

Global Live TV Streaming Service 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 Live TV Streaming Service market size was valued at US\$ 24152 million in 2025 and is forecast to a readjusted size of US\$ 42830 million by 2032 with a CAGR of 8.5% during review period.

Live TV Streaming Service is an over-the-top (OTT) digital platform that delivers real-time television channels and live programming over the internet, allowing users to watch linear broadcasts?including news, sports, entertainment, and local channels?without traditional cable or satellite subscriptions. Requiring only a stable internet connection, these services stream content to compatible devices such as smart TVs, smartphones, tablets, and computers, often integrating on-demand libraries, cloud DVR, and multi-device sync for flexible viewing anytime, anywhere.

Demand for Live TV Streaming Services is driven by widespread cord-cutting, rising preference for flexible, contract-free entertainment, and growing appetite for live sports, breaking news, and real-time events across global households. Opportunities lie in expanding affordable, ad-supported and premium subscription tiers, enhancing content exclusivity (especially sports and regional programming), integrating AI-driven personalization and low-latency technology, and penetrating emerging markets with rising internet access and smart device adoption, while partnerships with content creators, pay-TV operators, and device manufacturers further unlock scalable growth in the evolving digital media landscape.

This report is a detailed and comprehensive analysis for global Live TV Streaming Service market. Both quantitative and qualitative analyses are presented by company,

by region & country, by Channel Package Size 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 Live TV Streaming Service market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Live TV Streaming Service market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Live TV Streaming Service market size and forecasts, by Channel Package Size and by Application, in consumption value (\$ Million), 2021-2032

Global Live TV Streaming Service 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 Live TV Streaming Service

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 Live TV Streaming Service 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 YouTube, FuboTV, EchoStar, DIRECTV, Philo, Frndly TV, Comcast, Paramount Global, Amazon, Virgin Media O2, etc.

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

Market segmentation

Live TV Streaming Service market is split by Channel Package Size and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Channel Package Size and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Channel Package Size

Entry-Level Live TV Package: ?50 Live Channels

Standard Live TV Package: >50?100 Live Channels

Premium Live TV Package: >100?200 Live Channels

Ultra-Premium Live TV Package: >200 Live Channels

Market segment by Monthly Subscription Price

Low-Cost Live TV Service: ?US\$20/Month

Mid-Range Live TV Service: >US\$20?50/Month

Premium Live TV Service: >US\$50?90/Month

Ultra-Premium Live TV Service: >US\$90/Month

Market segment by Service Delivery Model

Standalone OTT Live TV Service

Telecom-Bundled Live TV Service

Media-Company-Owned Live TV Service

FAST-Based Live TV Service

Others

Market segment by Application

Residential Entertainment

Sports Broadcasting

News and Current Affairs

Education and Campus Media

Others

Market segment by players, this report covers

YouTube

FuboTV

EchoStar

DIRECTV

Philo

Frndly TV

Comcast

Paramount Global

Amazon

Virgin Media O2

Zattoo AG

freenet Group

Deutsche Telekom

Canal+ Group

Foxtel Group

Fetch TV

YuppTV

Reliance Jio

Bharti Airtel

CCTV Video

Migu Video

BesTV

Tencent Video

TVer Inc.

AbemaTV

U-NEXT Holdings

NTT DOCOMO(Lemino)

WOWOW

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

Chapter 2, to profile the top players of Live TV Streaming Service, with revenue, gross margin, and global market share of Live TV Streaming Service from 2021 to 2026.

Chapter 3, the Live TV Streaming Service 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 Channel Package Size and by Application, with consumption value and growth rate by Channel Package Size, 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 Live TV Streaming Service market forecast, by regions, by Channel Package Size 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 Live TV Streaming Service.

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

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Live TV Streaming Service by Channel Package Size

1.3.1 Overview: Global Live TV Streaming Service Market Size by Channel Package Size: 2021 Versus 2025 Versus 2032

1.3.2 Global Live TV Streaming Service Consumption Value Market Share by Channel Package Size in 2025

1.3.3 Entry-Level Live TV Package: ~50 Live Channels

1.3.4 Standard Live TV Package: ~50-100 Live Channels

1.3.5 Premium Live TV Package: ~100-200 Live Channels

1.3.6 Ultra-Premium Live TV Package: >200 Live Channels

1.4 Classification of Live TV Streaming Service by Monthly Subscription Price

1.4.1 Overview: Global Live TV Streaming Service Market Size by Monthly Subscription Price: 2021 Versus 2025 Versus 2032

1.4.2 Global Live TV Streaming Service Consumption Value Market Share by Monthly Subscription Price in 2025

1.4.3 Low-Cost Live TV Service: ~US\$20/Month

1.4.4 Mid-Range Live TV Service: ~US\$20-50/Month

1.4.5 Premium Live TV Service: ~US\$50-90/Month

1.4.6 Ultra-Premium Live TV Service: >US\$90/Month

1.5 Classification of Live TV Streaming Service by Service Delivery Model

1.5.1 Overview: Global Live TV Streaming Service Market Size by Service Delivery Model: 2021 Versus 2025 Versus 2032

1.5.2 Global Live TV Streaming Service Consumption Value Market Share by Service Delivery Model in 2025

1.5.3 Standalone OTT Live TV Service

1.5.4 Telecom-Bundled Live TV Service

1.5.5 Media-Company-Owned Live TV Service

1.5.6 FAST-Based Live TV Service

1.5.7 Others

1.6 Global Live TV Streaming Service Market by Application

1.6.1 Overview: Global Live TV Streaming Service Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Residential Entertainment

1.6.3 Sports Broadcasting

- 1.6.4 News and Current Affairs
- 1.6.5 Education and Campus Media
- 1.6.6 Others
- 1.7 Global Live TV Streaming Service Market Size & Forecast
- 1.8 Global Live TV Streaming Service Market Size and Forecast by Region
 - 1.8.1 Global Live TV Streaming Service Market Size by Region: 2021 VS 2025 VS 2032
 - 1.8.2 Global Live TV Streaming Service Market Size by Region, (2021-2032)
 - 1.8.3 North America Live TV Streaming Service Market Size and Prospect (2021-2032)
 - 1.8.4 Europe Live TV Streaming Service Market Size and Prospect (2021-2032)
 - 1.8.5 Asia-Pacific Live TV Streaming Service Market Size and Prospect (2021-2032)
 - 1.8.6 South America Live TV Streaming Service Market Size and Prospect (2021-2032)
 - 1.8.7 Middle East & Africa Live TV Streaming Service Market Size and Prospect (2021-2032)

2 COMPANY PROFILES

- 2.1 YouTube
 - 2.1.1 YouTube Details
 - 2.1.2 YouTube Major Business
 - 2.1.3 YouTube Live TV Streaming Service Product and Solutions
 - 2.1.4 YouTube Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.1.5 YouTube Recent Developments and Future Plans
- 2.2 FuboTV
 - 2.2.1 FuboTV Details
 - 2.2.2 FuboTV Major Business
 - 2.2.3 FuboTV Live TV Streaming Service Product and Solutions
 - 2.2.4 FuboTV Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.2.5 FuboTV Recent Developments and Future Plans
- 2.3 EchoStar
 - 2.3.1 EchoStar Details
 - 2.3.2 EchoStar Major Business
 - 2.3.3 EchoStar Live TV Streaming Service Product and Solutions
 - 2.3.4 EchoStar Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 EchoStar Recent Developments and Future Plans

2.4 DIRECTV

2.4.1 DIRECTV Details

2.4.2 DIRECTV Major Business

2.4.3 DIRECTV Live TV Streaming Service Product and Solutions

2.4.4 DIRECTV Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 DIRECTV Recent Developments and Future Plans

2.5 Philo

2.5.1 Philo Details

2.5.2 Philo Major Business

2.5.3 Philo Live TV Streaming Service Product and Solutions

2.5.4 Philo Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Philo Recent Developments and Future Plans

2.6 Frndly TV

2.6.1 Frndly TV Details

2.6.2 Frndly TV Major Business

2.6.3 Frndly TV Live TV Streaming Service Product and Solutions

2.6.4 Frndly TV Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 Frndly TV Recent Developments and Future Plans

2.7 Comcast

2.7.1 Comcast Details

2.7.2 Comcast Major Business

2.7.3 Comcast Live TV Streaming Service Product and Solutions

2.7.4 Comcast Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Comcast Recent Developments and Future Plans

2.8 Paramount Global

2.8.1 Paramount Global Details

2.8.2 Paramount Global Major Business

2.8.3 Paramount Global Live TV Streaming Service Product and Solutions

2.8.4 Paramount Global Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Paramount Global Recent Developments and Future Plans

2.9 Amazon

2.9.1 Amazon Details

2.9.2 Amazon Major Business

- 2.9.3 Amazon Live TV Streaming Service Product and Solutions
- 2.9.4 Amazon Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
- 2.9.5 Amazon Recent Developments and Future Plans
- 2.10 Virgin Media O2
 - 2.10.1 Virgin Media O2 Details
 - 2.10.2 Virgin Media O2 Major Business
 - 2.10.3 Virgin Media O2 Live TV Streaming Service Product and Solutions
 - 2.10.4 Virgin Media O2 Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.10.5 Virgin Media O2 Recent Developments and Future Plans
- 2.11 Zattoo AG
 - 2.11.1 Zattoo AG Details
 - 2.11.2 Zattoo AG Major Business
 - 2.11.3 Zattoo AG Live TV Streaming Service Product and Solutions
 - 2.11.4 Zattoo AG Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.11.5 Zattoo AG Recent Developments and Future Plans
- 2.12 freenet Group
 - 2.12.1 freenet Group Details
 - 2.12.2 freenet Group Major Business
 - 2.12.3 freenet Group Live TV Streaming Service Product and Solutions
 - 2.12.4 freenet Group Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.12.5 freenet Group Recent Developments and Future Plans
- 2.13 Deutsche Telekom
 - 2.13.1 Deutsche Telekom Details
 - 2.13.2 Deutsche Telekom Major Business
 - 2.13.3 Deutsche Telekom Live TV Streaming Service Product and Solutions
 - 2.13.4 Deutsche Telekom Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.13.5 Deutsche Telekom Recent Developments and Future Plans
- 2.14 Canal+ Group
 - 2.14.1 Canal+ Group Details
 - 2.14.2 Canal+ Group Major Business
 - 2.14.3 Canal+ Group Live TV Streaming Service Product and Solutions
 - 2.14.4 Canal+ Group Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
 - 2.14.5 Canal+ Group Recent Developments and Future Plans

2.15 Foxtel Group

2.15.1 Foxtel Group Details

2.15.2 Foxtel Group Major Business

2.15.3 Foxtel Group Live TV Streaming Service Product and Solutions

2.15.4 Foxtel Group Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.15.5 Foxtel Group Recent Developments and Future Plans

2.16 Fetch TV

2.16.1 Fetch TV Details

2.16.2 Fetch TV Major Business

2.16.3 Fetch TV Live TV Streaming Service Product and Solutions

2.16.4 Fetch TV Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.16.5 Fetch TV Recent Developments and Future Plans

2.17 YuppTV

2.17.1 YuppTV Details

2.17.2 YuppTV Major Business

2.17.3 YuppTV Live TV Streaming Service Product and Solutions

2.17.4 YuppTV Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.17.5 YuppTV Recent Developments and Future Plans

2.18 Reliance Jio

2.18.1 Reliance Jio Details

2.18.2 Reliance Jio Major Business

2.18.3 Reliance Jio Live TV Streaming Service Product and Solutions

2.18.4 Reliance Jio Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.18.5 Reliance Jio Recent Developments and Future Plans

2.19 Bharti Airtel

2.19.1 Bharti Airtel Details

2.19.2 Bharti Airtel Major Business

2.19.3 Bharti Airtel Live TV Streaming Service Product and Solutions

2.19.4 Bharti Airtel Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.19.5 Bharti Airtel Recent Developments and Future Plans

2.20 CCTV Video

2.20.1 CCTV Video Details

2.20.2 CCTV Video Major Business

2.20.3 CCTV Video Live TV Streaming Service Product and Solutions

2.20.4 CCTV Video Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.20.5 CCTV Video Recent Developments and Future Plans

2.21 Migu Video

2.21.1 Migu Video Details

2.21.2 Migu Video Major Business

2.21.3 Migu Video Live TV Streaming Service Product and Solutions

2.21.4 Migu Video Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.21.5 Migu Video Recent Developments and Future Plans

2.22 BesTV

2.22.1 BesTV Details

2.22.2 BesTV Major Business

2.22.3 BesTV Live TV Streaming Service Product and Solutions

2.22.4 BesTV Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.22.5 BesTV Recent Developments and Future Plans

2.23 Tencent Video

2.23.1 Tencent Video Details

2.23.2 Tencent Video Major Business

2.23.3 Tencent Video Live TV Streaming Service Product and Solutions

2.23.4 Tencent Video Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.23.5 Tencent Video Recent Developments and Future Plans

2.24 TVer Inc.

2.24.1 TVer Inc. Details

2.24.2 TVer Inc. Major Business

2.24.3 TVer Inc. Live TV Streaming Service Product and Solutions

2.24.4 TVer Inc. Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.24.5 TVer Inc. Recent Developments and Future Plans

2.25 AbemaTV

2.25.1 AbemaTV Details

2.25.2 AbemaTV Major Business

2.25.3 AbemaTV Live TV Streaming Service Product and Solutions

2.25.4 AbemaTV Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)

2.25.5 AbemaTV Recent Developments and Future Plans

2.26 U-NEXT Holdings

- 2.26.1 U-NEXT Holdings Details
- 2.26.2 U-NEXT Holdings Major Business
- 2.26.3 U-NEXT Holdings Live TV Streaming Service Product and Solutions
- 2.26.4 U-NEXT Holdings Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
- 2.26.5 U-NEXT Holdings Recent Developments and Future Plans
- 2.27 NTT DOCOMO(Lemino)
- 2.27.1 NTT DOCOMO(Lemino) Details
- 2.27.2 NTT DOCOMO(Lemino) Major Business
- 2.27.3 NTT DOCOMO(Lemino) Live TV Streaming Service Product and Solutions
- 2.27.4 NTT DOCOMO(Lemino) Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
- 2.27.5 NTT DOCOMO(Lemino) Recent Developments and Future Plans
- 2.28 WOWOW
- 2.28.1 WOWOW Details
- 2.28.2 WOWOW Major Business
- 2.28.3 WOWOW Live TV Streaming Service Product and Solutions
- 2.28.4 WOWOW Live TV Streaming Service Revenue, Gross Margin and Market Share (2021-2026)
- 2.28.5 WOWOW Recent Developments and Future Plans

3 MARKET COMPETITION, BY PLAYERS

- 3.1 Global Live TV Streaming Service Revenue and Share by Players (2021-2026)
- 3.2 Market Share Analysis (2025)
 - 3.2.1 Market Share of Live TV Streaming Service by Company Revenue
 - 3.2.2 Top 3 Live TV Streaming Service Players Market Share in 2025
 - 3.2.3 Top 6 Live TV Streaming Service Players Market Share in 2025
- 3.3 Live TV Streaming Service Market: Overall Company Footprint Analysis
 - 3.3.1 Live TV Streaming Service Market: Region Footprint
 - 3.3.2 Live TV Streaming Service Market: Company Product Type Footprint
 - 3.3.3 Live TV Streaming Service Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

4 MARKET SIZE SEGMENT BY CHANNEL PACKAGE SIZE

- 4.1 Global Live TV Streaming Service Consumption Value and Market Share by Channel Package Size (2021-2026)

4.2 Global Live TV Streaming Service Market Forecast by Channel Package Size (2027-2032)

5 MARKET SIZE SEGMENT BY APPLICATION

5.1 Global Live TV Streaming Service Consumption Value Market Share by Application (2021-2026)

5.2 Global Live TV Streaming Service Market Forecast by Application (2027-2032)

6 NORTH AMERICA

6.1 North America Live TV Streaming Service Consumption Value by Channel Package Size (2021-2032)

6.2 North America Live TV Streaming Service Market Size by Application (2021-2032)

6.3 North America Live TV Streaming Service Market Size by Country

6.3.1 North America Live TV Streaming Service Consumption Value by Country (2021-2032)

6.3.2 United States Live TV Streaming Service Market Size and Forecast (2021-2032)

6.3.3 Canada Live TV Streaming Service Market Size and Forecast (2021-2032)

6.3.4 Mexico Live TV Streaming Service Market Size and Forecast (2021-2032)

7 EUROPE

7.1 Europe Live TV Streaming Service Consumption Value by Channel Package Size (2021-2032)

7.2 Europe Live TV Streaming Service Consumption Value by Application (2021-2032)

7.3 Europe Live TV Streaming Service Market Size by Country

7.3.1 Europe Live TV Streaming Service Consumption Value by Country (2021-2032)

7.3.2 Germany Live TV Streaming Service Market Size and Forecast (2021-2032)

7.3.3 France Live TV Streaming Service Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Live TV Streaming Service Market Size and Forecast (2021-2032)

7.3.5 Russia Live TV Streaming Service Market Size and Forecast (2021-2032)

7.3.6 Italy Live TV Streaming Service Market Size and Forecast (2021-2032)

8 ASIA-PACIFIC

8.1 Asia-Pacific Live TV Streaming Service Consumption Value by Channel Package Size (2021-2032)

8.2 Asia-Pacific Live TV Streaming Service Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Live TV Streaming Service Market Size by Region

8.3.1 Asia-Pacific Live TV Streaming Service Consumption Value by Region (2021-2032)

8.3.2 China Live TV Streaming Service Market Size and Forecast (2021-2032)

8.3.3 Japan Live TV Streaming Service Market Size and Forecast (2021-2032)

8.3.4 South Korea Live TV Streaming Service Market Size and Forecast (2021-2032)

8.3.5 India Live TV Streaming Service Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Live TV Streaming Service Market Size and Forecast (2021-2032)

8.3.7 Australia Live TV Streaming Service Market Size and Forecast (2021-2032)

9 SOUTH AMERICA

9.1 South America Live TV Streaming Service Consumption Value by Channel Package Size (2021-2032)

9.2 South America Live TV Streaming Service Consumption Value by Application (2021-2032)

9.3 South America Live TV Streaming Service Market Size by Country

9.3.1 South America Live TV Streaming Service Consumption Value by Country (2021-2032)

9.3.2 Brazil Live TV Streaming Service Market Size and Forecast (2021-2032)

9.3.3 Argentina Live TV Streaming Service Market Size and Forecast (2021-2032)

10 MIDDLE EAST & AFRICA

10.1 Middle East & Africa Live TV Streaming Service Consumption Value by Channel Package Size (2021-2032)

10.2 Middle East & Africa Live TV Streaming Service Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Live TV Streaming Service Market Size by Country

10.3.1 Middle East & Africa Live TV Streaming Service Consumption Value by Country (2021-2032)

10.3.2 Turkey Live TV Streaming Service Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Live TV Streaming Service Market Size and Forecast (2021-2032)

10.3.4 UAE Live TV Streaming Service Market Size and Forecast (2021-2032)

11 MARKET DYNAMICS

- 11.1 Live TV Streaming Service Market Drivers
- 11.2 Live TV Streaming Service Market Restraints
- 11.3 Live TV Streaming Service Trends Analysis
- 11.4 Porters Five Forces Analysis
 - 11.4.1 Threat of New Entrants
 - 11.4.2 Bargaining Power of Suppliers
 - 11.4.3 Bargaining Power of Buyers
 - 11.4.4 Threat of Substitutes
 - 11.4.5 Competitive Rivalry

12 INDUSTRY CHAIN ANALYSIS

- 12.1 Live TV Streaming Service Industry Chain
- 12.2 Live TV Streaming Service Upstream Analysis
- 12.3 Live TV Streaming Service Midstream Analysis
- 12.4 Live TV Streaming Service Downstream Analysis

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

- 14.1 Methodology
- 14.2 Research Process and Data Source
- 14.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Live TV Streaming Service Consumption Value by Channel Package Size, (USD Million), 2021 & 2025 & 2032

Table 2. Global Live TV Streaming Service Consumption Value by Monthly Subscription Price, (USD Million), 2021 & 2025 & 2032

Table 3. Global Live TV Streaming Service Consumption Value by Service Delivery Model, (USD Million), 2021 & 2025 & 2032

Table 4. Global Live TV Streaming Service Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global Live TV Streaming Service Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Live TV Streaming Service Consumption Value by Region (2027-2032) & (USD Million)

Table 7. YouTube Company Information, Head Office, and Major Competitors

Table 8. YouTube Major Business

Table 9. YouTube Live TV Streaming Service Product and Solutions

Table 10. YouTube Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. YouTube Recent Developments and Future Plans

Table 12. FuboTV Company Information, Head Office, and Major Competitors

Table 13. FuboTV Major Business

Table 14. FuboTV Live TV Streaming Service Product and Solutions

Table 15. FuboTV Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. FuboTV Recent Developments and Future Plans

Table 17. EchoStar Company Information, Head Office, and Major Competitors

Table 18. EchoStar Major Business

Table 19. EchoStar Live TV Streaming Service Product and Solutions

Table 20. EchoStar Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. DIRECTV Company Information, Head Office, and Major Competitors

Table 22. DIRECTV Major Business

Table 23. DIRECTV Live TV Streaming Service Product and Solutions

Table 24. DIRECTV Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. DIRECTV Recent Developments and Future Plans

Table 26. Philo Company Information, Head Office, and Major Competitors
Table 27. Philo Major Business
Table 28. Philo Live TV Streaming Service Product and Solutions
Table 29. Philo Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 30. Philo Recent Developments and Future Plans
Table 31. Frndly TV Company Information, Head Office, and Major Competitors
Table 32. Frndly TV Major Business
Table 33. Frndly TV Live TV Streaming Service Product and Solutions
Table 34. Frndly TV Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 35. Frndly TV Recent Developments and Future Plans
Table 36. Comcast Company Information, Head Office, and Major Competitors
Table 37. Comcast Major Business
Table 38. Comcast Live TV Streaming Service Product and Solutions
Table 39. Comcast Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 40. Comcast Recent Developments and Future Plans
Table 41. Paramount Global Company Information, Head Office, and Major Competitors
Table 42. Paramount Global Major Business
Table 43. Paramount Global Live TV Streaming Service Product and Solutions
Table 44. Paramount Global Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 45. Paramount Global Recent Developments and Future Plans
Table 46. Amazon Company Information, Head Office, and Major Competitors
Table 47. Amazon Major Business
Table 48. Amazon Live TV Streaming Service Product and Solutions
Table 49. Amazon Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 50. Amazon Recent Developments and Future Plans
Table 51. Virgin Media O2 Company Information, Head Office, and Major Competitors
Table 52. Virgin Media O2 Major Business
Table 53. Virgin Media O2 Live TV Streaming Service Product and Solutions
Table 54. Virgin Media O2 Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 55. Virgin Media O2 Recent Developments and Future Plans
Table 56. Zattoo AG Company Information, Head Office, and Major Competitors
Table 57. Zattoo AG Major Business
Table 58. Zattoo AG Live TV Streaming Service Product and Solutions

Table 59. Zattoo AG Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. Zattoo AG Recent Developments and Future Plans

Table 61. freenet Group Company Information, Head Office, and Major Competitors

Table 62. freenet Group Major Business

Table 63. freenet Group Live TV Streaming Service Product and Solutions

Table 64. freenet Group Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. freenet Group Recent Developments and Future Plans

Table 66. Deutsche Telekom Company Information, Head Office, and Major Competitors

Table 67. Deutsche Telekom Major Business

Table 68. Deutsche Telekom Live TV Streaming Service Product and Solutions

Table 69. Deutsche Telekom Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. Deutsche Telekom Recent Developments and Future Plans

Table 71. Canal+ Group Company Information, Head Office, and Major Competitors

Table 72. Canal+ Group Major Business

Table 73. Canal+ Group Live TV Streaming Service Product and Solutions

Table 74. Canal+ Group Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 75. Canal+ Group Recent Developments and Future Plans

Table 76. Foxtel Group Company Information, Head Office, and Major Competitors

Table 77. Foxtel Group Major Business

Table 78. Foxtel Group Live TV Streaming Service Product and Solutions

Table 79. Foxtel Group Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 80. Foxtel Group Recent Developments and Future Plans

Table 81. Fetch TV Company Information, Head Office, and Major Competitors

Table 82. Fetch TV Major Business

Table 83. Fetch TV Live TV Streaming Service Product and Solutions

Table 84. Fetch TV Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 85. Fetch TV Recent Developments and Future Plans

Table 86. YuppTV Company Information, Head Office, and Major Competitors

Table 87. YuppTV Major Business

Table 88. YuppTV Live TV Streaming Service Product and Solutions

Table 89. YuppTV Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 90. YuppTV Recent Developments and Future Plans
Table 91. Reliance Jio Company Information, Head Office, and Major Competitors
Table 92. Reliance Jio Major Business
Table 93. Reliance Jio Live TV Streaming Service Product and Solutions
Table 94. Reliance Jio Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 95. Reliance Jio Recent Developments and Future Plans
Table 96. Bharti Airtel Company Information, Head Office, and Major Competitors
Table 97. Bharti Airtel Major Business
Table 98. Bharti Airtel Live TV Streaming Service Product and Solutions
Table 99. Bharti Airtel Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 100. Bharti Airtel Recent Developments and Future Plans
Table 101. CCTV Video Company Information, Head Office, and Major Competitors
Table 102. CCTV Video Major Business
Table 103. CCTV Video Live TV Streaming Service Product and Solutions
Table 104. CCTV Video Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 105. CCTV Video Recent Developments and Future Plans
Table 106. Migu Video Company Information, Head Office, and Major Competitors
Table 107. Migu Video Major Business
Table 108. Migu Video Live TV Streaming Service Product and Solutions
Table 109. Migu Video Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 110. Migu Video Recent Developments and Future Plans
Table 111. BestTV Company Information, Head Office, and Major Competitors
Table 112. BestTV Major Business
Table 113. BestTV Live TV Streaming Service Product and Solutions
Table 114. BestTV Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 115. BestTV Recent Developments and Future Plans
Table 116. Tencent Video Company Information, Head Office, and Major Competitors
Table 117. Tencent Video Major Business
Table 118. Tencent Video Live TV Streaming Service Product and Solutions
Table 119. Tencent Video Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 120. Tencent Video Recent Developments and Future Plans
Table 121. TVer Inc. Company Information, Head Office, and Major Competitors
Table 122. TVer Inc. Major Business

Table 123. TVer Inc. Live TV Streaming Service Product and Solutions
Table 124. TVer Inc. Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 125. TVer Inc. Recent Developments and Future Plans
Table 126. AbemaTV Company Information, Head Office, and Major Competitors
Table 127. AbemaTV Major Business
Table 128. AbemaTV Live TV Streaming Service Product and Solutions
Table 129. AbemaTV Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 130. AbemaTV Recent Developments and Future Plans
Table 131. U-NEXT Holdings Company Information, Head Office, and Major Competitors
Table 132. U-NEXT Holdings Major Business
Table 133. U-NEXT Holdings Live TV Streaming Service Product and Solutions
Table 134. U-NEXT Holdings Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 135. U-NEXT Holdings Recent Developments and Future Plans
Table 136. NTT DOCOMO(Lemino) Company Information, Head Office, and Major Competitors
Table 137. NTT DOCOMO(Lemino) Major Business
Table 138. NTT DOCOMO(Lemino) Live TV Streaming Service Product and Solutions
Table 139. NTT DOCOMO(Lemino) Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 140. NTT DOCOMO(Lemino) Recent Developments and Future Plans
Table 141. WOWOW Company Information, Head Office, and Major Competitors
Table 142. WOWOW Major Business
Table 143. WOWOW Live TV Streaming Service Product and Solutions
Table 144. WOWOW Live TV Streaming Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
Table 145. WOWOW Recent Developments and Future Plans
Table 146. Global Live TV Streaming Service Revenue (USD Million) by Players (2021-2026)
Table 147. Global Live TV Streaming Service Revenue Share by Players (2021-2026)
Table 148. Breakdown of Live TV Streaming Service by Company Type (Tier 1, Tier 2, and Tier 3)
Table 149. Market Position of Players in Live TV Streaming Service, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025
Table 150. Head Office of Key Live TV Streaming Service Players
Table 151. Live TV Streaming Service Market: Company Product Type Footprint

Table 152. Live TV Streaming Service Market: Company Product Application Footprint

Table 153. Live TV Streaming Service New Market Entrants and Barriers to Market Entry

Table 154. Live TV Streaming Service Mergers, Acquisition, Agreements, and Collaborations

Table 155. Global Live TV Streaming Service Consumption Value (USD Million) by Channel Package Size (2021-2026)

Table 156. Global Live TV Streaming Service Consumption Value Share by Channel Package Size (2021-2026)

Table 157. Global Live TV Streaming Service Consumption Value Forecast by Channel Package Size (2027-2032)

Table 158. Global Live TV Streaming Service Consumption Value by Application (2021-2026)

Table 159. Global Live TV Streaming Service Consumption Value Forecast by Application (2027-2032)

Table 160. North America Live TV Streaming Service Consumption Value by Channel Package Size (2021-2026) & (USD Million)

Table 161. North America Live TV Streaming Service Consumption Value by Channel Package Size (2027-2032) & (USD Million)

Table 162. North America Live TV Streaming Service Consumption Value by Application (2021-2026) & (USD Million)

Table 163. North America Live TV Streaming Service Consumption Value by Application (2027-2032) & (USD Million)

Table 164. North America Live TV Streaming Service Consumption Value by Country (2021-2026) & (USD Million)

Table 165. North America Live TV Streaming Service Consumption Value by Country (2027-2032) & (USD Million)

Table 166. Europe Live TV Streaming Service Consumption Value by Channel Package Size (2021-2026) & (USD Million)

Table 167. Europe Live TV Streaming Service Consumption Value by Channel Package Size (2027-2032) & (USD Million)

Table 168. Europe Live TV Streaming Service Consumption Value by Application (2021-2026) & (USD Million)

Table 169. Europe Live TV Streaming Service Consumption Value by Application (2027-2032) & (USD Million)

Table 170. Europe Live TV Streaming Service Consumption Value by Country (2021-2026) & (USD Million)

Table 171. Europe Live TV Streaming Service Consumption Value by Country (2027-2032) & (USD Million)

Table 172. Asia-Pacific Live TV Streaming Service Consumption Value by Channel Package Size (2021-2026) & (USD Million)

Table 173. Asia-Pacific Live TV Streaming Service Consumption Value by Channel Package Size (2027-2032) & (USD Million)

Table 174. Asia-Pacific Live TV Streaming Service Consumption Value by Application (2021-2026) & (USD Million)

Table 175. Asia-Pacific Live TV Streaming Service Consumption Value by Application (2027-2032) & (USD Million)

Table 176. Asia-Pacific Live TV Streaming Service Consumption Value by Region (2021-2026) & (USD Million)

Table 177. Asia-Pacific Live TV Streaming Service Consumption Value by Region (2027-2032) & (USD Million)

Table 178. South America Live TV Streaming Service Consumption Value by Channel Package Size (2021-2026) & (USD Million)

Table 179. South America Live TV Streaming Service Consumption Value by Channel Package Size (2027-2032) & (USD Million)

Table 180. South America Live TV Streaming Service Consumption Value by Application (2021-2026) & (USD Million)

Table 181. South America Live TV Streaming Service Consumption Value by Application (2027-2032) & (USD Million)

Table 182. South America Live TV Streaming Service Consumption Value by Country (2021-2026) & (USD Million)

Table 183. South America Live TV Streaming Service Consumption Value by Country (2027-2032) & (USD Million)

Table 184. Middle East & Africa Live TV Streaming Service Consumption Value by Channel Package Size (2021-2026) & (USD Million)

Table 185. Middle East & Africa Live TV Streaming Service Consumption Value by Channel Package Size (2027-2032) & (USD Million)

Table 186. Middle East & Africa Live TV Streaming Service Consumption Value by Application (2021-2026) & (USD Million)

Table 187. Middle East & Africa Live TV Streaming Service Consumption Value by Application (2027-2032) & (USD Million)

Table 188. Middle East & Africa Live TV Streaming Service Consumption Value by Country (2021-2026) & (USD Million)

Table 189. Middle East & Africa Live TV Streaming Service Consumption Value by Country (2027-2032) & (USD Million)

Table 190. Global Key Players of Live TV Streaming Service Upstream (Raw Materials)

Table 191. Global Live TV Streaming Service Typical Customers

List Of Figures

LIST OF FIGURES

- Figure 1. Live TV Streaming Service Picture
- Figure 2. Global Live TV Streaming Service Consumption Value by Channel Package Size, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Live TV Streaming Service Consumption Value Market Share by Channel Package Size in 2025
- Figure 4. Entry-Level Live TV Package: ?50 Live Channels
- Figure 5. Standard Live TV Package: >50?100 Live Channels
- Figure 6. Premium Live TV Package: >100?200 Live Channels
- Figure 7. Ultra-Premium Live TV Package: >200 Live Channels
- Figure 8. Global Live TV Streaming Service Consumption Value by Monthly Subscription Price, (USD Million), 2021 & 2025 & 2032
- Figure 9. Global Live TV Streaming Service Consumption Value Market Share by Monthly Subscription Price in 2025
- Figure 10. Low-Cost Live TV Service: ?US\$20/Month
- Figure 11. Mid-Range Live TV Service: >US\$20?50/Month
- Figure 12. Premium Live TV Service: >US\$50?90/Month
- Figure 13. Ultra-Premium Live TV Service: >US\$90/Month
- Figure 14. Global Live TV Streaming Service Consumption Value by Service Delivery Model, (USD Million), 2021 & 2025 & 2032
- Figure 15. Global Live TV Streaming Service Consumption Value Market Share by Service Delivery Model in 2025
- Figure 16. Standalone OTT Live TV Service
- Figure 17. Telecom-Bundled Live TV Service
- Figure 18. Media-Company-Owned Live TV Service
- Figure 19. FAST-Based Live TV Service
- Figure 20. Others
- Figure 21. Global Live TV Streaming Service Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 22. Live TV Streaming Service Consumption Value Market Share by Application in 2025
- Figure 23. Residential Entertainment Picture
- Figure 24. Sports Broadcasting Picture
- Figure 25. News and Current Affairs Picture
- Figure 26. Education and Campus Media Picture
- Figure 27. Others Picture

Figure 28. Global Live TV Streaming Service Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 29. Global Live TV Streaming Service Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 30. Global Market Live TV Streaming Service Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)

Figure 31. Global Live TV Streaming Service Consumption Value Market Share by Region (2021-2032)

Figure 32. Global Live TV Streaming Service Consumption Value Market Share by Region in 2025

Figure 33. North America Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 34. Europe Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 35. Asia-Pacific Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 36. South America Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 37. Middle East & Africa Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 38. Company Three Recent Developments and Future Plans

Figure 39. Global Live TV Streaming Service Revenue Share by Players in 2025

Figure 40. Live TV Streaming Service Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 41. Market Share of Live TV Streaming Service by Player Revenue in 2025

Figure 42. Top 3 Live TV Streaming Service Players Market Share in 2025

Figure 43. Top 6 Live TV Streaming Service Players Market Share in 2025

Figure 44. Global Live TV Streaming Service Consumption Value Share by Channel Package Size (2021-2026)

Figure 45. Global Live TV Streaming Service Market Share Forecast by Channel Package Size (2027-2032)

Figure 46. Global Live TV Streaming Service Consumption Value Share by Application (2021-2026)

Figure 47. Global Live TV Streaming Service Market Share Forecast by Application (2027-2032)

Figure 48. North America Live TV Streaming Service Consumption Value Market Share by Channel Package Size (2021-2032)

Figure 49. North America Live TV Streaming Service Consumption Value Market Share by Application (2021-2032)

Figure 50. North America Live TV Streaming Service Consumption Value Market Share by Country (2021-2032)

Figure 51. United States Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 52. Canada Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 53. Mexico Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 54. Europe Live TV Streaming Service Consumption Value Market Share by Channel Package Size (2021-2032)

Figure 55. Europe Live TV Streaming Service Consumption Value Market Share by Application (2021-2032)

Figure 56. Europe Live TV Streaming Service Consumption Value Market Share by Country (2021-2032)

Figure 57. Germany Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 58. France Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 59. United Kingdom Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 60. Russia Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 61. Italy Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 62. Asia-Pacific Live TV Streaming Service Consumption Value Market Share by Channel Package Size (2021-2032)

Figure 63. Asia-Pacific Live TV Streaming Service Consumption Value Market Share by Application (2021-2032)

Figure 64. Asia-Pacific Live TV Streaming Service Consumption Value Market Share by Region (2021-2032)

Figure 65. China Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 66. Japan Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 67. South Korea Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 68. India Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 69. Southeast Asia Live TV Streaming Service Consumption Value (2021-2032)

& (USD Million)

Figure 70. Australia Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 71. South America Live TV Streaming Service Consumption Value Market Share by Channel Package Size (2021-2032)

Figure 72. South America Live TV Streaming Service Consumption Value Market Share by Application (2021-2032)

Figure 73. South America Live TV Streaming Service Consumption Value Market Share by Country (2021-2032)

Figure 74. Brazil Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 75. Argentina Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 76. Middle East & Africa Live TV Streaming Service Consumption Value Market Share by Channel Package Size (2021-2032)

Figure 77. Middle East & Africa Live TV Streaming Service Consumption Value Market Share by Application (2021-2032)

Figure 78. Middle East & Africa Live TV Streaming Service Consumption Value Market Share by Country (2021-2032)

Figure 79. Turkey Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 80. Saudi Arabia Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 81. UAE Live TV Streaming Service Consumption Value (2021-2032) & (USD Million)

Figure 82. Live TV Streaming Service Market Drivers

Figure 83. Live TV Streaming Service Market Restraints

Figure 84. Live TV Streaming Service Market Trends

Figure 85. Porters Five Forces Analysis

Figure 86. Live TV Streaming Service Industrial Chain

Figure 87. Methodology

Figure 88. Research Process and Data Source

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