

Global Video Streaming Market Segments: by Device Type (Smartphones; Smart TVs; Laptops, Desktops, and Tablets; Gaming Consoles; Set-top Box; and Others); by End user (Health & Fitness, Government, Media & Entertainment, Education & Training, IT & Telecom, E-commerce, BFSI, and Other) and Region – Global Analysis of Market Size, Share & Trends for 2019 – 2020 and Forecasts to 2030

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Abstracts

Product Overview

Video Streaming Market also known as media streaming, is video content that can be transmitted over the internet in required format and played immediately rather than being stored on the device's hard drive. Streaming refers to listening to music or viewing a video in real-time rather than having to wait for the video to download and then watch it. Streaming videos are generally sent from a compact pre-recorded video file which can be sent simultaneously over multiple users. Any device with internet access and applications capable of uncompressing the contents may benefit from the Video Streaming services.

Market Highlights

Global Video Streaming Market is expected to project a notable CAGR of 18.96% in 2030.

Global Video Streaming Market to surpass USD XXXX million by 2030 from USD XXXX million in 2020 at a CAGR of 18.96% in the coming years, i.e., 2021-30. Some of the major factors determining the industry's growth are the significant growth of the media

and entertainment industry and the growing demand for high-quality content streaming over smart devices. Compared to conventional cable and satellite services, Video Streaming services offer greater ease of access, interoperability, comfort, and functionality. Furthermore, the use of advanced services technology and the delivery of custom content have created a huge appeal for the industry, and profits are expected to accelerate over the next few years.

Global Video Streaming Market: Segments

Smartphone segment to grow with the highest CAGR during 2020-30

Global Video Streaming Market is segmented by Device Type Smartphones; Smart TVs; Laptops, Desktops, and Tablets; Gaming Consoles; Set-top Box; and Others. The smartphone category is anticipated to dominate global market share in 2020. Due to an increased smartphone use to stream facilities over-the-top and expansion in target market for large display smartphones in developed economies, it is anticipated to stay dominant during the projected timeframe. The segment is predicted to see strong growth in the coming years as cost-effective android smartphones have arrived, democratizing online gaming and bringing gameplay to millions of smartphone users.

IT and telecom segment to grow with the highest CAGR during 2020-30

Global Video Streaming Market is divided by End-user into Health & Fitness, Government, Media & Entertainment, Education & Training, IT & Telecom, E-commerce, BFSI, and Other. Due to the increase in the number of digital video customers, the media & entertainment industry dominated the highest level portion of the market in 2020 and is expected to continue to dominate during the projected timeframe. The demand for Video Streaming services in the media and entertainment industry is anticipated to increase. However, during the projected timeline the IT & telecommunication industry is expected to see a rise in demand for over-the-top video, voice, and messaging services in the telecommunication industry.

Global Video Streaming Market Dynamics

Drivers

New platform

It is expected, in the future, that Video Streaming operators will offer more live streaming. Moreover, with brief news reaching Periscope, Facebook Live, and even YouTube, Video Streaming content will see an important transformation. Broadcasters in the US work with MVPDs to provide ready versions of live and linear videos that can be packed into video streaming offerings to boost the market growth. In the United States, they are providing live and linear feeds that can serve the Video Streaming market. As the COVID-19 pandemic began, streaming of live content, which is

opportunistic for the market, increased dramatically.

Increased internet penetration

Some of the major factors determining the industry's growth are the significant growth of the media and entertainment industry and the growing demand for high-quality content streaming over smart devices. Compared to conventional cable and satellite services, video streaming media services offer greater ease of access, interoperability, comfort, and functionality. Furthermore, the use of advanced services technology and the delivery of custom content have created a huge appeal for the industry, and profits are expected to accelerate over the next few years.

Restraint

Lack of regulation

Slow internet speed and low coverage is anticipated to hinder the market growth in the forecasted period. The internet has still not penetrated in all parts of the globe thus making it difficult for people to access the internet and services based on it. Moreover, data plans in most parts of the world are still costly thus making it difficult for people to purchase it. Such factors could hinder the market growth in the forecasted period.

Global Video Streaming Market: Key Players

Rakuten (Japan)

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

Facebook (US)

Netflix (US)

Amazon (US)

Microsoft (US)

Google (US)

YouTube (US)

Apple (US)

Home Box Office (US)

Roku (US)

IndieFlix (US)

Kakao (South Korea)

Line (Japan).

Other Prominent Players

Global Video Streaming Market: Regions

Global Video Streaming 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.

During the projected timeline, North America ought to have the highest share in the total market for Video Streaming. The overall video streaming market share was dominant in North America in 2020, with the area delivering superior broadband access as well as a range of functions that have already moved on to deliver several HD and 4K videos. In addition, the United States has witnessed a strong traction in new services like AT&T, ESPN, Turner Sports, and Crown Family Media Networks that fuel market growth. Asia-Pacific is projected to expand to the highest level of CAGR, as the video streaming services offered by telecommunications providers have plans that drive overall growth in the market. Increase in the spread of mobile devices and public policies on Video Streaming platform content enables an incremental growth in the use of video streaming services.

Global Video Streaming 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 Video Streaming Market report also contains analysis on:

Video Streaming Market Segments:

By Device Type:

Smartphones

Smart TVs

Laptops

Desktops and Tablets

Gaming Consoles

Set-top Box

Others

By End user into

Health & Fitness

Government

Media & Entertainment

Education & Training

IT & Telecom

E-commerce

BFSI

Other

Video Streaming Market Dynamics

Video Streaming Market Size

Supply & Demand

Current Trends/Issues/Challenges

Competition & Companies Involved in the Market

Value Chain of the Market

Market Drivers and Restraints

SELECT LICENSE TYPE

Excel User License \$3000

Single User License \$5000

Enterprise License \$750010%

OFF

Group License \$1000010%

OFF

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10. ROKU (US)

11. INDIEFLIX (US)

12. KAKAO (SOUTH KOREA)

13. LINE (JAPAN).

14. 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.**

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