

Global Business Entertainment Software Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Business Entertainment Software market size was valued at US\$ 1042 million in 2025 and is forecast to a readjusted size of US\$ 1525 million by 2032 with a CAGR of 5.0% during review period.

Business entertainment software helps companies deliver curated video content to their customers in commercial and public spaces, such as waiting rooms and bars. The software offers unique channels, interactive content, and analytics to measure views and engagement. Businesses in several industries use this solution to deliver engaging content to customers. Companies can create customized playlists by selecting from a wide library of pre-made content that best appeals to their audience. Businesses can also use this tool for marketing by displaying promotions and advertisements. Screens in multiple locations can all be connected to the software, where content curation and delivery are centrally managed. Business owners, managers, and marketing teams use this tool to manage content and use the insights to make informed marketing decisions.

The market for business entertainment software is currently in a phase of steady expansion and continuous evolution, driven primarily by the escalating demand for enhanced employee experience and corporate culture development, the normalization of remote and hybrid working models, and the growing recognition of welfare and retention tools within the enterprise software ecosystem. As companies place increasing emphasis on leveraging gamification, virtual events, and interactive content to boost team cohesion and workplace well-being, business entertainment software has moved beyond simple leisure and relaxation, gradually integrating into diverse scenarios such as collaborative work, training and incentives, and internal communication?becoming an organic component of enterprise digital transformation. On the technological front, the

deep integration of AI-powered personalization, cloud streaming, and mobile-first experiences has enriched product offerings and enhanced interactivity, while also driving a shift from traditional licensing models toward subscription-based and platform-oriented business approaches. Overall, the industry is evolving from a niche functional tool toward a critical enabler of organizational culture, with innovation capability and scenario adaptability emerging as key competitive factors for market participants.

This report is a detailed and comprehensive analysis for global Business Entertainment Software market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Business Entertainment Software market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Business Entertainment Software market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Business Entertainment Software market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Business Entertainment Software market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Business Entertainment Software

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Business Entertainment Software market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Rockbot, Atmosphere TV, UPshow, Spectrio, DirectTV, Loop TV, Mood Media, POP Planet, SAP, Software Mind, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market segmentation

Business Entertainment Software market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Cloud-based

On-premise

Market segment by Business Model

Subscription-Based

Perpetual License

Others

Market segment by Vertical Focus

General Industry

Vertical Industry

Market segment by Application

Large Enterprises

SMEs

Market segment by players, this report covers

Rockbot

Atmosphere TV

UPshow

Spectrio

DirectTV

Loop TV

Mood Media

POP Planet

SAP

Software Mind

SoftTeco

OctopusPro

Star-net eVideo

BIGC

Netspeak Games

Angel Studios

Metahood

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Business Entertainment Software product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Business Entertainment Software, with revenue, gross margin, and global market share of Business Entertainment Software from 2021 to 2026.

Chapter 3, the Business Entertainment Software competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Business Entertainment Software market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Business Entertainment Software.

Chapter 13, to describe Business Entertainment Software research findings and conclusion.

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