

# Global Mobile TV Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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## Abstracts

Mobile TV refers to the seamless streaming of videos via either free to air or pay TV services with the use of Internet.

Scope of the Report:

This report studies the Mobile 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 Mobile TV market by product type and applications/end industries.

A TV that can be accessed on mobile devices such as smartphones or tablets is referred to as a mobile TV. It offers both free-to-air and pay TV services. Free-to-air television service is received from terrestrial television stations, whereas pay TV is delivered by a cell phone network provider. In a mobile TV, live shows can be downloaded and podcasted from the internet to view as per user's convenience.

With increasing penetration of smartphones coupled with provision of faster Internet services across the world, growing number of consumers have been opting to watch TV shows and videos on their smartphones and tablets. Consumers make use of either free to air services or pay TV services in order to watch their desired content.

The free to air model enables consumers to watch video content on various portals without the need to pay any subscription fee. The providers of free to air services generate revenue through in-app advertisements during video streaming. However, these providers offer selected variety in video content thereby, limiting consumer's choice of free video. As a result, there has been higher adoption of pay TV services in most of the developed markets across the world. With increasing proportion of high quality premium content, the pay TV services segment has witnessed significant growth

in the recent years. Moreover, factors such as rise in disposable incomes and evolving consumer preferences towards video content have led to the growing popularity of pay TV services in most of the markets across the world.

The global Mobile 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 Mobile 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

AT&T

Comcast

MobiTV

Sky

SPB TV

Time Warner Cable

Verizon

Bell Canada

Bharti Airtel

Charter Communications

Consolidated Communications

Cox Communications

Orange

Tata Sky

Orange

#### 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

Free to air service

Pay TV service

#### Market Segment by Applications, can be divided into

Commerical

Personal

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