

# Global Multi-Screen Content Discovery Engines Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/M247ADC3B326EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: M247ADC3B326EN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Multi-Screen Content Discovery Engines market size will reach 110,888 Million USD in 2025 and is projected to reach 472,571 Million USD by 2032, with a CAGR of 23.01% (2025-2032). Notably, the China Multi-Screen Content Discovery Engines market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Multi-screen content discovery engines are sophisticated software systems designed to help users efficiently discover relevant digital content across multiple devices and platforms. These engines utilize algorithms and artificial intelligence techniques to analyze user preferences, viewing habits, and contextual information to recommend personalized content recommendations. By considering various factors, such as user history, demographics, social connections, and real-time data, multi-screen content discovery engines aim to deliver a seamless and tailored content discovery experience across devices like smartphones, tablets, smart TVs, and computers. These engines often incorporate a combination of content metadata, user feedback, and machine learning algorithms to generate accurate recommendations. The goal is to enhance user engagement, improve content discovery, and provide a more enjoyable and personalized viewing experience in a multi-device, multi-platform digital landscape.

The major global suppliers of Multi-Screen Content Discovery Engines include Taboola,

Outbrain, TiVo(Rovi), ContentWise, Ooyala, ThinkAnalytics, Red Bee Media, ExpertMarker, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Multi-Screen Content Discovery Engines. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major suppliers, as well as the market status and trends of different product types and applications in the global Multi-Screen Content Discovery Engines market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Multi-Screen Content Discovery Engines market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Multi-Screen Content Discovery Engines industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Suppliers of Multi-Screen Content Discovery Engines Include:

Taboola

Outbrain

TiVo(Rovi)

ContentWise

Ooyala

ThinkAnalytics

Red Bee Media

ExpertMarker

Multi-Screen Content Discovery Engines Product Segment Include:

Tablet Based

Smartphone Based

Web Based

TV Based

Multi-Screen Content Discovery Engines Product Application Include:

IPTV

OTT

CATV

## **Chapter Scope**

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

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