

# **Global Video Streaming Market Size Study & Forecast, By Streaming Type (Live Video Streaming, Non-Linear Video Streaming (Video on Demand)) By Solution Type (Internet Protocol TV, Over-the-Top (OTT), Pay-TV), By Platform (Gaming Consoles, Laptops & Desktops, Smartphones & Tablets, Smart TV), By Service (Consulting, Managed Services, Training & Support), By Revenue (Advertising, Rental, Subscription), By Deployment (Cloud, On-Premises), by User (Enterprise, Consumer) and Regional Analysis, 2023-2030**

<https://marketpublishers.com/r/G5DA5C01BFD4EN.html>

Date: April 2024

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G5DA5C01BFD4EN

## **Abstracts**

Global Video Streaming Market is valued at approximately USD 87.93 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 21.50% over the forecast period 2023-2030. Video streaming refers to the method of delivering video content over the internet in real time, allowing users to watch videos without having to download them beforehand. This technology enables users to access a wide range of video content, including movies, TV shows, live events, and user-generated content, on various devices such as smartphones, tablets, computers, and smart TVs. Video streaming platforms use compression algorithms to transmit video data efficiently over the internet, ensuring smooth playback even on devices with limited bandwidth or slower internet connections. The Video Streaming market is expanding because of factors such as increasing internet penetration, rising demand for on-demand content, and rising adoption of low-latency streaming protocol videos.

The growth of the market is being driven by the increasing adoption of low-latency video streaming and the rising popularity of live streaming through social media platforms among consumers. Major players in the market are also contributing to this growth by developing advanced low-latency live-streaming video platforms. This surge in demand is fueled by the growing preference for real-time engagement among users, further propelling the expansion of the global video streaming market. For example, in January 2022, THEO Technologies Inc., a video technology company, launched hesp. live, a live streaming platform with low latency. This HTTP-based platform disrupts the industry's standard of multiple-second latency, offering the fastest live-streaming solution available. Utilizing the High-Efficiency Streaming Protocol (HESP), THEO Technologies enables live video interactivity at a large scale across various industries, including betting, gaming, auctions, sports, and live events. The platform facilitates low-latency streaming for mobile users, enabling real-time broadcasting of events such as online courses, sports games, game streaming, and e-commerce platforms. In addition, rising advancements in technologies and the emergence of 5G Technology are creating new opportunities for market growth. However, content piracy and copyright issues as well as high licensing costs stifle market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Video Streaming Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022. The Video Streaming Market benefits from the strong presence of industry leaders such as Netflix, Inc., Alphabet Inc., Amazon.com, Inc., Microsoft Corporation, and other key players. Moreover, the expanding user base for video on-demand and video gaming platforms in the United States and Canada contributes significantly to market growth. Asia Pacific is expected to grow at the fastest rate during the forecast period. The region is experiencing significant market expansion, driven by the increasing adoption of various video streaming solutions, including video on-demand and Over-the-Top (OTT) platforms, among consumers. Additionally, key players in Asia Pacific, such as Disney+ Hotstar, Tencent Holdings Ltd., and others, are actively involved in the development of streaming software and the expansion of their service offerings.

Major market players included in this report are:

Akamai Technologies

Amazon Web Services, Inc.

Apple Inc.

Cisco Systems, Inc.

Google LLC

Kaltura, Inc.

Netflix, Inc.

International Business Machine Corporation (IBM Cloud Video)

Wowza Media Systems, LLC

Hulu, LLC

Recent Developments in the Market:

In March 2023, Brightcove, Inc., a U.S.-based internet company, unveiled integrations with Instagram, Shopify, and Salesforce Sales Cloud within their video cloud platform. This integration is designed to empower companies to effectively engage, captivate, and mobilize audiences through interactive, immersive, and both live and on-demand video content.

In March 2023, IBM Watson Media, an American virtual events platform company, introduced new event registration features integrated into IBM Enterprise Video Streaming. This enhancement in the enterprise video streaming registration form aims to provide customers with enhanced capabilities to streamline event management processes.

Global Video Streaming 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 – Streaming Type, Solution Type, Platform, Service, Revenue, Deployment, User, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' working hours) with purchase. Addition or alteration to country, regional & segment scope\*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for 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 to detailed information about the crucial aspects such as driving factors & challenges that will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Streaming Type:

Live Video Streaming

Non-Linear Video Streaming (Video on Demand)

By Solution Type:

Internet Protocol TV

Over-the-Top (OTT)

Pay-TV

**By Platform:**

Gaming Consoles

Laptops &amp; Desktops

Smartphones &amp; Tablets

Smart TV

**By Service:**

Consulting

Managed Services

Training &amp; Support

**By Revenue:**

Advertising

Rental

Subscription

**By Deployment:**

Cloud

On-Premises

**By User:**

Enterprise

Consumer

**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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