

# Global Hybrid TV and Over the TOP TV Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

<https://marketpublishers.com/r/GDAE8618DFEGEN.html>

Date: August 2018

Pages: 137

Price: US\$ 3,480.00 (Single User License)

ID: GDAE8618DFEGEN

## Abstracts

Hybrid TV is a solution that allows a TV channel to make its internet services easily accessible to viewers. Over the top (OTT) is a term used to refer to content providers that distribute streaming media as a standalone product directly to consumers over the Internet, bypassing telecommunications, multichannel television, and broadcast television platforms that traditionally act as a controller or distributor of such content.

### SCOPE OF THE REPORT:

This report studies the Hybrid TV and Over the TOP TV market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Hybrid TV and Over the TOP TV market by product type and applications/end industries.

In all the countries we surveyed, the most popular way of watching video was ?TV programmes or films at the time of broadcast on free-to-access channels?. More people said they watched free-to-air broadcasts than broadcasts on pay-TV, even in the US, where the large majority of households take a pay-TV service.

The global Hybrid TV and Over the TOP TV market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend

of Hybrid TV and Over the TOP TV.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

Hisense Group

Entone

Apple

Hitachi

Koninklijke Philips

Lenovo Group

LG Electronics

Sharp Corporation

Panasonic

Samsung Electronics

UTStarcom

Mitsubishi Electric

Sony Corporation

Toshiba America Information Systems

ZTE Corporation

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

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

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

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Hybrid TV

Over the TOP TV

Market Segment by Applications, can be divided into

Household

Commercial

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