

Global Online Video Platforms Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Online Video Platforms market size is expected to reach \$ 6321 million by 2032, rising at a market growth of 15.7% CAGR during the forecast period (2026-2032).

OVP or Online Video Platforms can use a user-generated content (UGC) model, software as a service (SaaS) business model or a do it yourself (DIY) model. OVP offers an end to end solution from creating a website, uploading video, encoding video, video playback to user management for both video on demand and live streaming. Usually, OVPs have Content Management System (CMS) where users need to login to add content, upload video, setting up monetization plan, view video analytics which may include, detailed insights of video performance such as, video watch time, total number of video views, unique views and impressions; stats on user visits, location and behavior on the site. OVPs also provide customized video players where end users can watch videos. Many OVPs provide third party video player which can be embedded in a website. Although there are several OVP providers that are also present in broadcast markets, serving video on demand set-top boxes, OVPs are related to the over-the-top (OTT) content video industry.

In this report, we defines OVPs as fee-based, software-as-a-service (SaaS) online content businesses that enable content owners to ingest, transcode, store, manage, protect, publish, syndicate, track and monetize online video.

Global Online Video Platforms key players include Brightcove, Ooyala (Telstra), Píksel, thePlatform (Comcast Technology Solutions), etc. Global top four manufacturers hold a share over 50%.

North America is the largest market, with a share over 45%, followed by Europe and

Asia-Pacific, have a share about 40 percent.

In terms of application, the largest application is Enterprise, followed by Media & Entertainment Industry.

This report studies the global Online Video Platforms demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Online Video Platforms, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Online Video Platforms that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Online Video Platforms total market, 2021-2032, (USD Million)

Global Online Video Platforms total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Online Video Platforms total market, key domestic companies, and share, (USD Million)

Global Online Video Platforms revenue by player, revenue and market share 2021-2026, (USD Million)

Global Online Video Platforms total market by Type, CAGR, 2021-2032, (USD Million)

Global Online Video Platforms total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Online Video Platforms 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 Brightcove, Ooyala (Telstra), Piksel, thePlatform (Comcast Technology Solutions), IBM Cloud Video, Kaltura, Samba Tech, Wistia, Arkena, Xstream, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Online Video Platforms market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Online Video Platforms Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Online Video Platforms Market, Segmentation by Type:

SaaS Model

Others

Global Online Video Platforms Market, Segmentation by Application:

Media & Entertainment Industry

Enterprise

Companies Profiled:

Brightcove

Ooyala (Telstra)

Piksel

thePlatform (Comcast Technology Solutions)

IBM Cloud Video

Kaltura

Samba Tech

Wistia

Arkena

Xstream

Ensemble Video

MediaPlatform

Viocorp

Anvato (Google)

Vzaar

Key Questions Answered

1. How big is the global Online Video Platforms market?
2. What is the demand of the global Online Video Platforms market?
3. What is the year over year growth of the global Online Video Platforms market?
4. What is the total value of the global Online Video Platforms market?
5. Who are the Major Players in the global Online Video Platforms market?

6. What are the growth factors driving the market demand?

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