

# Global Multi-screen Content Discovery Engines Market 2024 by Company, Regions, Type and Application, Forecast to 2030

<https://marketpublishers.com/r/G0618F6ADA03EN.html>

Date: December 2024

Pages: 87

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

ID: G0618F6ADA03EN

## Abstracts

According to our (Global Info Research) latest study, the global Multi-screen Content Discovery Engines market size was valued at USD 51580 million in 2023 and is forecast to a readjusted size of USD 117210 million by 2030 with a CAGR of 12.4% during review period.

A content discovery platform is best described as a “recommendation engine”. It provides a mechanism by which the publisher of a website can provide their readers with a series of links to other pages that they might be interested in. Content discovery platforms use a series of algorithms to select the links to show to the reader. These companies provide a way allowing the creator of a video, article or blog post to reach a much wider audience by putting a link to it on a more popular website.

Global Multi-Screen Content Discovery Engines key players include Taboola, Outbrain, TiVo(Rovi), etc. Global top three manufacturers hold a share over 10%.

United States is the largest market, with a share over 20%, followed by Europe, and China, both have a share over 40 percent.

In terms of application, the largest application is OTT, followed by IPTV, CATV, etc.

The Global Info Research report includes an overview of the development of the Multi-screen Content Discovery Engines industry chain, the market status of IPTV (Based on Tablet, Based on Smartphone), OTT (Based on Tablet, Based on Smartphone), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Multi-screen Content

## Discovery Engines.

Regionally, the report analyzes the Multi-screen Content Discovery Engines 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 Multi-screen Content Discovery Engines market, with robust domestic demand, supportive policies, and a strong manufacturing base.

### Key Features:

The report presents comprehensive understanding of the Multi-screen Content Discovery Engines 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 Multi-screen Content Discovery Engines 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., Based on Tablet, Based on Smartphone).

**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 Multi-screen Content Discovery Engines market.

**Regional Analysis:** The report involves examining the Multi-screen Content Discovery Engines 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 Multi-screen Content Discovery Engines market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Multi-screen Content Discovery Engines:

**Company Analysis:** Report covers individual Multi-screen Content Discovery Engines 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 Multi-screen Content Discovery Engines. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (IPTV, OTT).

**Technology Analysis:** Report covers specific technologies relevant to Multi-screen Content Discovery Engines. It assesses the current state, advancements, and potential future developments in Multi-screen Content Discovery Engines areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Multi-screen Content Discovery Engines 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

Multi-screen Content Discovery Engines market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Based on Tablet

Based on Smartphone

Based on Internet

Based on Television

## Market segment by Application

IPTV

OTT

CATV

## Market segment by players, 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, 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 Multi-screen Content Discovery Engines product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Multi-screen Content Discovery Engines, with revenue, gross margin and global market share of Multi-screen Content Discovery Engines from 2019 to 2024.

Chapter 3, the Multi-screen Content Discovery Engines 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 Multi-screen Content Discovery Engines market forecast, by regions, type and application, 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 Multi-screen Content Discovery Engines.

Chapter 13, to describe Multi-screen Content Discovery Engines research findings and conclusion.

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