

# Global VOD Market Research Report 2024(Status and Outlook)

<https://marketpublishers.com/r/G8FEC82AA643EN.html>

Date: July 2024

Pages: 102

Price: US\$ 3,200.00 (Single User License)

ID: G8FEC82AA643EN

## Abstracts

### Report Overview

Video on demand (VOD) is a media distribution system that allows users to access videos without a traditional video playback device and the constraints of a typical static broadcasting schedule. This report mainly studies VOD market, by type (transactional VOD, catch-up TV, subscription VOD, other), by application (household and commercial).

This report provides a deep insight into the global VOD 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, 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 VOD 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 VOD market in any manner.

## Global VOD 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

Netflix

Apple Inc

Comcast Corporation

Amazon Video(VoD)

YouTube

Vudu,Inc

Hulu

Dish Network

Home Box Office

Sky UK Limited

### Market Segmentation (by Type)

Transactional VOD

Catch-up TV

Subscription VOD

Other

Market Segmentation (by Application)

Household

Commercial

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 VOD Market

Overview of the regional outlook of the VOD 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.

### 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 VOD 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 VOD

1.2 Key Market Segments

1.2.1 VOD Segment by Type

1.2.2 VOD 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 VOD MARKET OVERVIEW**

2.1 Global Market Overview

2.2 Market Segment Executive Summary

2.3 Global Market Size by Region

### **3 VOD MARKET COMPETITIVE LANDSCAPE**

3.1 Global VOD Revenue Market Share by Company (2019-2024)

3.2 VOD Market Share by Company Type (Tier 1, Tier 2, and Tier 3)

3.3 Company VOD Market Size Sites, Area Served, Product Type

3.4 VOD Market Competitive Situation and Trends

3.4.1 VOD Market Concentration Rate

3.4.2 Global 5 and 10 Largest VOD Players Market Share by Revenue

3.4.3 Mergers & Acquisitions, Expansion

### **4 VOD VALUE CHAIN ANALYSIS**

4.1 VOD Value Chain Analysis

4.2 Midstream Market Analysis

4.3 Downstream Customer Analysis

### **5 THE DEVELOPMENT AND DYNAMICS OF VOD 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 VOD MARKET SEGMENTATION BY TYPE**

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global VOD Market Size Market Share by Type (2019-2024)
- 6.3 Global VOD Market Size Growth Rate by Type (2019-2024)

## **7 VOD MARKET SEGMENTATION BY APPLICATION**

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global VOD Market Size (M USD) by Application (2019-2024)
- 7.3 Global VOD Market Size Growth Rate by Application (2019-2024)

## **8 VOD MARKET SEGMENTATION BY REGION**

- 8.1 Global VOD Market Size by Region
  - 8.1.1 Global VOD Market Size by Region
  - 8.1.2 Global VOD Market Size Market Share by Region
- 8.2 North America
  - 8.2.1 North America VOD Market Size by Country
  - 8.2.2 U.S.
  - 8.2.3 Canada
  - 8.2.4 Mexico
- 8.3 Europe
  - 8.3.1 Europe VOD 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 VOD 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 VOD 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 VOD 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 PROFILE

### 9.1 Netflix

#### 9.1.1 Netflix VOD Basic Information

#### 9.1.2 Netflix VOD Product Overview

#### 9.1.3 Netflix VOD Product Market Performance

#### 9.1.4 Netflix VOD SWOT Analysis

#### 9.1.5 Netflix Business Overview

#### 9.1.6 Netflix Recent Developments

### 9.2 Apple Inc

#### 9.2.1 Apple Inc VOD Basic Information

#### 9.2.2 Apple Inc VOD Product Overview

#### 9.2.3 Apple Inc VOD Product Market Performance

#### 9.2.4 Netflix VOD SWOT Analysis

#### 9.2.5 Apple Inc Business Overview

#### 9.2.6 Apple Inc Recent Developments

### 9.3 Comcast Corporation

#### 9.3.1 Comcast Corporation VOD Basic Information

#### 9.3.2 Comcast Corporation VOD Product Overview

- 9.3.3 Comcast Corporation VOD Product Market Performance
- 9.3.4 Netflix VOD SWOT Analysis
- 9.3.5 Comcast Corporation Business Overview
- 9.3.6 Comcast Corporation Recent Developments
- 9.4 Amazon Video(VoD)
  - 9.4.1 Amazon Video(VoD) VOD Basic Information
  - 9.4.2 Amazon Video(VoD) VOD Product Overview
  - 9.4.3 Amazon Video(VoD) VOD Product Market Performance
  - 9.4.4 Amazon Video(VoD) Business Overview
  - 9.4.5 Amazon Video(VoD) Recent Developments
- 9.5 YouTube
  - 9.5.1 YouTube VOD Basic Information
  - 9.5.2 YouTube VOD Product Overview
  - 9.5.3 YouTube VOD Product Market Performance
  - 9.5.4 YouTube Business Overview
  - 9.5.5 YouTube Recent Developments
- 9.6 Vudu,Inc
  - 9.6.1 Vudu,Inc VOD Basic Information
  - 9.6.2 Vudu,Inc VOD Product Overview
  - 9.6.3 Vudu,Inc VOD Product Market Performance
  - 9.6.4 Vudu,Inc Business Overview
  - 9.6.5 Vudu,Inc Recent Developments
- 9.7 Hulu
  - 9.7.1 Hulu VOD Basic Information
  - 9.7.2 Hulu VOD Product Overview
  - 9.7.3 Hulu VOD Product Market Performance
  - 9.7.4 Hulu Business Overview
  - 9.7.5 Hulu Recent Developments
- 9.8 Dish Network
  - 9.8.1 Dish Network VOD Basic Information
  - 9.8.2 Dish Network VOD Product Overview
  - 9.8.3 Dish Network VOD Product Market Performance
  - 9.8.4 Dish Network Business Overview
  - 9.8.5 Dish Network Recent Developments
- 9.9 Home Box Office
  - 9.9.1 Home Box Office VOD Basic Information
  - 9.9.2 Home Box Office VOD Product Overview
  - 9.9.3 Home Box Office VOD Product Market Performance
  - 9.9.4 Home Box Office Business Overview

9.9.5 Home Box Office Recent Developments

9.10 Sky UK Limited

9.10.1 Sky UK Limited VOD Basic Information

9.10.2 Sky UK Limited VOD Product Overview

9.10.3 Sky UK Limited VOD Product Market Performance

9.10.4 Sky UK Limited Business Overview

9.10.5 Sky UK Limited Recent Developments

## **10 VOD REGIONAL MARKET FORECAST**

10.1 Global VOD Market Size Forecast

10.2 Global VOD Market Forecast by Region

10.2.1 North America Market Size Forecast by Country

10.2.2 Europe VOD Market Size Forecast by Country

10.2.3 Asia Pacific VOD Market Size Forecast by Region

10.2.4 South America VOD Market Size Forecast by Country

10.2.5 Middle East and Africa Forecasted Consumption of VOD by Country

## **11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2030)**

11.1 Global VOD Market Forecast by Type (2025-2030)

11.2 Global VOD Market Forecast by Application (2025-2030)

## **12 CONCLUSION AND KEY FINDINGS**

## List Of Tables

### 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. VOD Market Size Comparison by Region (M USD)
- Table 5. Global VOD Revenue (M USD) by Company (2019-2024)
- Table 6. Global VOD Revenue Share by Company (2019-2024)
- Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in VOD as of 2022)
- Table 8. Company VOD Market Size Sites and Area Served
- Table 9. Company VOD Product Type
- Table 10. Global VOD Company Market Concentration Ratio (CR5 and HHI)
- Table 11. Mergers & Acquisitions, Expansion Plans
- Table 12. Value Chain Map of VOD
- Table 13. Midstream Market Analysis
- Table 14. Downstream Customer Analysis
- Table 15. Key Development Trends
- Table 16. Driving Factors
- Table 17. VOD Market Challenges
- Table 18. Global VOD Market Size by Type (M USD)
- Table 19. Global VOD Market Size (M USD) by Type (2019-2024)
- Table 20. Global VOD Market Size Share by Type (2019-2024)
- Table 21. Global VOD Market Size Growth Rate by Type (2019-2024)
- Table 22. Global VOD Market Size by Application
- Table 23. Global VOD Market Size by Application (2019-2024) & (M USD)
- Table 24. Global VOD Market Share by Application (2019-2024)
- Table 25. Global VOD Market Size Growth Rate by Application (2019-2024)
- Table 26. Global VOD Market Size by Region (2019-2024) & (M USD)
- Table 27. Global VOD Market Size Market Share by Region (2019-2024)
- Table 28. North America VOD Market Size by Country (2019-2024) & (M USD)
- Table 29. Europe VOD Market Size by Country (2019-2024) & (M USD)
- Table 30. Asia Pacific VOD Market Size by Region (2019-2024) & (M USD)
- Table 31. South America VOD Market Size by Country (2019-2024) & (M USD)
- Table 32. Middle East and Africa VOD Market Size by Region (2019-2024) & (M USD)
- Table 33. Netflix VOD Basic Information
- Table 34. Netflix VOD Product Overview

- Table 35. Netflix VOD Revenue (M USD) and Gross Margin (2019-2024)
- Table 36. Netflix VOD SWOT Analysis
- Table 37. Netflix Business Overview
- Table 38. Netflix Recent Developments
- Table 39. Apple Inc VOD Basic Information
- Table 40. Apple Inc VOD Product Overview
- Table 41. Apple Inc VOD Revenue (M USD) and Gross Margin (2019-2024)
- Table 42. Netflix VOD SWOT Analysis
- Table 43. Apple Inc Business Overview
- Table 44. Apple Inc Recent Developments
- Table 45. Comcast Corporation VOD Basic Information
- Table 46. Comcast Corporation VOD Product Overview
- Table 47. Comcast Corporation VOD Revenue (M USD) and Gross Margin (2019-2024)
- Table 48. Netflix VOD SWOT Analysis
- Table 49. Comcast Corporation Business Overview
- Table 50. Comcast Corporation Recent Developments
- Table 51. Amazon Video(VoD) VOD Basic Information
- Table 52. Amazon Video(VoD) VOD Product Overview
- Table 53. Amazon Video(VoD) VOD Revenue (M USD) and Gross Margin (2019-2024)
- Table 54. Amazon Video(VoD) Business Overview
- Table 55. Amazon Video(VoD) Recent Developments
- Table 56. YouTube VOD Basic Information
- Table 57. YouTube VOD Product Overview
- Table 58. YouTube VOD Revenue (M USD) and Gross Margin (2019-2024)
- Table 59. YouTube Business Overview
- Table 60. YouTube Recent Developments
- Table 61. Vudu,Inc VOD Basic Information
- Table 62. Vudu,Inc VOD Product Overview
- Table 63. Vudu,Inc VOD Revenue (M USD) and Gross Margin (2019-2024)
- Table 64. Vudu,Inc Business Overview
- Table 65. Vudu,Inc Recent Developments
- Table 66. Hulu VOD Basic Information
- Table 67. Hulu VOD Product Overview
- Table 68. Hulu VOD Revenue (M USD) and Gross Margin (2019-2024)
- Table 69. Hulu Business Overview
- Table 70. Hulu Recent Developments
- Table 71. Dish Network VOD Basic Information
- Table 72. Dish Network VOD Product Overview
- Table 73. Dish Network VOD Revenue (M USD) and Gross Margin (2019-2024)

- Table 74. Dish Network Business Overview
- Table 75. Dish Network Recent Developments
- Table 76. Home Box Office VOD Basic Information
- Table 77. Home Box Office VOD Product Overview
- Table 78. Home Box Office VOD Revenue (M USD) and Gross Margin (2019-2024)
- Table 79. Home Box Office Business Overview
- Table 80. Home Box Office Recent Developments
- Table 81. Sky UK Limited VOD Basic Information
- Table 82. Sky UK Limited VOD Product Overview
- Table 83. Sky UK Limited VOD Revenue (M USD) and Gross Margin (2019-2024)
- Table 84. Sky UK Limited Business Overview
- Table 85. Sky UK Limited Recent Developments
- Table 86. Global VOD Market Size Forecast by Region (2025-2030) & (M USD)
- Table 87. North America VOD Market Size Forecast by Country (2025-2030) & (M USD)
- Table 88. Europe VOD Market Size Forecast by Country (2025-2030) & (M USD)
- Table 89. Asia Pacific VOD Market Size Forecast by Region (2025-2030) & (M USD)
- Table 90. South America VOD Market Size Forecast by Country (2025-2030) & (M USD)
- Table 91. Middle East and Africa VOD Market Size Forecast by Country (2025-2030) & (M USD)
- Table 92. Global VOD Market Size Forecast by Type (2025-2030) & (M USD)
- Table 93. Global VOD Market Size Forecast by Application (2025-2030) & (M USD)

## List Of Figures

### LIST OF FIGURES

- Figure 1. Industrial Chain of VOD
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global VOD Market Size (M USD), 2019-2030
- Figure 5. Global VOD Market Size (M USD) (2019-2030)
- 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. VOD Market Size by Country (M USD)
- Figure 10. Global VOD Revenue Share by Company in 2023
- Figure 11. VOD Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 12. The Global 5 and 10 Largest Players: Market Share by VOD Revenue in 2023
- Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 14. Global VOD Market Share by Type
- Figure 15. Market Size Share of VOD by Type (2019-2024)
- Figure 16. Market Size Market Share of VOD by Type in 2022
- Figure 17. Global VOD Market Size Growth Rate by Type (2019-2024)
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 19. Global VOD Market Share by Application
- Figure 20. Global VOD Market Share by Application (2019-2024)
- Figure 21. Global VOD Market Share by Application in 2022
- Figure 22. Global VOD Market Size Growth Rate by Application (2019-2024)
- Figure 23. Global VOD Market Size Market Share by Region (2019-2024)
- Figure 24. North America VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 25. North America VOD Market Size Market Share by Country in 2023
- Figure 26. U.S. VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 27. Canada VOD Market Size (M USD) and Growth Rate (2019-2024)
- Figure 28. Mexico VOD Market Size (Units) and Growth Rate (2019-2024)
- Figure 29. Europe VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 30. Europe VOD Market Size Market Share by Country in 2023
- Figure 31. Germany VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 32. France VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 33. U.K. VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 34. Italy VOD Market Size and Growth Rate (2019-2024) & (M USD)

- Figure 35. Russia VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 36. Asia Pacific VOD Market Size and Growth Rate (M USD)
- Figure 37. Asia Pacific VOD Market Size Market Share by Region in 2023
- Figure 38. China VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 39. Japan VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 40. South Korea VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 41. India VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 42. Southeast Asia VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 43. South America VOD Market Size and Growth Rate (M USD)
- Figure 44. South America VOD Market Size Market Share by Country in 2023
- Figure 45. Brazil VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 46. Argentina VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 47. Columbia VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 48. Middle East and Africa VOD Market Size and Growth Rate (M USD)
- Figure 49. Middle East and Africa VOD Market Size Market Share by Region in 2023
- Figure 50. Saudi Arabia VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 51. UAE VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 52. Egypt VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 53. Nigeria VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 54. South Africa VOD Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 55. Global VOD Market Size Forecast by Value (2019-2030) & (M USD)
- Figure 56. Global VOD Market Share Forecast by Type (2025-2030)
- Figure 57. Global VOD Market Share Forecast by Application (2025-2030)

## I would like to order

Product name: Global VOD Market Research Report 2024(Status and Outlook)

Product link: <https://marketpublishers.com/r/G8FEC82AA643EN.html>

Price: US\$ 3,200.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G8FEC82AA643EN.html>