

# Global Multi-screen Content Discovery Engines Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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# Abstracts

Multi-screen content discovery engine is an implemented software platform for endusers to browse for television content online. Multi screen discovery platforms are growing in importance with the increasing trends such as video on demand (VOD), video on internet (VOI), social TV and smart TV among others, which are enhancing the need for end-user engagement.

#### SCOPE OF THE REPORT:

This report studies the Multi-screen Content Discovery Engines 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 Multi-screen Content Discovery Engines market by product type and applications/end industries.

Taboola and Outbrain are the leading players with the market share of 5.01% and 4.51% respectively, in terms of revenue. The top 8 listed companies accounted for 17.07% of the revenue market share in 2017.

There is a significant increase in the multi screen content discovery engines market because it drives traffic to a particular site and provide relevant content to the endusers. Some of the major factors driving the content recommendation engine market include increasing focus on enhancing customer experience, rapid digitalization, and need for analyzing large volumes of customer data.

The global Multi-screen Content Discovery Engines 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 Multi-screen Content Discovery Engines.

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

Taboola

Outbrain

TiVo(Rovi)

ContentWise

Ooyala

**ThinkAnalytics** 

Red Bee Media

ExpertMarker

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

Based on Tablet

Based on Smartphone

Based on Internet

Based on Television

Market Segment by Applications, can be divided into

IPTV

OTT

CATV



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