

Global Live Streaming 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 Live Streaming market size was valued at USD 47090 million in 2023 and is forecast to a readjusted size of USD 94380 million by 2030 with a CAGR of 10.4% during review period.

Livestreaming is streaming media simultaneously recorded and broadcast in real-time over the internet. It is often referred to simply as streaming. Non-live media such as video-on-demand, vlogs, and YouTube videos are technically streamed, but not live-streamed. A live streaming platform is a website, application or software that allows you to broadcast live videos. When you upload a video to the platform, viewers can watch it in real time. Livestream services encompass a wide variety of topics, from social media to video games to professional sports.

The main companies providing live streaming globally are ByteDance, Kuaishou, Twitch, Tencent Music Entertainment Group, Bigo, YouTube, Huya, Bilibili, YY, Douyu and Hello Group (MOMO), etc. The top five producers occupy more than 50% of the market share in total, of which the largest producer is ByteDance with a market share of 24.22%. The global live streaming platform provides regions mainly distributed in China, the United States, Japan, South Korea and so on. In terms of their product categories, music, dance and talk shows have the highest market share at 44.84%, followed by games at 31.74%. In terms of its revenue sources, donations and virtual gifts hold a larger market share at 62.78%, followed by advertising and subscriptions.

The Global Info Research report includes an overview of the development of the Live Streaming industry chain, the market status of Advertising (Music, Dancing and Talk Shows, Game), Subscriptions (Music, Dancing and Talk Shows, Game), and key enterprises in developed and developing market, and analysed the cutting-edge

technology, patent, hot applications and market trends of Live Streaming.

Regionally, the report analyzes the Live Streaming 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 Live Streaming market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Live Streaming 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 Live Streaming 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., Music, Dancing and Talk Shows, Game).

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 Live Streaming market.

Regional Analysis: The report involves examining the Live Streaming 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 Live Streaming market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Live Streaming:

Company Analysis: Report covers individual Live Streaming 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 Live Streaming. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Revenue Source (Advertising, Subscriptions).

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

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Live Streaming 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

Live Streaming market is split by Type and by Revenue Source. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Revenue Source in terms of value.

Market segment by Type

Music, Dancing and Talk Shows

Game

Dating Shows

Outdoor Activities and Sports

Others

Market segment by Revenue Source

Advertising

Subscriptions

Donations & Virtual Gifts

Others

Market segment by players, this report covers

ByteDance

Kuaishou

Twitch

Tencent Music Entertainment (TME)

Bigo

YouTube

Huya

Bilibili

YY

Douyu

Hello Group (MOMO)

17LIVE

HuaFang Group (Huajiao)

Facebook Live

Instagram Live

Uplive

Afreeca TV

DeNA (Pococha and Showroom)

Inke

LiveMe

Vimeo (Livestream)

ShareChat

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 Live Streaming product scope, market overview, market estimation caveats and base year.

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

Chapter 3, the Live Streaming 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 Live Streaming market forecast, by regions, type and revenue source, 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 Live Streaming.

Chapter 13, to describe Live Streaming research findings and conclusion.

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