

# Global Live Streaming Market 2022-2028

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## Abstracts

Live streaming is when the streamed video is sent over the Internet in real time, without first being recorded and stored. Live streaming is appealing to children and young people. It gives them a chance to be a creator, a presenter and to be seen and heard by an audience and connect to their favourite celebrities or content creators. The global live streaming market size is projected to grow by USD 88 billion from 2022 to 2028, registering a CAGR of 24.3 percent, according to a new report by Gen Consulting Company.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global live streaming market. It offers an exclusive insight into various details such as market size, key trends, competitive landscape, growth rate and market segments. This study also provides an analysis of the impact of the COVID-19 crisis on the live streaming industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the component, and end user, and region. The global market for live streaming can be segmented by component: platform, services. According to the research, the platform segment had the largest share in the global live streaming market. Live streaming market is further segmented by end user: education, esports, events, government, media & entertainment, retail, others. In 2021, the media & entertainment segment made up the largest share of revenue generated by the live streaming market. On the basis of region, the live streaming market also can be divided into: Asia Pacific, Europe, North America, Rest of the World (RoW).

By component:

platform

## services

### By end user:

education

esports

events

government

media & entertainment

retail

others

### By region:

Asia Pacific

Europe

North America

Rest of the World (RoW)

The report explores the recent developments and profiles of key vendors in the Global Live Streaming Market, including AfreecaTV Co., Ltd., Alibaba Group Holding Limited, Amazon.com, Inc., ByteDance Ltd., Dacast Inc., Empire Video Productions, LLC, Google LLC (YouTube, LLC), Huya, Inc., International Business Machines Corporation, Meta Platforms, Inc., Microsoft Corporation, Twitch Interactive, Inc., Twitter, Inc., Vimeo, Inc., among others.

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## Historical & Forecast Period

This research report provides analysis for each segment from 2018 to 2028 considering 2021 to be the base year.

## Scope of the Report

To analyze and forecast the market size of the global live streaming market.

To classify and forecast the global live streaming market based on component, end user, region.

To identify drivers and challenges for the global live streaming market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global live streaming market.

To identify and analyze the profile of leading players operating in the global live streaming market.

## Why Choose This Report

Gain a reliable outlook of the global live streaming market forecasts from 2022 to 2028 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

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Others

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Alibaba Group Holding Limited  
Amazon.com, Inc.  
ByteDance Ltd.  
Dacast Inc.  
Empire Video Productions, LLC  
Google LLC (YouTube, LLC)  
Huya, Inc.  
International Business Machines Corporation  
Meta Platforms, Inc.  
Microsoft Corporation  
Twitch Interactive, Inc.  
Twitter, Inc.  
Vimeo, Inc.

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