

Global Video Streaming Software Market Size study & Forecast, by Component (Transcoding & Processing, Video Management, Video Delivery & Distribution, Video Security) and Streaming Type (Live, Video-On-Demand) and Regional Forecasts 2025-2035

<https://marketpublishers.com/r/G0E1DFA6E7E4EN.html>

Date: September 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G0E1DFA6E7E4EN

Abstracts

The Global Video Streaming Software Market is valued at approximately USD 6.09 billion in 2024 and is anticipated to expand at a CAGR of 9.59% over the forecast period 2025-2035. The rapid proliferation of digital media platforms, coupled with the insatiable appetite for on-demand content consumption, has been reshaping the contours of the media and entertainment industry. Video streaming software plays a pivotal role in orchestrating seamless content delivery across devices and geographies, ensuring optimal user experiences while maintaining efficiency at scale. The rising adoption of cloud-based infrastructure, integration of advanced video analytics, and AI-powered personalization engines are further bolstering the market outlook. Moreover, the acceleration of digital transformation initiatives across enterprises for corporate communication, training, and customer engagement is contributing to the industry's remarkable growth trajectory.

The surging consumption of both live and on-demand video content has been a defining force driving the demand for streaming software worldwide. From OTT platforms revolutionizing home entertainment to enterprises leveraging real-time video for webinars and product launches, the market's scope continues to widen. According to industry reports, video is projected to account for over 80% of all internet traffic by 2030, reflecting a fundamental behavioral shift toward visual-first communication. At the same time, the continuous rollout of 5G networks is expected to propel adoption further, enabling low-latency, high-definition streaming at scale. However, challenges such as bandwidth constraints in developing regions and the escalating concerns over video

piracy and data security could restrain market expansion in certain pockets.

The detailed segments and sub-segments included in the report are:

By Component:

Transcoding & Processing

Video Management

Video Delivery & Distribution

Video Security

By Streaming Type:

Live

Video-On-Demand

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

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

Live streaming is expected to dominate the market throughout the forecast period. The immediacy of live broadcasts, coupled with the immersive experience it provides, has made it indispensable in domains such as sports, news, gaming, and enterprise communication. Audiences are increasingly gravitating toward interactive and real-time content, compelling businesses and media houses alike to double down on live-streaming strategies. Moreover, integration of social media platforms with live streaming solutions has significantly amplified user engagement levels, turning live video into both a marketing tool and a revenue-generating engine. While video-on-demand continues to hold its firm ground, live streaming is cementing itself as the heartbeat of digital content delivery.

From a revenue standpoint, video-on-demand (VoD) remains the market leader, accounting for the lion's share in 2024. Fueled by the success of subscription-based streaming giants, VoD services have transformed how global audiences consume entertainment by offering convenience, personalization, and a vast content library. Furthermore, enterprises across industries are adopting VoD platforms for e-learning, onboarding, and customer support, diversifying its applications beyond entertainment. As demand for binge-worthy content and corporate training modules grows, VoD is expected to maintain a significant revenue contribution. Nevertheless, live-streaming solutions are catching up quickly, indicating a dual-growth pattern for the market.

North America commanded the global video streaming software market in 2025, owing to its robust digital ecosystem, widespread adoption of OTT services, strong broadband infrastructure, and early integration of AI-driven streaming solutions. With the presence of key technology providers and content creators, the region continues to lead in innovation and revenue generation. Meanwhile, the Asia Pacific region is projected to be the fastest-growing during the forecast period. Rapid urbanization, expanding internet penetration, and the massive population of digital-native users in markets such as China and India are propelling demand. Europe, on the other hand, is observing steady growth underpinned by regulatory support for data protection and rising enterprise adoption of streaming solutions. Latin America and the Middle East & Africa are emerging as promising markets, driven by increasing mobile penetration and localized content creation efforts.

Major market players included in this report are:

IBM Corporation

Brightcove Inc.

Vimeo OTT (IAC/InterActiveCorp)

Kaltura Inc.

Qumu Corporation

Panopto Inc.

Akamai Technologies Inc.

Wowza Media Systems LLC

Haivision Systems Inc.

MediaPlatform Inc.

Muvi LLC

Sonic Foundry Inc.

Dacast Inc.

Limelight Networks Inc.

Microsoft Corporation

Global Video Streaming Software Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period – 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

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 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 the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it 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-segments of the market are explained below:

Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the 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 the competitive structure of the market.

Demand side and supply side analysis of the market.

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