

Global Enterprise Video Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Enterprise Video market size was valued at USD 6516.2 million in 2023 and is forecast to a readjusted size of USD 15620 million by 2030 with a CAGR of 13.3% during review period.

We defines an enterprise video platform as a complete end-to-end solution that enables enterprises to ingest, transcode, store, manage, protect and publish both live and on-demand video for internal use, as well as end-to-end platforms that fully-managed video webcasting service offerings, lecture capture solutions used by educational institutions, or solutions employed by the media and entertainment industry. By definition, we do not include the use of video by marketing departments for B2C communications.

North America is the largest Enterprise Video market with about 47% market share. Europe is follower, accounting for about 24% market share.

The key players are Cisco Systems, Polycom, Huawei, ZTE, Brightcove, Ooyala, Haivision, Kaltura, Avaya, ThePlatform (Comcast Technology Solutions), Vbrick, IBM Cloud Video, Sonic Foundry, Arkena, Kollektive, Qumu, Wistia, Vidyo, Agile Content, Vidizmo, MediaPlatform, Viocorp etc. Top 3 companies occupied about 42% market share.

The Global Info Research report includes an overview of the development of the Enterprise Video industry chain, the market status of Corporate (Enterprise Video Platform, Enterprise Video Conferencing Endpoint), Government (Enterprise Video Platform, Enterprise Video Conferencing Endpoint), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Enterprise Video.

Regionally, the report analyzes the Enterprise Video markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Enterprise Video market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Enterprise Video market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Enterprise Video industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Enterprise Video Platform, Enterprise Video Conferencing Endpoint).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Enterprise Video market.

Regional Analysis: The report involves examining the Enterprise Video market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Enterprise Video market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Enterprise Video:

Company Analysis: Report covers individual Enterprise Video players, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Enterprise Video. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Corporate, Government).

Technology Analysis: Report covers specific technologies relevant to Enterprise Video. It assesses the current state, advancements, and potential future developments in Enterprise Video areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Enterprise Video market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Enterprise Video market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

Market segment by Type

Enterprise Video Platform

Enterprise Video Conferencing Endpoint

Market segment by Application

Corporate

Government

Education

Media & Entertainment

Others

Market segment by players, this report covers

Cisco Systems

Polycom

Huawei

ZTE

Brightcove

Ooyala

Haivision

Kaltura

Avaya

ThePlatform (Comcast Technology Solutions)

Vbrick

IBM Cloud Video

Sonic Foundry

Arkena

Kolлекtive

Qumu

Wistia

Vidyo

Agile Content

Vidizmo

MediaPlatform

Viocorp

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, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and 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 Enterprise Video product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Enterprise Video, with revenue, gross margin and global market share of Enterprise Video from 2019 to 2024.

Chapter 3, the Enterprise Video 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 application, with consumption value and growth rate by Type, application, from 2019 to 2030.

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 2019 to 2024. and Enterprise Video market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

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

Chapter 12, the key raw materials and key suppliers, and industry chain of Enterprise Video.

Chapter 13, to describe Enterprise Video research findings and conclusion.

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