

Global Online Video Platform Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Online video platform (OVP) is a service that allows users to manage content streaming online while offering customers on-demand services and handling challenges of video management.

SCOPE OF THE REPORT:

This report studies the Online Video Platform 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 Online Video Platform market by product type and applications/end industries.

The rise in the adoption of live video streaming is identified as one of the key trends behind the online video platform market growth. Online videos are increasingly becoming a key part of the strategic business models for marketers and brands to capture consumers' preferences. Live streaming videos has become the major step for brand owners for video initiatives and campaigns for B2C and B2B communication. Several brands are engaged in micropayments, mid-roll video ads, and social platform payments to monetize the live streaming of videos since it adds a unique element to digital communication.

The global Online Video Platform 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 Online Video Platform.

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

Brightcove

Ooyala (Telstra)

Piksel

thePlatform (Comcast Technology Solutions)

IBM Cloud Video

Kaltura

Samba Tech

Wistia

Arkena

Xstream

Ensemble Video

MediaPlatform

Viocorp

Anvato (Google)

Vzaar

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

SaaS Model

User-generated content (UGC) model

DIY model

Market Segment by Applications, can be divided into

Media & Entertainment Industry

Enterprise

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