

# Global Live Streaming Video Platform Market Research Report 2022(Status and Outlook)

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## Abstracts

### Report Overview

Live streaming refers to online streaming media simultaneously recorded and broadcast in real time. Live Streaming Video Platform is a place where people can share their own videos to others. In general, streaming platforms generate revenue from below sources, while utilizing a “free-to-use” model.

Advertising -- digital advertising can include pre-roll clips on stream or throughout the platform website. A large majority of advertising revenue typically accrues to the platform directly.

Subscriptions -- users can sign up for subscriptions that allow for improved viewing (i.e. ad-free) or increased interactivity (chat with streamers, emojis). For the platforms that offer subscriptions, the platforms typically receive a meaningful take rate.

Donations and Virtual Gifts -- viewers may make donations and or virtual gifts to their favourite streamers, many times in an attempt to have their name called out on stream. Platforms typically take a significant cut of donation and/or virtual gifting revenues, but it varies significantly amongst platforms.

The Global Live Streaming Video Platform Market Size was estimated at USD 38352.14 million in 2021 and is projected to reach USD 138218.23 million by 2028, exhibiting a CAGR of 20.10% during the forecast period.

Bosson Research’s latest report provides a deep insight into the global Live Streaming Video Platform market covering all its essential aspects. This ranges from a macro

overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, Porter's five forces analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Live Streaming Video Platform Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Live Streaming Video Platform market in any manner.

### Global Live Streaming Video Platform Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Kuaishou

YY

Twitch

Tencent Music Entertainment (TME)

Momo

Douyu

ByteDance

YouTube

Inke

Huajiao

Yizhibo (Weibo)

Twitter (Periscope)

Brightcove (Ooyala)

Uplive

Mixer

Facebook

Instagram

Snapchat

Vimeo (Livestream)

IBM Cloud Video

## Market Segmentation (by Type)

B2B

B2C

## Market Segmentation (by Application)

Music, Dancing and Talk Shows

Game

Dating Shows

Outdoor Activities and Sports

Others

### Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

### Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Live Streaming Video Platform Market

Overview of the regional outlook of the Live Streaming Video Platform Market:

#### Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as

challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Note: this report may need to undergo a final check or review and this could take about 48 hours.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Live Streaming Video Platform Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the Market's Competitive Landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Live Streaming Video Platform
- 1.2 Key Market Segments
  - 1.2.1 Live Streaming Video Platform Segment by Type
  - 1.2.2 Live Streaming Video Platform Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 LIVE STREAMING VIDEO PLATFORM MARKET OVERVIEW**

- 2.1 Global Live Streaming Video Platform Market Size (M USD) Estimates and Forecasts (2017-2028)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

### **3 LIVE STREAMING VIDEO PLATFORM MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Live Streaming Video Platform Revenue Market Share by Manufacturers (2017-2022)
- 3.2 Live Streaming Video Platform Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Manufacturers Live Streaming Video Platform Sales Sites, Area Served, Service Type
- 3.4 Live Streaming Video Platform Market Competitive Situation and Trends
  - 3.4.1 Live Streaming Video Platform Market Concentration Rate
  - 3.4.2 Global 5 and 10 Largest Live Streaming Video Platform Players Market Share by Revenue
  - 3.4.3 Mergers & Acquisitions, Expansion

### **4 LIVE STREAMING VIDEO PLATFORM VALUE CHAIN ANALYSIS**

- 4.1 Live Streaming Video Platform Value Chain Analysis



- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF LIVE STREAMING VIDEO PLATFORM MARKET**

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
  - 5.5.1 Mergers & Acquisitions
  - 5.5.2 Expansions
  - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

## **6 LIVE STREAMING VIDEO PLATFORM MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Live Streaming Video Platform Market Size Market Share by Type (2017-2022)
- 6.3 Global Live Streaming Video Platform Sales Growth Rate by Type (2017-2022)

## **7 LIVE STREAMING VIDEO PLATFORM MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Live Streaming Video Platform Market Size (M USD) by Application (2017-2022)
- 7.3 Global Live Streaming Video Platform Sales Growth Rate by Application (2017-2022)

## **8 LIVE STREAMING VIDEO PLATFORM MARKET SEGMENTATION BY REGION**

- 8.1 Global Live Streaming Video Platform Market Size by Region
  - 8.1.1 Global Live Streaming Video Platform Market Size by Region
  - 8.1.2 Global Live Streaming Video Platform Market Share by Region
- 8.2 North America
  - 8.2.1 North America Live Streaming Video Platform Market Size by Country

- 8.2.2 U.S.
- 8.2.3 Canada
- 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe Live Streaming Video Platform Market Size by Country
  - 8.3.2 Germany
  - 8.3.3 France
  - 8.3.4 U.K.
  - 8.3.5 Italy
  - 8.3.6 Russia
- 8.4 Asia Pacific
  - 8.4.1 Asia Pacific Live Streaming Video Platform Market Size by Region
  - 8.4.2 China
  - 8.4.3 Japan
  - 8.4.4 South Korea
  - 8.4.5 India
  - 8.4.6 Southeast Asia
- 8.5 South America
  - 8.5.1 South America Live Streaming Video Platform Market Size by Country
  - 8.5.2 Brazil
  - 8.5.3 Argentina
  - 8.5.4 Columbia
- 8.6 Middle East and Africa
  - 8.6.1 Middle East and Africa Live Streaming Video Platform Market Size by Region
  - 8.6.2 Saudi Arabia
  - 8.6.3 UAE
  - 8.6.4 Egypt
  - 8.6.5 Nigeria
  - 8.6.6 South Africa

## **9 KEY COMPANIES PROFILED**

- 9.1 Kuaishou
  - 9.1.1 Kuaishou Live Streaming Video Platform Basic Information
  - 9.1.2 Kuaishou Live Streaming Video Platform Product Overview
  - 9.1.3 Kuaishou Live Streaming Video Platform Product Market Performance
  - 9.1.4 Kuaishou Business Overview
  - 9.1.5 Kuaishou Live Streaming Video Platform SWOT Analysis
  - 9.1.6 Kuaishou Recent Developments

## 9.2 YY

- 9.2.1 YY Live Streaming Video Platform Basic Information
- 9.2.2 YY Live Streaming Video Platform Product Overview
- 9.2.3 YY Live Streaming Video Platform Product Market Performance
- 9.2.4 YY Business Overview
- 9.2.5 YY Live Streaming Video Platform SWOT Analysis
- 9.2.6 YY Recent Developments

## 9.3 Twitch

- 9.3.1 Twitch Live Streaming Video Platform Basic Information
- 9.3.2 Twitch Live Streaming Video Platform Product Overview
- 9.3.3 Twitch Live Streaming Video Platform Product Market Performance
- 9.3.4 Twitch Business Overview
- 9.3.5 Twitch Live Streaming Video Platform SWOT Analysis
- 9.3.6 Twitch Recent Developments

## 9.4 Tencent Music Entertainment (TME)

- 9.4.1 Tencent Music Entertainment (TME) Live Streaming Video Platform Basic Information
- 9.4.2 Tencent Music Entertainment (TME) Live Streaming Video Platform Product Overview
- 9.4.3 Tencent Music Entertainment (TME) Live Streaming Video Platform Product Market Performance
- 9.4.4 Tencent Music Entertainment (TME) Business Overview
- 9.4.5 Tencent Music Entertainment (TME) Live Streaming Video Platform SWOT Analysis
- 9.4.6 Tencent Music Entertainment (TME) Recent Developments

## 9.5 Momo

- 9.5.1 Momo Live Streaming Video Platform Basic Information
- 9.5.2 Momo Live Streaming Video Platform Product Overview
- 9.5.3 Momo Live Streaming Video Platform Product Market Performance
- 9.5.4 Momo Business Overview
- 9.5.5 Momo Live Streaming Video Platform SWOT Analysis
- 9.5.6 Momo Recent Developments

## 9.6 Douyu

- 9.6.1 Douyu Live Streaming Video Platform Basic Information
- 9.6.2 Douyu Live Streaming Video Platform Product Overview
- 9.6.3 Douyu Live Streaming Video Platform Product Market Performance
- 9.6.4 Douyu Business Overview
- 9.6.5 Douyu Recent Developments

## 9.7 ByteDance

- 9.7.1 ByteDance Live Streaming Video Platform Basic Information
- 9.7.2 ByteDance Live Streaming Video Platform Product Overview
- 9.7.3 ByteDance Live Streaming Video Platform Product Market Performance
- 9.7.4 ByteDance Business Overview
- 9.7.5 ByteDance Recent Developments
- 9.8 YouTube
  - 9.8.1 YouTube Live Streaming Video Platform Basic Information
  - 9.8.2 YouTube Live Streaming Video Platform Product Overview
  - 9.8.3 YouTube Live Streaming Video Platform Product Market Performance
  - 9.8.4 YouTube Business Overview
  - 9.8.5 YouTube Recent Developments
- 9.9 Inke
  - 9.9.1 Inke Live Streaming Video Platform Basic Information
  - 9.9.2 Inke Live Streaming Video Platform Product Overview
  - 9.9.3 Inke Live Streaming Video Platform Product Market Performance
  - 9.9.4 Inke Business Overview
  - 9.9.5 Inke Recent Developments
- 9.10 Huajiao
  - 9.10.1 Huajiao Live Streaming Video Platform Basic Information
  - 9.10.2 Huajiao Live Streaming Video Platform Product Overview
  - 9.10.3 Huajiao Live Streaming Video Platform Product Market Performance
  - 9.10.4 Huajiao Business Overview
  - 9.10.5 Huajiao Recent Developments
- 9.11 Yizhibo (Weibo)
  - 9.11.1 Yizhibo (Weibo) Live Streaming Video Platform Basic Information
  - 9.11.2 Yizhibo (Weibo) Live Streaming Video Platform Product Overview
  - 9.11.3 Yizhibo (Weibo) Live Streaming Video Platform Product Market Performance
  - 9.11.4 Yizhibo (Weibo) Business Overview
  - 9.11.5 Yizhibo (Weibo) Recent Developments
- 9.12 Twitter (Periscope)
  - 9.12.1 Twitter (Periscope) Live Streaming Video Platform Basic Information
  - 9.12.2 Twitter (Periscope) Live Streaming Video Platform Product Overview
  - 9.12.3 Twitter (Periscope) Live Streaming Video Platform Product Market Performance
  - 9.12.4 Twitter (Periscope) Business Overview
  - 9.12.5 Twitter (Periscope) Recent Developments
- 9.13 Brightcove (Ooyala)
  - 9.13.1 Brightcove (Ooyala) Live Streaming Video Platform Basic Information
  - 9.13.2 Brightcove (Ooyala) Live Streaming Video Platform Product Overview
  - 9.13.3 Brightcove (Ooyala) Live Streaming Video Platform Product Market

## Performance

- 9.13.4 Brightcove (Ooyala) Business Overview
- 9.13.5 Brightcove (Ooyala) Recent Developments

## 9.14 Uplive

- 9.14.1 Uplive Live Streaming Video Platform Basic Information
- 9.14.2 Uplive Live Streaming Video Platform Product Overview
- 9.14.3 Uplive Live Streaming Video Platform Product Market Performance
- 9.14.4 Uplive Business Overview
- 9.14.5 Uplive Recent Developments

## 9.15 Mixer

- 9.15.1 Mixer Live Streaming Video Platform Basic Information
- 9.15.2 Mixer Live Streaming Video Platform Product Overview
- 9.15.3 Mixer Live Streaming Video Platform Product Market Performance
- 9.15.4 Mixer Business Overview
- 9.15.5 Mixer Recent Developments

## 9.16 Facebook

- 9.16.1 Facebook Live Streaming Video Platform Basic Information
- 9.16.2 Facebook Live Streaming Video Platform Product Overview
- 9.16.3 Facebook Live Streaming Video Platform Product Market Performance
- 9.16.4 Facebook Business Overview
- 9.16.5 Facebook Recent Developments

## 9.17 Instagram

- 9.17.1 Instagram Live Streaming Video Platform Basic Information
- 9.17.2 Instagram Live Streaming Video Platform Product Overview
- 9.17.3 Instagram Live Streaming Video Platform Product Market Performance
- 9.17.4 Instagram Business Overview
- 9.17.5 Instagram Recent Developments

## 9.18 Snapchat

- 9.18.1 Snapchat Live Streaming Video Platform Basic Information
- 9.18.2 Snapchat Live Streaming Video Platform Product Overview
- 9.18.3 Snapchat Live Streaming Video Platform Product Market Performance
- 9.18.4 Snapchat Business Overview
- 9.18.5 Snapchat Recent Developments

## 9.19 Vimeo (Livestream)

- 9.19.1 Vimeo (Livestream) Live Streaming Video Platform Basic Information
- 9.19.2 Vimeo (Livestream) Live Streaming Video Platform Product Overview
- 9.19.3 Vimeo (Livestream) Live Streaming Video Platform Product Market

## Performance

- 9.19.4 Vimeo (Livestream) Business Overview

#### 9.19.5 Vimeo (Livestream) Recent Developments

#### 9.20 IBM Cloud Video

##### 9.20.1 IBM Cloud Video Live Streaming Video Platform Basic Information

##### 9.20.2 IBM Cloud Video Live Streaming Video Platform Product Overview

##### 9.20.3 IBM Cloud Video Live Streaming Video Platform Product Market Performance

##### 9.20.4 IBM Cloud Video Business Overview

##### 9.20.5 IBM Cloud Video Recent Developments

### **10 LIVE STREAMING VIDEO PLATFORM REGIONAL MARKET FORECAST**

#### 10.1 Global Live Streaming Video Platform Market Size Forecast

#### 10.2 Global Live Streaming Video Platform Market Forecast by Region

##### 10.2.1 North America Market Size Forecast by Country

##### 10.2.2 Europe Live Streaming Video Platform Market Size Forecast by Country

##### 10.2.3 Asia Pacific Live Streaming Video Platform Market Size Forecast by Region

##### 10.2.4 South America Live Streaming Video Platform Market Size Forecast by Country

##### 10.2.5 Middle East and Africa Forecasted Consumption of Live Streaming Video Platform by Country

### **11 MARKET FORECAST BY TYPE AND APPLICATION (2022-2028)**

#### 11.1 Global Live Streaming Video Platform Market Forecast by Type (2022-2028)

#### 11.2 Global Live Streaming Video Platform Market Forecast by Application (2022-2028)

### **12 CONCLUSION AND KEY FINDINGS**

#### **LIST OF TABLES**

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Live Streaming Video Platform Market Size (M USD) Comparison by Region (M USD)

Table 5. Global Live Streaming Video Platform Revenue (M USD) by Manufacturers (2017-2022)

Table 6. Global Live Streaming Video Platform Revenue Share by Manufacturers (2017-2022)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Live Streaming Video Platform as of 2021)

Table 8. Manufacturers Live Streaming Video Platform Sales Sites and Area Served

Table 9. Manufacturers Live Streaming Video Platform Service Type

Table 10. Global Live Streaming Video Platform Manufacturers Market Concentration

Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Live Streaming Video Platform

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Live Streaming Video Platform Market Challenges

Table 18. Market Restraints

Table 19. Global Live Streaming Video Platform Market Size by Type (M USD)

Table 20. Global Live Streaming Video Platform Market Size (M USD) by Type (2017-2022)

Table 21. Global Live Streaming Video Platform Market Size Share by Type (2017-2022)

Table 22. Global Live Streaming Video Platform Sales Growth Rate by Type (2017-2022)

Table 23. Global Live Streaming Video Platform Sales (K Units) by Application

Table 24. Global Live Streaming Video Platform Market Size by Application

Table 25. Global Live Streaming Video Platform Sales by Application (2017-2022) & (M USD)

Table 26. Global Live Streaming Video Platform Market Share by Application (2017-2022)

Table 27. Global Live Streaming Video Platform Sales Growth Rate by Application (2017-2022)

Table 28. Global Live Streaming Video Platform Market Size by Region (2017-2022) & (M USD)

Table 29. Global Live Streaming Video Platform Market Share by Region (2017-2022)

Table 30. North America Live Streaming Video Platform Market Size by Country (2017-2022) & (M USD)

Table 31. Europe Live Streaming Video Platform Market Size by Country (2017-2022) & (M USD)

Table 32. Asia Pacific Live Streaming Video Platform Market Size by Region (2017-2022) & (M USD)

Table 33. South America Live Streaming Video Platform Market Size by Country (2017-2022) & (M USD)

Table 34. Middle East and Africa Live Streaming Video Platform Market Size by Region (2017-2022) & (M USD)

Table 35. Kuaishou Live Streaming Video Platform Basic Information

Table 36. Kuaishou Live Streaming Video Platform Product Overview

Table 37. Kuaishou Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 38. Kuaishou Business Overview

Table 39. Kuaishou Live Streaming Video Platform SWOT Analysis

Table 40. Kuaishou Recent Developments

Table 41. YY Live Streaming Video Platform Basic Information

Table 42. YY Live Streaming Video Platform Product Overview

Table 43. YY Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 44. YY Business Overview

Table 45. YY Live Streaming Video Platform SWOT Analysis

Table 46. YY Recent Developments

Table 47. Twitch Live Streaming Video Platform Basic Information

Table 48. Twitch Live Streaming Video Platform Product Overview

Table 49. Twitch Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 50. Twitch Business Overview

Table 51. Twitch Live Streaming Video Platform SWOT Analysis

Table 52. Twitch Recent Developments

Table 53. Tencent Music Entertainment (TME) Live Streaming Video Platform Basic Information

Table 54. Tencent Music Entertainment (TME) Live Streaming Video Platform Product Overview

Table 55. Tencent Music Entertainment (TME) Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 56. Tencent Music Entertainment (TME) Business Overview

Table 57. Tencent Music Entertainment (TME) Live Streaming Video Platform SWOT Analysis

Table 58. Tencent Music Entertainment (TME) Recent Developments

Table 59. Momo Live Streaming Video Platform Basic Information

Table 60. Momo Live Streaming Video Platform Product Overview

Table 61. Momo Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 62. Momo Business Overview

Table 63. Momo Live Streaming Video Platform SWOT Analysis

Table 64. Momo Recent Developments

Table 65. Douyu Live Streaming Video Platform Basic Information

Table 66. Douyu Live Streaming Video Platform Product Overview

Table 67. Douyu Live Streaming Video Platform Revenue (M USD) and Gross Margin



(2017-2022)

Table 68. Douyu Business Overview

Table 69. Douyu Recent Developments

Table 70. ByteDance Live Streaming Video Platform Basic Information

Table 71. ByteDance Live Streaming Video Platform Product Overview

Table 72. ByteDance Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 73. ByteDance Business Overview

Table 74. ByteDance Recent Developments

Table 75. YouTube Live Streaming Video Platform Basic Information

Table 76. YouTube Live Streaming Video Platform Product Overview

Table 77. YouTube Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 78. YouTube Business Overview

Table 79. YouTube Recent Developments

Table 80. Inke Live Streaming Video Platform Basic Information

Table 81. Inke Live Streaming Video Platform Product Overview

Table 82. Inke Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 83. Inke Business Overview

Table 84. Inke Recent Developments

Table 85. Huajiao Live Streaming Video Platform Basic Information

Table 86. Huajiao Live Streaming Video Platform Product Overview

Table 87. Huajiao Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 88. Huajiao Business Overview

Table 89. Huajiao Recent Developments

Table 90. Yizhibo (Weibo) Live Streaming Video Platform Basic Information

Table 91. Yizhibo (Weibo) Live Streaming Video Platform Product Overview

Table 92. Yizhibo (Weibo) Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 93. Yizhibo (Weibo) Business Overview

Table 94. Yizhibo (Weibo) Recent Developments

Table 95. Twitter (Periscope) Live Streaming Video Platform Basic Information

Table 96. Twitter (Periscope) Live Streaming Video Platform Product Overview

Table 97. Twitter (Periscope) Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 98. Twitter (Periscope) Business Overview

Table 99. Twitter (Periscope) Recent Developments

Table 100. Brightcove (Ooyala) Live Streaming Video Platform Basic Information

Table 101. Brightcove (Ooyala) Live Streaming Video Platform Product Overview

Table 102. Brightcove (Ooyala) Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 103. Brightcove (Ooyala) Business Overview

Table 104. Brightcove (Ooyala) Recent Developments

Table 105. Uplive Live Streaming Video Platform Basic Information

Table 106. Uplive Live Streaming Video Platform Product Overview

Table 107. Uplive Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 108. Uplive Business Overview

Table 109. Uplive Recent Developments

Table 110. Mixer Live Streaming Video Platform Basic Information

Table 111. Mixer Live Streaming Video Platform Product Overview

Table 112. Mixer Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 113. Mixer Business Overview

Table 114. Mixer Recent Developments

Table 115. Facebook Live Streaming Video Platform Basic Information

Table 116. Facebook Live Streaming Video Platform Product Overview

Table 117. Facebook Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 118. Facebook Business Overview

Table 119. Facebook Recent Developments

Table 120. Instagram Live Streaming Video Platform Basic Information

Table 121. Instagram Live Streaming Video Platform Product Overview

Table 122. Instagram Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 123. Instagram Business Overview

Table 124. Instagram Recent Developments

Table 125. Snapchat Live Streaming Video Platform Basic Information

Table 126. Snapchat Live Streaming Video Platform Product Overview

Table 127. Snapchat Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 128. Snapchat Business Overview

Table 129. Snapchat Recent Developments

Table 130. Vimeo (Livestream) Live Streaming Video Platform Basic Information

Table 131. Vimeo (Livestream) Live Streaming Video Platform Product Overview

Table 132. Vimeo (Livestream) Live Streaming Video Platform Revenue (M USD) and

Gross Margin (2017-2022)

Table 133. Vimeo (Livestream) Business Overview

Table 134. Vimeo (Livestream) Recent Developments

Table 135. IBM Cloud Video Live Streaming Video Platform Basic Information

Table 136. IBM Cloud Video Live Streaming Video Platform Product Overview

Table 137. IBM Cloud Video Live Streaming Video Platform Revenue (M USD) and Gross Margin (2017-2022)

Table 138. IBM Cloud Video Business Overview

Table 139. IBM Cloud Video Recent Developments

Table 140. Global Live Streaming Video Platform Market Size Forecast by Region (M USD)

Table 141. North America Live Streaming Video Platform Market Size Forecast by Country (2023-2028) & (M USD)

Table 142. Europe Live Streaming Video Platform Market Size Forecast by Country (2023-2028) & (M USD)

Table 143. Asia Pacific Live Streaming Video Platform Market Size Forecast by Region (2023-2028) & (M USD)

Table 144. South America Live Streaming Video Platform Market Size Forecast by Country (2023-2028) & (M USD)

Table 145. Middle East and Africa Live Streaming Video Platform Market Size Forecast by Country (2023-2028) & (M USD)

Table 146. Global Live Streaming Video Platform Market Size Forecast by Type (2022-2028) & (M USD)

Table 147. Global Live Streaming Video Platform Market Size Forecast by Application (2022-2028) & (M USD)

## LIST OF FIGURES

Figure 1. Industrial Chain of Live Streaming Video Platform

Figure 2. Data Triangulation

Figure 3. Key Caveats

Figure 4. Global Live Streaming Video Platform Market Size (M USD), 2017-2028

Figure 5. Global Live Streaming Video Platform Market Size (M USD) (2017-2028)

Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)

Figure 8. Evaluation Matrix of Regional Market Development Potential

Figure 9. Live Streaming Video Platform Market Size (M USD) by Country (M USD)

Figure 10. Global Live Streaming Video Platform Revenue Share by Manufacturers in 2021

Figure 11. Live Streaming Video Platform Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2017 VS 2021

Figure 12. The Global 5 and 10 Largest Players: Market Share by Live Streaming Video Platform Revenue in 2021

Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)

Figure 14. Global Live Streaming Video Platform Market Share by Type

Figure 15. Market Size Share of Live Streaming Video Platform by Type (2017-2022)

Figure 16. Market Size Market Share of Live Streaming Video Platform by Type in 2021

Figure 17. Global Live Streaming Video Platform Sales Growth Rate by Type (2017-2022)

Figure 18. Global Live Streaming Video Platform Market Share by Application

Figure 19. Global Live Streaming Video Platform Market Share by Application (2017-2022)

Figure 20. Global Live Streaming Video Platform Market Share by Application in 2021

Figure 21. Global Live Streaming Video Platform Sales Growth Rate by Application (2017-2022)

Figure 22. Global Live Streaming Video Platform Market Share by Region (2017-2022)

Figure 23. North America Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 24. North America Live Streaming Video Platform Market Share by Country in 2021

Figure 25. U.S. Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 26. Canada Live Streaming Video Platform Market Size (M USD) and Growth Rate (2017-2022)

Figure 27. Mexico Live Streaming Video Platform Market Size (Units) and Growth Rate (2017-2022)

Figure 28. Europe Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 29. Europe Live Streaming Video Platform Market Share by Country in 2021

Figure 30. Germany Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 31. France Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 32. U.K. Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 33. Italy Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 34. Russia Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 35. Asia Pacific Live Streaming Video Platform Market Size and Growth Rate (M

USD)

Figure 36. Asia Pacific Live Streaming Video Platform Market Share by Region in 2021

Figure 37. China Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 38. Japan Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 39. South Korea Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 40. India Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 41. Southeast Asia Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 42. South America Live Streaming Video Platform Market Size and Growth Rate (M USD)

Figure 43. South America Live Streaming Video Platform Market Share by Country in 2021

Figure 44. Brazil Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 45. Argentina Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 46. Columbia Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 47. Middle East and Africa Live Streaming Video Platform Market Size and Growth Rate (M USD)

Figure 48. Middle East and Africa Live Streaming Video Platform Market Share by Region in 2021

Figure 49. Saudi Arabia Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 50. UAE Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 51. Egypt Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 52. Nigeria Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 53. South Africa Live Streaming Video Platform Market Size and Growth Rate (2017-2022) & (M USD)

Figure 54. Global Live Streaming Video Platform Market Size Forecast by Value (2017-2028) & (M USD)

Figure 55. Global Live Streaming Video Platform Market Share Forecast by Type

(2022-2028)

Figure 56. Global Live Streaming Video Platform Market Share Forecast by Application

(2022-2028)

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