

Global Video On Demand Market 2022-2028

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Abstracts

The global video on demand market is likely to register a CAGR of over 12.1% with an incremental growth of USD 76 billion during the forecast period 2022-2028.

The report provides in-depth analysis and insights regarding the current global market scenario, latest trends and drivers into global video on demand 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 video on demand industry.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the solution, monetization model, application, and region. The global market for video on demand can be segmented by solution: internet protocol television (IPTV), pay-TV, over-the-top (OTT). According to the research, the IPTV segment had the largest share in the global video on demand market. Video on demand market is further segmented by monetization model: advertising based video on demand (AVOD), subscription video on demand (SVOD), transactional video on demand (TVOD). In 2021, the SVOD segment made up the largest share of revenue generated by the video on demand market. Based on application, the video on demand market is segmented into: education and training, health and fitness, live events and sports, media and entertainment, others. On the basis of region, the video on demand market also can be divided into: Asia Pacific, Europe, North America, Rest of the World (RoW). North America captured the largest share of the market in 2021.

By solution:

internet protocol television (IPTV)

pay-TV

over-the-top (OTT)

By monetization model:

advertising based video on demand (AVOD)

subscription video on demand (SVOD)

transactional video on demand (TVOD)

By application:

education and training

health and fitness

live events and sports

media and entertainment

others

By region:

Asia Pacific

Europe

North America

Rest of the World (RoW)

The report also provides analysis of the key companies of the industry and their detailed company profiles including Akamai Technologies, Inc., Alphabet Inc. (Google LLC),

Amazon.com Inc., Apple Inc., AT&T Inc., Comcast Corporation, Dacast Inc., IndieFlix Group Inc., iQIYI, Inc, Netflix Inc., Popcornflix LLC, Roku, Inc., Tencent Holdings Limited, The Walt Disney Company, Verizon Communications 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 video on demand market.

To classify and forecast the global video on demand market based on solution, monetization model, application, region.

To identify drivers and challenges for the global video on demand market.

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

To identify and analyze the profile of leading players operating in the global video on demand market.

Why Choose This Report

Gain a reliable outlook of the global video on demand 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.

Print authentication provided for the single-user license.

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Transactional video on demand (TVOD)

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Health and fitness

Live events and sports

Media and entertainment

Others

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Europe

North America

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Alphabet Inc. (Google LLC)

Amazon.com Inc.

Apple Inc.
AT&T Inc.
Comcast Corporation
Dacast Inc.
IndieFlix Group Inc.
iQIYI, Inc
Netflix Inc.
Popcornflix LLC
Roku, Inc.
Tencent Holdings Limited
The Walt Disney Company
Verizon Communications Inc.

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