

Global OTT (Over-The-Top) TV Market Forecast and Analysis 2016-2021

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Abstracts

This report provides detailed analysis of worldwide markets for OTT (Over-The-Top) TV from 2011-2016, and provides extensive market forecasts (2016-2021) by region/country and subsectors. It covers the key technological and market trends in the OTT (Over-The-Top) TV market and further lays out an analysis of the factors influencing the supply/demand for OTT (Over-The-Top) TV, and the opportunities/challenges faced by industry participants. It also acts as an essential tool to companies active across the value chain and to the new entrants by enabling them to capitalize the opportunities and develop business strategies.

In broadcasting, over-the-top content (OTT) refers to delivery of audio, video, and other media over the Internet without the involvement of a multiple-system operator in the control or distribution of the content. The Internet provider may be aware of the contents of the Internet Protocol packets but is not responsible for, nor able to control, the viewing abilities, copyrights, and/or other redistribution of the content. This model contrasts with the purchasing or rental of video or audio content from an Internet service provider (ISP), such as pay television video on demand or an IPTV video service, like AT&T U-verse. OTT in particular refers to content that arrives from a third party – such as Hulu, Netflix, Sling TV, WhereverTV or Xumo, and is delivered to an end-user device, leaving the ISP only the role of transporting IP packets.

GCC's report, Global OTT (Over-The-Top) TV Market Forecast and Analysis 2016-2021, has been prepared based on the synthesis, analysis, and interpretation of information about the global OTT (Over-The-Top) TV market collected from specialized sources. The report covers key technological developments in the recent times and profiles 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 OTT (Over-The-Top) TV market are Roku (USA), Amazon (USA), Apple (USA), WD (USA), Arris (USA), Sony (Japan), Samsung (Korea), MI (China), Huawei (China), Skyworth (China), Tmall (China), GITV (China), BesTV (China), Wasu (China), Baidu (China), Domy (China).

The report provides separate comprehensive analytics for the North America, Europe, Asia-Pacific, Middle East and Africa and Rest of World. In this sector, global competitive landscape and supply/demand pattern of OTT (Over-The-Top) TV industry has been provided.

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ABBREVIATIONS

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