

Cloud Tv Market: Segmented By End User (Telecom Companies, And Media Organizations And Broadcasters); By Size Into Small And Medium-Sized Enterprises And Large Enterprises) And Region – Global Analysis Of Market Size, Share & Trends For 2019–2020 And Forecasts To 2030

<https://marketpublishers.com/r/C4F4B596E687EN.html>

Date: December 2021

Pages: 161

Price: US\$ 5,000.00 (Single User License)

ID: C4F4B596E687EN

Abstracts

[177+ Pages Research Report] Global Cloud TV market to surpass USD 6.5 billion by 2030 from USD 1.1 billion in 2020 at a CAGR of 24.3% in the coming years, i.e., 2021-30.

Product Overview

The cloud TV platform combines video, graphics, and interactive feeds into a single MPEG or HTML stream that is delivered through unicast bandwidth to set-top boxes. Cloud TV is essentially a merging of web material and television into a single stream that is delivered to set-top boxes via IP connectivity. Cloud TV is a cloud-based tool that allows you to stream TV networks, movies, and any other live show. Cloud applications can be loaded on a variety of devices, including tablets, phones, media boxes, and televisions.

Market Highlights

Global Cloud TV Market is expected to project a notable CAGR of 24.3 % in 2030.

The way video content is distributed to customers is evolving as technology and consumer behavior advance. Traditional broadcasting formats and platforms are being phased out in favor of digital dissemination over the internet to a wide range of linked devices. This fundamental shift is causing three key disruptions for broadcasters and

telecom providers, each of which necessitates cloud TV platforms' scalability, cost flexibility, and agility. In the previous decade, online video consumption has skyrocketed. Customers are accustomed to watching OTT videos and using online services, thus a more personalized and engaging viewing experience is valued.

Global Cloud TV market: Segments

Media Organizations and Broadcasters segment to grow with the highest CAGR during 2020-30

Global Cloud TV Market is segmented by end-user into Telecom Companies, and Media Organizations, and Broadcasters. The media and broadcasting industry is vast and diverse. It includes, among other things, video and audio content distribution, publishing, cinema, music, and social media. The way video content is distributed to consumers is changing as a result of technological advancements and consumer behavior. Traditional broadcasting formats and media platforms are being phased out in favor of digital distribution over the internet to a wide range of linked devices. Broadcasters and media organizations are facing three significant disruptions as a result of this fundamental transformation.

Large Enterprises segment to grow with the highest CAGR during 2020-30

Global Cloud TV market is divided by size into Small and Medium-sized Enterprises and Large Enterprises. Cloud TVs allow businesses to deploy quickly and easily, allowing them to expand their existing markets. They save a lot of time and money on construction and upkeep. Integrated solutions can take advantage of cloud computing platforms to provide a streamlined cloud TV platform for customers launching large-scale cloud TV services, from planning to delivery of personalized content, deployment, and execution of online video services, and growth. Many global operators are looking to move away from traditional solutions and toward cloud infrastructure that is more agile and flexible, based on proven technologies and offered by providers who have specialized in implementing cloud TV services. Cloud TVs' advantages and functionalities have aided their acceptance by large corporations.

Market Dynamics

Drivers

Rising demand for interactive viewing

The way video content is distributed to customers is evolving as technology and

consumer behavior advance. Traditional broadcasting formats and platforms are being phased out in favor of digital dissemination over the internet to a wide range of linked devices. This fundamental shift is causing three key disruptions for broadcasters and telecom providers, each of which necessitates cloud TV platforms' scalability, cost flexibility, and agility. In the previous decade, online video consumption has skyrocketed. Customers are accustomed to watching OTT videos and using online services, thus a more personalized and engaging viewing experience is valued.

Penetration of 5G

The market is predicted to increase because to the increasing adoption of 5G technology and developments in wireless communication. To improve the cloud TV experience, many telecom providers are investing in the advancement of 5G technologies. To make cloud TV as smooth as possible, speed and minimal latency are required. Developed countries, for example, have high-speed network infrastructure and are able to absorb new technology much more quickly and easily. 5G networks have been established by carriers in North America, Europe, and Australia. As demand for high-quality content and smooth streaming grows, 5G will elevate the cloud TV viewer experience to new heights. Today, videos consume the majority of mobile internet traffic.

Restraint

Lower connectivity in rural areas

The lack of high-speed network infrastructure is one of the biggest barriers to cloud TV adoption. Cloud TV relies heavily on internet and cell phone connectivity. In rural locations, there is a persistent difficulty with mobile network coverage. Because of a lack of facilities and poor connectivity, these communities remain isolated and backward. This problem has made it very difficult for cloud TV companies to expand into rural areas. Rural networks are struggling due to the increased demand for digital services, deepening the digital gap between urban and rural areas, despite considerable increases in access to decent broadband and 3G,4G, and mobile services in rural areas over the previous couple of years.

Global Cloud TV market: Key Players

Brightcove (US)

Company Overview, Business Strategy, Key Product Offerings, Financial Performance, Key Performance Indicators, Risk Analysis, Recent Development, Regional Presence,

SWOT Analysis

Amino Technologies (UK)

Muvi (US)

IntelliMedia Networks (US)

Pontis Technologies (Argentina)

Mware Solutions (Netherlands)

MatrixStream Technologies (US)

CSG Systems International Inc (US)

Viaccess-Orca (France)

Other Prominent Players

Global Cloud TV market: Regions

Global Cloud TV Market is segmented based on regional analysis into five major regions. These include North America, Latin America, Europe, Asia Pacific, and the Middle East, and Africa. Global Cloud TV market in North America held the largest market share of XX% in the year 2020. During the projected period, Because of its early adoption of advanced technological and digital platform solutions, as well as an increase in consumer spending on advanced cloud TV solutions, North America owns a significant proportion of the worldwide cloud TV market.

The cloud TV market in Asia Pacific is expected to grow rapidly over the forecast period, owing to a surge in investment by major players to provide business solutions across the region, as well as a rise in internet penetration and the number of smartphones, both of which are expected to benefit the cloud TV market in Asia Pacific.

Global Cloud TV market is further segmented by region into:

North America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United States and Canada

Latin America Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – Mexico, Argentina, Brazil, and Rest of Latin America

Europe Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – United Kingdom, France, Germany, Italy, Spain, Belgium, Hungary, Luxembourg, Netherlands, Poland, NORDIC, Russia, Turkey, and Rest of Europe

Asia Pacific Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – India, China, South Korea, Japan, Malaysia, Indonesia, New Zealand, Australia, and Rest of APAC

Middle East and Africa Market Size, Share, Trends, Opportunities, Y-o-Y Growth, CAGR – North Africa, Israel, GCC, South Africa, and Rest of MENA

Global Cloud TV market report also contains analysis on:
Cloud TV market Segments

By end-user

Telecom Companies

Media Organizations and Broadcasters

By size

Small and Medium-sized Enterprises

Large Enterprises

Cloud TV market Dynamics

Cloud TV market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

Cloud TV Market Report Scope and Segmentation

Report Attribute Details

Market size value in 2021 USD 1.1 billion

Revenue forecast in 2030 USD 6.5 billion

Growth Rate CAGR of 24.3 % from 2021 to 2030

Base year for estimation 2020

Quantitative units Revenue in USD million and CAGR from 2021 to 2030

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

Segments covered End-user, Phase and Region

Regional scope North America; Europe; Asia Pacific; Latin America; Middle East & Africa (MEA)

Key companies profiled Brightcove (US), Amino Technologies (UK), Muvi (US), IntelliMedia Networks (US), Pontis Technologies (Argentina), Mware Solutions (Netherlands), MatrixStream Technologies (US), CSG Systems International Inc (US), Viaccess-Orca (France), Other Prominent Players.

Contents

- 1. EXECUTIVE SUMMARY**
- 2. GLOBAL CLOUD TV MARKET**
 - 1. PRODUCT OVERVIEW**
 - 2. MARKET DEFINITION**
 - 3. SEGMENTATION**
 - 4. ASSUMPTIONS AND ACRONYMS**
- 3. RESEARCH METHODOLOGY**
 - 1. RESEARCH OBJECTIVES**
 - 2. PRIMARY RESEARCH**
 - 3. SECONDARY RESEARCH**
 - 4. FORECAST MODEL**
- 5. MARKET SIZE ESTIMATION**
 - 4. AVERAGE PRICING ANALYSIS**
 - 5. MACRO-ECONOMIC INDICATORS**
- 6. MARKET DYNAMICS**
 - 1. GROWTH DRIVERS**
 - 2. RESTRAINTS**
 - 3. OPPORTUNITY**

4. TRENDS

7. CORRELATION & REGRESSION ANALYSIS

1. CORRELATION MATRIX

2. REGRESSION MATRIX

8. RECENT DEVELOPMENT, POLICIES & REGULATORY LANDSCAPE

9. RISK ANALYSIS

1. DEMAND RISK ANALYSIS

2. SUPPLY RISK ANALYSIS

10. GLOBAL CLOUD TV MARKET ANALYSIS

1. PORTERS FIVE FORCES

1. THREAT OF NEW ENTRANTS

2. BARGAINING POWER OF SUPPLIERS

3. THREAT OF SUBSTITUTES

4. RIVALRY

2. PEST ANALYSIS

1. POLITICAL

2. ECONOMIC

3. SOCIAL

4. TECHNOLOGICAL

11. GLOBAL CLOUD TV MARKET

1. MARKET SIZE & FORECAST, 2020A-2030F

1. BY VALUE (USD MILLION) 2020-2030F; Y-O-Y GROWTH (%) 2021-2030F

2. BY VOLUME (MILLION UNITS) 2020-2030F; Y-O-Y GROWTH (%) 2021-2030F

12. GLOBAL CLOUD TV MARKET: MARKET SEGMENTATION

1. BY REGIONS

1. NORTH AMERICA:(U.S. AND CANADA), BY VALUE (USD MILLION) 2020-2030F; Y-O-Y GROWTH (%) 2021-2030F

2. LATIN AMERICA: (BRAZIL, MEXICO, ARGENTINA, REST OF LATIN AMERICA), BY VALUE (USD MILLION) 2020-2030F; Y-O-Y GROWTH (%) 2021-2030F

3. EUROPE: (GERMANY, UK, FRANCE, ITALY, SPAIN, BENELUX, NORDIC, HUNGARY, POLAND, TURKEY, RUSSIA, REST OF EUROPE), BY VALUE (USD MILLION) 2020-2030F; Y-O-Y GROWTH (%) 2021-2030F

4. ASIA-PACIFIC: (CHINA, INDIA, JAPAN, SOUTH KOREA, INDONESIA, MALAYSIA, AUSTRALIA, NEW ZEALAND, REST OF ASIA PACIFIC), BY VALUE (USD MILLION) 2020-2030F; Y-O-Y GROWTH (%) 2021-2030F

5. MIDDLE EAST AND AFRICA: (ISRAEL, GCC, NORTH AFRICA, SOUTH AFRICA, REST OF MIDDLE EAST AND AFRICA), BY VALUE (USD MILLION) 2020-2030F; Y-O-Y GROWTH (%) 2021-2030F

2. BY END USER: MARKET SHARE (2020-2030F)

1. TELECOM COMPANIES, BY VALUE (USD MILLION) 2020-2030F; Y-O-Y GROWTH (%) 2021-2030F

2. MEDIA ORGANIZATIONS AND BROADCASTERS, BY VALUE (USD MILLION) 2020-2030F; Y-O-Y GROWTH (%) 2021-2030F

3. BY SIZE: MARKET SHARE (2020-2030F)

**1. SMALL AND MEDIUM-SIZED ENTERPRISES, BY VALUE (USD MILLION)
2020-2030F; Y-O-Y GROWTH (%) 2021-2030F****2. LARGE ENTERPRISES, BY VALUE (USD MILLION) 2020-2030F; Y-O-Y GROWTH
(%) 2021-2030F**

Company Profile

1. BRIGHTCOVE (US)**1. COMPANY OVERVIEW****2. COMPANY TOTAL REVENUE (FINANCIALS)****3. MARKET POTENTIAL****4. GLOBAL PRESENCE****5. KEY PERFORMANCE INDICATORS****6. SWOT ANALYSIS****7. PRODUCT LAUNCH****2. AMINO TECHNOLOGIES (UK)****3. MUVI (US)****4. INTELLIMEDIA NETWORKS (US)****5. PONTIS TECHNOLOGIES (ARGENTINA)****6. MWARE SOLUTIONS (NETHERLANDS)****7. MATRIXSTREAM TECHNOLOGIES (US)****8. CSG SYSTEMS INTERNATIONAL INC (US)****9. VIACCESS-ORCA (FRANCE)**

10. OTHER PROMINENT PLAYERS

Consultant Recommendation

**The above-given segmentations and companies could be subjected to further modification based on in-depth feasibility studies conducted for the final deliverable.

I would like to order

Product name: Cloud Tv Market: Segmented By End User (Telecom Companies, And Media Organizations And Broadcasters); By Size Into Small And Medium-Sized Enterprises And Large Enterprises) And Region – Global Analysis Of Market Size, Share & Trends For 2019–2020 And Forecasts To 2030

Product link: <https://marketpublishers.com/r/C4F4B596E687EN.html>

Price: US\$ 5,000.00 (Single User License / Electronic Delivery)

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

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/C4F4B596E687EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970