

Video on Demand (VOD) Services: Market Research Report

https://marketpublishers.com/r/V199A7846D7EN.html

Date: March 2018 Pages: 405 Price: US\$ 5,600.00 (Single User License) ID: V199A7846D7EN

Abstracts

This report analyzes the worldwide markets for Video on Demand (VOD) Services in US\$ Million.

The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2013 through 2020. Market data and analytics are derived from primary and secondary research.

Company profiles are primarily based on public domain information including company URLs. The report profiles 120 companies including many key and niche players such as

Alphabet, Inc. Amazon, Inc. Apple, Inc., CinemaNow Comcast Corporation Crackle, Inc.



Contents

I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

II. EXECUTIVE SUMMARY

1. INDUSTRY OVERVIEW

VOD Takes Flight in the Era of Instant Gratification & On-Demand Disruption

Table 1. Rising Venture Capital Investments in the On-Demand Economy Bodes Wellfor the Commercial Rise of the Era of Entertainment On-Demand (EoD): GlobalBreakdown of Venture Capital Funding for On-Demand Business Start-Ups (in US\$Billion) for the Years 2010 & 2016 (includes corresponding Graph/Chart)

VOD: Market Overview

VOD Elbows Out Blu-Ray & DVDs to Emerge as the Future of Entertainment VOD: A Necessity to Stay Relevant in the Entertainment & Broadcasting Sector Developed Regions: Key Revenue Contributors Developing Markets: The Focal Point for Future Growth Pay TV VOD Services Dominate the VOD Market Challenges Facing the VOD Market

2. COMPETITIVE LANDSCAPE

Intense Competition Characterizes the Entertainment VOD Market Telecom Operators Eye a Larger Slice of the VOD Pie Cable TV Providers Feel the Heat to Innovate to Beat Competition from VOD Cable TV Operators Roll Out TV Everywhere (TVE) as a Tool to Fight Online TV Key Strategies Adopted by Service Providers to Survive in the Competitive VOD Market Adoption of Content Discovery & Recommendation Tools to Boost Viewership & Fend Off Competition Big Data to Strengthen Accuracy of Content Recommendations Adoption of CDNs to Offer Low Latency Services Vital for Competitiveness

Smaller Players Adopt Niche VOD Approach to Survive Competition

SVOD Service Providers Battle Hard for Premium Content Rights & Original Productions



Table 2. Estimated Spending (in US\$ Billion) on Acquisition of Video Content byLeading VOD Companies in 2016 and 2017 (includes corresponding Graph/Chart)

Table 3. Estimated Value of SVOD Syndication Backlog Deals (in US\$ Billion) forLeading US Studios in 2015 (includes corresponding Graph/Chart)

Table 4. Cost Per Episode of Select TV Shows for SVOD Services (in US\$ Million)

 (includes corresponding Graph/Chart)

Review of Leading VOD Service Providers Netflix: The Market Leader Hulu Amazon Video BBC iPlayer Surge in M&A Activity Select M&A Deals in the Global Digital Entertainment Market (2014-2017)

3. MARKET TRENDS & ISSUES

A Peek into Baseline Factors Feeding Consumer Appetite for VOD Uptrend in Internet Usage: Cornerstone for Present & Future Growth

Table 7. Internet Ubiquity Provides the Support Platform for the Proliferation of VOD Services: Percentage Breakdown of Internet Penetration Rates (as a % of Total Population) by Geographic Region (H2 2017E) (includes corresponding Graph/Chart)

Table 8. Increase in Internet Speeds Catalyzes Demand for Low Latency VODBroadcasting Services: Breakdown of Average Internet Connection Speeds in MBPS inSelect Countries for the Year 2016 (includes corresponding Graph/Chart)

Table 9. Global IP Traffic Scenario (2016 & 2020P): Monthly IP Traffic Volume inExabytes (includes corresponding Graph/Chart)

Table 10. Global IP Traffic by End-User Segment (2016 & 2020P): PercentageBreakdown of Exabyte Traffic for Consumer and Business Segments (includescorresponding Graph/Chart)



Table 11. Global IP Traffic by Connection Type (2016 & 2020P): PercentageBreakdown of Exabyte Traffic for Fixed Line Connection, Managed IP Connection andMobile Connection (includes corresponding Graph/Chart)

Wider Availability of High-Speed Broadband Spawns Incredible Demand Changing Video Consumption/Viewing Patterns

Table 12. Changing Global TV Viewing Patterns Provides the Foundation for Market Growth: Percentage Share Breakdown of TV Viewing Time by Age Group and Device for the Year 2015 (includes corresponding Graph/Chart)

Table 13. Global Video Content Viewing Trend (2012 & 2016): Time Consumers Spend(in Hours:Minutes per Week) on Watching On-Demand Video Content

Proliferation of Smart VOD-Capable Devices Special Focus on Connected TV Devices as a Key VOD Visibility Accelerator

Table 15. Expanding Base of Connected TVs Amplifies Market Visibility of VODServices: World Installed Base of Connected TV Devices (in Billion Units) by Type forthe Years 2015 & 2020 (includes corresponding Graph/Chart)

Stellar Growth in 4K UHD TV Domain Creates Fertile Environment Global Rollout of 4G LTE Networks Triggers Huge Demand

Table 16. World 4G / LTE Market by Geographic Region (2017E): Percentage Breakdown of Number of Unique Subscribers for US, Canada, Japan, Europe, Asia-Pacific, Latin America and Rest of World (includes corresponding Graph/Chart)

Other Major Factors Spurring Growth in the Market Rise in Binge Watching Bodes Well for Growth Launch of New Streaming Devices Benefits Growth Consumer Preference for Premium Content Spurs Consumption of On-Demand Services VoDaaS Gains Prominence among Service providers as an Architectural Framework for Delivering VOD Expanding Opportunities in Non-Entertainment Sectors to Fuel Future Growth



The Drive Against Media Piracy Spurs Opportunities for VOD Advanced Technological Features of Modern Connected Devices Enhance Appeal & Image of VOD Services Cloud Broadcast Gathers Steam in VOD Delivery

4. TECHNOLOGY/SERVICE OVERVIEW

5. SERVICE LAUNCHES

Amazon Rolls Out Anime Strike Apple TV Launches Brown Sugar VOD Service Comcast Rolls Out Xfinity Mobile YouTube Unveils YouTube TV MatrixStream Introduces MatrixCloud OTT Platform Pluto TV Launches Free VOD Service Astro Unveils NJOI Video Service in Malaysia Amazon Announces Worldwide Launch of Amazon Prime Video Walmart's Vudu Introduces Vudu Movies on Us Tele Columbus Rolls Out T-VOD Service NBCUniversal to Launch Hayu Vennetics Introduces Banterflix Film Club Viacom18 Digital Ventures Unveils VOOT Vuclip Launches Viu OTT VOD Service in India Zee Digital Launches OZEE VOD Platform Airtel Digital TV Rolls Out BANGLA HITZ SVOD Service in Bengali HOOQ Launches its VOD Service in Singapore TrueVisions Rolls Out New TrueVisions Premium VOD Service Muvi Studio Introduces VOD Platform Alibaba to Unveil Tmall Box Office HOOQ to Roll out VOD Services in India Viacom to Roll out Viacom Play Plex VOD Platform Netflix to Launch VOD Service in India Airtel to Introduce Ericsson NuVu VOD Content Service Ericsson Unveils New VOD Infrastructure Solution PCCW to Roll out OnTAPtv Singtel, Sony and Warner Bros Introduce HOOQ VOD Service Telekom Austria Unveils Beta Test of A1 Now VOD Service Enthusiast Network Launches SVOD Service for Automotive Enthusiasts Anvato Introduces Live-to-VOD Capability



Multimedia Polska Adds Warner's Content to VOD Service Lionsgate and Comic-con Enter into Partnership for SVOD Service Verizon FiOS to Launch Gaiam TV Fit & Yoga SVOD Service Vimeo Unveils VOD Publisher Network Comcast and Gaiam to Launch SVOD Platform MTN South Africa Launches MTN FrontRow SVOD Service HOOQ Launches SVOD Service for Mobiles in India Safaricom to Launch VOD Service in Kenya MTNL Partners with Hungama. com to Introduce VOD Service Dish TV Introduces DishFlix VOD Service Naspers to Move into South Africa's VOD Market Chili Launches VOD Service in Austria Astro Launches VOD Service

6. RECENT INDUSTRY ACTIVITY

NFL Collaborates with Amazon Amazon Bags Exclusive Rights for ATP World Tour Tennis Apple to Invest on Original TV Shows **Comcast Acquires Amblin Partners** DirecTV Now Adds More Than 35 Local TV Stations Google Fiber to Deploy Super-Fast Internet in Metro Louisville AT&T Seeks Regulatory Approval for Time Warner Takeover Encompass Inks Service Agreement with Viasat World Hulu Inks License Agreement with Twentieth Century Fox PA Group Acquires Majority Stake in StreamAMG Sky Deploys Nokia' Velocix CDN Dish TV and Videocon D2h Merger Deal Receives NCLT Approval BookMyShow Takes Over Nfusion Swift Networks Acquires Movie Source and VOD Hoog Raises Additional Capital Elemental Technologies Collaborates with Globo. com for 4K VOD Services FilmOn TV Networks Takes Over CinemaNow **Comcast Acquires DreamWorks Animation**

21ST CENTURY FOX TO ACQUIRE SKY

Hulu Acquires Exclusive US Streaming VOD Rights to BBC's The Musketeers Vimeo Takes Over VHX



Hulu Inks New Content Licensing Agreement with The Disney-ABC Television Group Fandango Takes Over M-GO VOD Platform AT&T to Acquire Quickplay Media NeuLion Takes Over Saffron Digital BSNL Teams Up with Tata Sky for VoD Service Videocon D2H to Merge with Dish TV to Establish Dish TV Videocon Warner Bros. Takes Over DramaFever Trace TV Acquires Buni. tv. Ericsson to Partner with Bharti Airtel Vodacom to Enter African Market Naspers to Enter African VOD Market Distrify Media Signs Multi Million Deal in China Vuclip to Partner with Verimatrix Vodafone Spain Inks Deal to Provide Netflix on Spanish TV Platform Netflix to Expand into Select Asian Countries Netflix to Enter Portuguese Market Netflix to Enter Italian Market Netflix to Enter Spanish Market HTV Partners with Muvi to Introduce HTVFun. com Tesco Off-Loads Blinkbox to TalkTalk Letv. com to Build Asia's Largest VOD Platform Alibaba Acquires Youku Tudou Netflix and DreamWorks Animation Expand Multi-Year Deal AT&T Takes Over DIRECTV Walt Disney Inks Multi-Year Distribution Agreement with DIRECTV Cross MediaWorks Takes Over BlackArrow NextRadioTV Acquires Figaro's Documentary VOD Platform Vennetics Forges Strategic Partnership Agreement with Digisoft. tv VUBIQUITY and WOW! Forge Multi-Year Partnership Agreement SENSIO Technologies Enters into VOD Licensing Deal with MPAA-Member Studio DHX Media Inks Multiple SVOD Deals Bouygues Telecom Selects Envivio Muse VOD Encoding Software Orange Horizons to Introduce VOD Service in South Africa maxdome Acquires Rights to VOD Package from Disney MUBI Inks Movie Deal with Paramount Safaricom and Vuclip Partner to Offer Mobile VOD Service in Kenya Rovi Inks Patent Licensing Deal with UULA Tencent Inks Deal with Paramount Pictures for VOD in China Lionsgate Inks Long-term Deal with iQIYI



Samsung Partners with ShowMax Telkom Partners with ShowMax to Enter VOD Market Globe Telecom Partners with HOOQ Telestream Enters into Strategic Partnership with BlackArrow Hulu Expands Content Partnership Deal with Viacom

7. FOCUS ON SELECT PLAYERS

Alphabet, Inc. (USA) YouTube, LLC (USA) Amazon, Inc. (USA) Apple, Inc. (USA) CinemaNow (USA) Comcast Corporation (USA) Crackle, Inc. (USA) DirecTV LLC (USA) Dish TV (India) Hulu, LLC (USA) Indieflix, Inc. (USA) MatrixStream Technologies, Inc. (USA) Netflix, Inc. (USA) Sky plc (UK) SnagFilms, Inc. (USA) TalkTalk TV (UK) Time Warner, Inc. (USA)

HBO (USA)

Verizon Communications, Inc. (USA) Virgin Media plc (UK) Vudu, Inc. (USA)

8. GLOBAL MARKET PERSPECTIVE

Table 17. World Recent Past, Current and Future Analysis for Video on Demand (VOD)Services by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific, LatinAmerica and Rest of World Markets Independently Analyzed with Annual RevenueFigures in US\$ Million for Years 2013 through 2020 (includes corresponding



Graph/Chart)

Table 18. World 8-Year Perspective for Video on Demand (VOD) Services byGeographic Region - Percentage Breakdown of Revenues for US, Canada, Japan,Europe, Asia-Pacific, Latin America and Rest of World Markets for Years 2013, 2017 &2020 (includes corresponding Graph/Chart)

III. MARKET

1. THE UNITED STATES

A. Market AnalysisCurrent and Future AnalysisVOD Market in the United States – An Overview

Table 19. VOD Availability in the US (2008-2016): Percentage (%) of TV Householdswith VOD Service Availability(includes corresponding Graph/Chart)

Table 20. US VOD Services Market by Age Group (2016): Percentage Breakdown of Viewer Base for 2-11, 12-17, 18-34, 35-49, and 50+ (includes corresponding Graph/Chart)

Table 21. Average Viewing Time (In Hours: Minutes) of VOD Content in the US by AgeGroup (2016) (In Hrs: Minutes)

Digital Shift in the US Home Entertainment Market Bodes Well for VOD Market

Table 22. US Home Entertainment Market by Category (2016): Percentage Breakdown of Spending for Digital Sales, Disk Rental, Disk Sales, Disk Subscription, Subscription Stream, and VOD (includes corresponding Graph/Chart)

Subscriptions-based VOD – The Future of VOD Market Top Reasons Cited by Subscribers Signing Up for SVOD Services in the US Ease of Use Spurs Adoption of SVOD Services

Table 23. Percentage (%) of People Using On-Demand Service on a Weekly Basis in



the US (includes corresponding Graph/Chart)

Growing Sales of 4K UHD TV Enhances Market Prospects Video Vendors Sense Opportunities in 4KDomain Competitive Scenario

Table 24. Leading Players in the US Video Streaming Services Market (2016):Percentage Breakdown of Household Subscriptions for Amazon Instant Video, HuluPlus, Netflix and Others (includes corresponding Graph/Chart)

Table 25. Leading Players in the US SVOD Market (2016): Percentage Breakdown of

 Revenues for Amazon, Hulu, Netflix, and Others (includes corresponding Graph/Chart)

A Glance at Top Ranked VOD Companies in the US Service Launches Strategic Corporate Developments Key Players B. Market Analytics

Table 26. US Recent Past, Current and Future Analysis for Video on Demand (VOD)Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013 through2020 (includes corresponding Graph/Chart)

2. CANADA

A. Market AnalysisCurrent and Future AnalysisStrategic Corporate DevelopmentsB. Market Analytics

Table 27. Canadian Recent Past, Current and Future Analysis for Video on Demand(VOD) Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013through 2020 (includes corresponding Graph/Chart)

3. JAPAN



A. Market Analysis Current and Future Analysis International Majors Adopt Diverse Strategies to Tap Japanese Market

Table 28. Leading Players in the Japanese Primary VOD Market (2016): Percentage Breakdown of Viewership Base for AbemaTV, Amazon Prime Video, dTV, Hulu, Netflix and Others (includes corresponding Graph/Chart)

Table 29. Leading Players in the Japanese VOD Market (2016): Weekly Time Spent by Viewers on VOD Content (in Hours: Minutes) for AbemaTV, Amazon Prime Video, dTV, Hulu and Netflix

B. Market Analytics

Table 30. Japanese Recent Past, Current and Future Analysis for Video on Demand(VOD) Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013through 2020 (includes corresponding Graph/Chart)

4. EUROPE

A. Market AnalysisCurrent and Future AnalysisVOD Market in Europe – An Overview

Table 31. Media Consumption in Europe (2016): Percentage Breakdown of TotalViewing Time by Type of Watching Activity (includes corresponding Graph/Chart)

Table 32. Media Consumption in Europe by Age Group (2016): Percentage ShareBreakdown of Total Viewing Time by Type of Media Watching Activity (includescorresponding Graph/Chart)

Table 33. Average Daily Time Spent in Viewing Media (in Hours: Minutes) by AgeGroup in Europe (2016))

Table 34. European VOD Services Market by Business Model (2016): PercentageBreakdown of Revenues for Digital Rental, Digital Retail, Digital Subscription, and TV



VOD (includes corresponding Graph/Chart)

Table 35. European VOD Services Market by Service Type (2016): PercentageBreakdown of Number of Available VOD Services for Adult, Children/ Animation,Documentary, Films, Films & TV Fiction, General Interest, Generalist, Lifestyle, Music,and TV Fiction (includes corresponding Graph/Chart)

Trend towards OTT Video Underpins Adoption of SVOD Services in Europe SVOD Market: International Majors to Stimulate Adoption Levels in Europe Increasing Availability of SVOD Content from Local & International Service Providers SVOD Players Focus on Providing Multi-Device, Multi-Screen Content Access to Consumers Binge Viewing Trend Transforms Consumption of TV Shows on SVOD Services

Binge Viewing Trend Transforms Consumption of TV Shows on SVOD Services Competitive Landscape

B. Market Analytics

Table 36. European Recent Past, Current and Future Analysis for Video on Demand(VOD) Services by Geographic Region - France, Germany, Italy, UK, Spain, Russia andRest of Europe Markets Independently Analyzed with Annual Revenue Figures in US\$Million for Years 2013 through 2020 (includes corresponding Graph/Chart)

Table 37. European 8-Year Perspective for Video on Demand (VOD) Services by Geographic Region - Percentage Breakdown of Revenues for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2013, 2017 & 2020 (includes corresponding Graph/Chart)

4A. FRANCE

A. Market Analysis Current and Future Analysis Market Overview

Table 38. French Video Market by Format (2016): Percentage Breakdown of ConsumerSpending for Blu-ray, Digital/TV VOD and DVD (includes corresponding Graph/Chart)

Competition Strategic Corporate Developments

Video on Demand (VOD) Services: Market Research Report



B. Market Analytics

Table 39. French Recent Past, Current and Future Analysis for Video on Demand(VOD) Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013through 2020 (includes corresponding Graph/Chart)

4B. GERMANY

A. Market Analysis Current and Future Analysis Market Overview

Table 40. German VOD Market by Business Model (2016): Percentage Breakdown of Revenues for Electronic Sell Through (EST), Subscription VOD and Transactional VOD (includes corresponding Graph/Chart)

Table 41. German VOD Market by Segment (2016): Percentage Breakdown ofConsumer Spending for Digital Video (OTT) and TV VOD (includes correspondingGraph/Chart)

Table 42. German Video Market by Format (2016): Percentage Breakdown ofConsumer Spending for Blu-ray, Digital/TV VOD and DVD (includes correspondingGraph/Chart)

Challenges Confronting Germany's SVOD Market Competition

Table 43. Leading Players in the German VOD Services Market (2016): PercentageBreakdown of User Base for Amazon Prime Instant Video, Apple iTunes, maxdome,Netflix, Videoload and Others (includes corresponding Graph/Chart)

Service Launch Strategic Corporate Development B. Market Analytics



Table 44. German Recent Past, Current and Future Analysis for Video on Demand(VOD) Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013through 2020 (includes corresponding Graph/Chart)

4C. ITALY

A. Market AnalysisCurrent and Future AnalysisStrategic Corporate DevelopmentB. Market Analytics

Table 45. Italian Recent Past, Current and Future Analysis for Video on Demand (VOD)Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013 through2020 (includes corresponding Graph/Chart)

4D. THE UNITED KINGDOM

A. Market AnalysisCurrent and Future AnalysisVOD Services Find Favor in the UKKey Developments in the UK On-Demand Space (2013-2015)

Table 46. UK Video Content Market by Distribution Format (2016): PercentageBreakdown of Consumer Spending for Blu-Ray, Digital/TV VOD, and DVD (includescorresponding Graph/Chart)

Traditional TV Viewing on a Decline

Table 47. TV Viewing Trends in the UK (2017E & 2020P): Percentage Breakdown of Households for Live TV Viewing, Time Shifted Viewing and VOD Services (includes corresponding Graph/Chart)

Demographic Trends in the VOD Services Market

Table 48. Percentage (%) of Adult Population Watching VOD Services by Age Group in



the UK (2016) (includes corresponding Graph/Chart)

Table 49. Percentage of Adult Population Watching VOD by Gender in the UK (2016) (includes corresponding Graph/Chart)

Table 50. Percentage of Adults Watching VOD Services by Service Provider (2016)(includes corresponding Graph/Chart)

Connected TV Devices Drive VOD Adoption to TV Sets Subscription-based VOD Services – A Popular Model of VOD Services Adoption

Table 51. UK SVOD Market by Age Group (2016): Percentage of Internet Users Watching SVOD for 16-24, 25-34, 35-44, 45-54 and 55+ (includes corresponding Graph/Chart)

Consumer Spending in the UK SVOD Service Market

Table 52. UK Digital Video Market by Business Model (2016): Percentage Share Breakdown of Revenues for Electronic Sell-Through (EST), Subscription VOD and Transactional VOD includes corresponding Graph/Chart)

Table 53. UK SVOD Market by Segment (2016): Percentage Breakdown of ConsumerSpending for Digital OTT SVOD and TV VOD (includes corresponding Graph/Chart)

Competitive Landscape

Table 54. Leading Players in the UK SVOD Market (2016): Percentage Breakdown ofSubscriber Volume for Amazon Prime Instant Video, Netflix, and Others (includescorresponding Graph/Chart)

Table 55. Leading Players in the UK SVOD Services Market (2016): PercentageBreakdown of Consumer Spending for Amazon Prime Instant Video, Netflix and Others(includes corresponding Graph/Chart)

Popular VOD Services in the UK Binge Watching Trend Catches on amongst UK Consumers



Top Reasons Cited by Subscribers Signing Up for SVOD Services in the UK Smartphones Find Favor for Watching Video Content Service Launch Strategic Corporate Developments Key Players B. Market Analytics

Table 56. UK Recent Past, Current and Future Analysis for Video on Demand (VOD)Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013 through2020 (includes corresponding Graph/Chart)

4E. SPAIN

A. Market AnalysisVOD Services Find Favor among Spanish AudiencesStrategic Corporate DevelopmentsB. Market Analytics

Table 57. Spanish Recent Past, Current and Future Analysis for Video on Demand(VOD) Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013through 2020 (includes corresponding Graph/Chart)

4F. RUSSIA

A. Market Analysis Market Overview

Table 58. Leading Players in the Russian VOD Market (2016): Percentage Breakdown of Revenues for iTunes, Ivi, Okko, RuTube, Tvigle and Others (includes corresponding Graph/Chart)

B. Market Analytics

Table 59. Russian Recent Past, Current and Future Analysis for Video on Demand(VOD) Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013



through 2020 (includes corresponding Graph/Chart)

4G. REST OF EUROPE

A. Market Analysis
Current and Future Analysis
Ireland
Service Launches
Strategic Corporate Developments
B. Market Analytics

Table 60. Rest of Europe Recent Past, Current and Future Analysis for Video onDemand (VOD) Services Analyzed with Annual Revenue Figures in US\$ Million forYears 2013 through 2020 (includes corresponding Graph/Chart)

5. ASIA-PACIFIC

A. Market AnalysisMarket OverviewGrowing User Base of Connected Devices Bodes WellB. Market Analytics

Table 61. Asia-Pacific Recent Past, Current and Future Analysis for Video on Demand(VOD) Services by Geographic Region - China and Rest of Asia-Pacific MarketsIndependently Analyzed with Annual Revenue Figures in US\$ Million for Years 2013through 2020 (includes corresponding Graph/Chart)

Table 62. Asia-Pacific 8-Year Perspective for Video on Demand (VOD) Services byGeographic Region - Percentage Breakdown of Revenues for China and Rest of Asia-Pacific Markets for Years 2013, 2017 & 2020 (includes corresponding Graph/Chart)

5A. CHINA

A. Market Analysis Market Overview



Table 63. Proportion (%) of Chinese Internet Users Watching Online Videos by Type of Device (2016) (includes corresponding Graph/Chart)

SVOD Market: A Lucrative Marketplace Online Players Venture into On-Demand Video Market IBM China Research Laboratory Develops System to Resolve Issues Concerning VOD Services Strategic Corporate Developments B. Market Analytics

Table 64. Chinese Recent Past, Current and Future Analysis for Video on Demand(VOD) Services Analyzed with Annual Revenue Figures in US\$ Million for Years 2013through 2020 (includes corresponding Graph/Chart)

5B. REST OF ASIA-PACIFIC

A. Market Analysis
Current and Future Analysis
Australia
Catch-up Television Market in Australia
SVOD Market in Australia
Content Space to Witness Strong Competition

Table 65. Leading Players in Australian VOD Market (2016): Percentage Breakdown of Number of Households with Pay/Subscription TV Service for Foxtel, Netflix, and Others (includes corresponding Graph/Chart)

India VOD Market – A Nascent Market Startups & Production Houses Venture into India's VOD Marketplace Impact of 4G on VOD Market Competition Challenges Confronting India's VOD Market New Zealand Service Launches Strategic Corporate Developments Key Player B. Market Analytics



Table 66. Rest of Asia-Pacific Recent Past, Current and Future Analysis for Video onDemand (VOD) Services Analyzed with Annual Revenue Figures in US\$ Million forYears 2013 through 2020 (includes corresponding Graph/Chart)

6. LATIN AMERICA

A. Market Analysis Current and Future Analysis Brazil

Table 67. Leading Players in the Brazilian VOD Market (2016): Penetration of VOD Platforms as a Proportion (%) of Total Internet Users for YouTube, Netflix, Google Play, Amazon and iTunes (includes corresponding Graph/Chart)

Argentina

Table 68. Argentina VOD Market by Device Type (2016): % of Viewers ScreeningDigital Video Content onto TVs through Smart TVs, PCs, Video Game Consoles, andSpecialized OTT Devices (includes corresponding Graph/Chart)

Mexico

Table 69. Mexican VOD OTT Services Market by Segment (2016): PercentageBreakdown of Revenues for Purchase (Download-to-Own), Rental (T-VOD), andSubscription (S-VOD) (includes corresponding Graph/Chart)

Table 70. Leading Players in the Mexican OTT Market (2016): Percentage Breakdown of Subscriber Base for Clarovideo, Netflix, and Others (includes corresponding Graph/Chart)

Strategic Corporate Development B. Market Analytics



Table 71. Latin American Recent Past, Current and Future Analysis for Video onDemand (VOD) Services by Geographic Region - Brazil and Rest of Latin AmericaMarkets Independently Analyzed with Annual Revenue Figures in US\$ Million for Years2013 through 2020 (includes corresponding Graph/Chart)

Table 72. Latin American 8-Year Perspective for Video on Demand (VOD) Services byGeographic Region - Percentage Breakdown of Revenues for Brazil and Rest of LatinAmerica Markets for Years 2013, 2017 & 2020 (includes corresponding Graph/Chart)

7. REST OF WORLD

A. Market Analysis Current and Future Analysis The Middle East Africa OTT VOD Market Set for Strong Growth in Sub-Saharan Africa South Africa Players Entering the South African VOD Market Service Launches Strategic Corporate Developments B. Market Analytics

Table 73. Rest of World Recent Past, Current and Future Analysis for Video onDemand (VOD) Services Analyzed with Annual Revenue Figures in US\$ Million forYears 2013 through 2020 (includes corresponding Graph/Chart)

IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 120 (including Divisions/Subsidiaries - 134) The United States (50) Canada (1) Japan (2) Europe (48) France (7) Germany (5) The United Kingdom (12) Italy (1) Spain (1)



Rest of Europe (22) Asia-Pacific (Excluding Japan) (22) Middle East (2) Latin America (3) Africa (6)



I would like to order

Product name: Video on Demand (VOD) Services: Market Research Report Product link: <u>https://marketpublishers.com/r/V199A7846D7EN.html</u>

> Price: US\$ 5,600.00 (Single User License / Electronic Delivery) If you want to order Corporate License or Hard Copy, please, contact our Customer Service: <u>info@marketpublishers.com</u>

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <u>https://marketpublishers.com/r/V199A7846D7EN.html</u>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name: Last name: Email: Company: Address: City: Zip code: Country: Tel: Fax: Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <u>https://marketpublishers.com/docs/terms.html</u>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970