

Israel video on demand (VoD) Market Size Study by Revenue Model (Advertising VoD, Subscription VoD, Transactional VoD) Forecasts 2022-2032

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Abstracts

Israel video on demand (VoD) market, valued at approximately USD 726.5 million in 2023, is anticipated to grow at a remarkable compound annual growth rate (CAGR) of over 29% during the forecast period from 2024 to 2032. Video on demand represents a revolutionary shift in how digital media is delivered and consumed, enabling users to access a plethora of video content, including movies and television shows, at their convenience. This digital media delivery system offers unparalleled flexibility compared to traditional broadcasting by allowing viewers to choose content based on their preferences and schedules. VoD services are available across various platforms, including streaming services, cable, and satellite TV providers, supporting a wide range of devices such as smart TVs, computers, and smartphones.

The burgeoning demand for VoD services in Israel is driven by several critical factors. Foremost among these is the increasing penetration of high-speed internet across the country. Enhanced internet accessibility allows a larger segment of the population to engage in video streaming services, enjoying high-quality content without interruptions. This widespread connectivity is a pivotal factor in the adoption and growth of VoD platforms. Additionally, changing consumer preferences are significantly contributing to the market's expansion. The traditional TV viewing model is increasingly being supplanted by the demand for on-demand content, with consumers, especially younger audiences, seeking the flexibility to watch their preferred content anytime and anywhere. This shift towards personalized and convenient viewing experiences is driving higher subscription rates for VoD services.

Moreover, the VoD market in Israel is bolstered by the diverse content offerings available on these platforms. VoD providers are continually expanding their content

libraries to include a mix of local and international content, appealing to a broad spectrum of viewer preferences. The availability of original content, exclusive series, and a wide array of genres ensures that VoD platforms can attract and retain a diverse audience, thereby fuelling market growth. Also, the market also presents significant opportunities, particularly with advancements in streaming technology. Innovations such as improved video compression techniques and enhanced user interfaces are set to offer superior viewing experiences. Additionally, the integration of artificial intelligence (AI) for personalized recommendations is poised to boost user engagement and retention, providing a competitive edge for VoD providers.

However, the market faces challenges, with content piracy being a major concern. Unauthorized distribution and sharing of digital content can result in substantial revenue losses for VoD providers and deter investments in original content production. Addressing this challenge necessitates robust anti-piracy measures and stringent legal frameworks to protect intellectual property rights.

Major market players included in this report are:

Netflix Inc.

Cellcom Israel Ltd.

Company 3

Company 4

Company 5

Company 6

Company 7

Company 8

Company 9

Company 10

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

By Revenue Model:

Advertising VoD

Subscription VoD

Transactional VoD

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.

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.

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