate that this market is expected to further expand and reach USD 2.93 trillion by the end of 2026. The increasing adoption of OTT platforms has a significant influence on

the video server market, driving its growth. Video servers are essential for delivering high-quality streaming content and meeting the demands of users in the expanding OTT platform landscape. By 2027, it is estimated that the number of OTT video users may reach approximately 4.2 billion individuals. In addition, the rising adoption of cloud-based video servers and the rising integration of AI and machine learning in video streaming platforms would create a lucrative growth opportunity. However, the technical complexity and Content protection & copyright issues stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Video Servers Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market over the forecast period owing to the strong presence of major market players and a well-established IT infrastructure, driving the increased adoption of video servers across industries such as broadcasting, media, and entertainment. Asia Pacific is the fastest growing region over the forecast period, owing to factors such as increasing adoption of OTT platforms, the proliferation of smartphones, and the rising internet penetration that are driving the demand for video servers in this region.

Major market player included in this report are:

Brightcove, Inc.

Akamai Technologies, Inc.

Enghouse Systems Ltd

International Business Machines Corporation

Harmonic Inc

Cisco System Inc

Arris International Limited

Concurrent Technologies Corporation

Grass Valley Group

EVS Broadcast Equipment SA

Recent Developments in the Market:

In March 2023, Brightcove announced the expansion of its E-Commerce capabilities by integrating with popular platforms such as Shopify, Instagram, and Salesforce Sales Cloud. These integrations aim to empower businesses to effectively engage and activate audiences through engaging, interactive, and live or on-demand video content.

In April 2023, Akamai Technologies introduced new cloud computing features for streaming video at the NAB Show. These features empower OTT operators to enhance video quality, personalize experiences, reduce costs, and monetize content effectively. Akamai also improved support for the CMCD specification and welcomed new partners to its Qualified Computing Partner program.

Global Video Servers 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, Streaming Type, Deployment, Delivery Channel, Monetization Model, Vertical, 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 Streaming Type:

On-Premises

Cloud

By Deployment:

Live Streaming

Video-on-Demand (VoD) Streaming

By Delivery Channel:

Pay-Tv

Internet Protocol TV (IPTV)

Over-The-Top (OTT)

By Monetization Model:

Subscription-Based

Advertising-Based

Transaction-Based

By Vertical:

Media and Entertainment

BFSI

Academia and Education

Healthcare

Government

Other Verticals

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

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