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Global Next Generation Video Codec Market 2025 by Company, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Next Generation Video Codec market size was valued at US$ million in 2024 and is forecast to a readjusted size of USD million by 2031 with a CAGR of %during review period.

The next-generation video codec refers to the latest video compression technology that offers significant improvements in video quality, compression efficiency, and other features compared to previous video codecs. Video codecs are essential for encoding and decoding digital video data, enabling efficient storage, transmission, and playback of video content on various devices and platforms.

The global market for next-generation video codecs has been witnessing significant growth, driven by the increasing demand for high-quality video content, rising internet and mobile penetration, and the need for efficient video compression technologies. These codecs play a crucial role in enabling seamless video streaming, video conferencing, video-on-demand services, and other multimedia applications. The North American region, led by the United States, has been a significant adopter of next-generation video codecs, with major streaming platforms and video conferencing companies adopting these codecs for better video quality and streaming efficiency. European countries have also seen considerable adoption of next-generation video codecs, driven by the growth of video streaming services and video conferencing applications. Countries in the Asia-Pacific region, including China, Japan, and India, have been witnessing rapid growth in video streaming and mobile video consumption, leading to increased demand for efficient video codecs.

This report is a detailed and comprehensive analysis for global Next Generation Video

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Codec market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type 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 Next Generation Video Codec market size and forecasts, in consumption value ($ Million), 2020-2031

Global Next Generation Video Codec market size and forecasts by region and country, in consumption value ($ Million), 2020-2031

Global Next Generation Video Codec market size and forecasts, by Type and by Application, in consumption value ($ Million), 2020-2031

Global Next Generation Video Codec market shares of main players, in revenue ($ Million), 2020-2025

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 Next Generation Video Codec

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 Next Generation Video Codec 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 Cisco, Bitmovin, VITEC, Motorola Solutions, Harmonic, CommScope, Wilus Group, Sumavision, Matrox, Axis Communications, etc.

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

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Market segmentation

Next Generation Video Codec market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

AVC

AV1

VP9

VVC

Others

Market segment by Application

Mobile Phone

Computer

TV

Others

Market segment by players, this report covers

Cisco

Bitmovin

VITEC

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Motorola Solutions

Harmonic

CommScope

Wilus Group

Sumavision

Matrox

Axis Communications

Flir Systems

Google

Dahua Technology

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 Next Generation Video Codec product scope, market overview, market estimation caveats and base year.

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Chapter 2, to profile the top players of Next Generation Video Codec, with revenue, gross margin, and global market share of Next Generation Video Codec from 2020 to 2025.

Chapter 3, the Next Generation Video Codec 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 by Application, with consumption value and growth rate by Type, by Application, from 2020 to 2031

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 2020 to 2025.and Next Generation Video Codec market forecast, by regions, by Type and by Application, with consumption value, from 2026 to 2031.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Next Generation Video Codec.

Chapter 13, to describe Next Generation Video Codec research findings and conclusion.

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