

Global Broadcast Pro Video Compression Encoders Market

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Abstracts

Video encoding, also known as video transcoding is basically a process of converting a given video input into a digital format that is compatible with most types of Web players and mobile devices. All the videos people watch via computers, mobile devices, tablets, and set-top boxes have undergone a video encoding process to transform them from the original source format into a format viewable on the said devices.

Currently, the video compression standard, H.264 (also known as MPEG-4 Part 10/AVC for Advanced Video Coding), is the most common video standard of choice. H.264 is an open, licensed standard that supports the most efficient video compression techniques available today. Without compromising image quality, an H.264 encoder can reduce the size of a digital video file by more than 80% compared with the Motion JPEG format and as much as 50% more than with the MPEG-4 Part 2 standard. This means that much less network bandwidth and storage space are required for a video file. Or seen another way, much higher video quality can be achieved for a given bit rate.

The global broadcast pro video compression encoders production, which measures output worldwide, was expected to reach xx units in 2016 with an increase of xx% from its year-earlier level. The global broadcast pro video compression encoders market size is estimated to grow from USD xx million in 2011 to USD xx million by 2016, at an estimated CAGR of xx% between 2011 and 2016. With regards to this, key players of broadcast pro video compression encoders industry are expected to find potential opportunities in this market.

The global broadcast pro video compression encoders market report profiles some of the key technological developments in the recent times. It also profiles some of the leading players in the market and analyzes their key strategies. The competitive

landscape section of the report provides a clear insight into the market share analysis of key industry players. The major players in the global broadcast pro video compression encoders market are Cisco, Ericsson, Hamonic, Telairity, ATEME, Elemental, ARRIS, Adtec Digital, Fujitsu, NSCC, etc.

The global broadcast pro video compression encoders industry is relatively fragmented, with the market share of Top 10 broadcast pro video compression encoders producers at xx%.

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