

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

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Abstracts

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.

Scope of the Report:

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

An online video platform (OVP) is a fee-based, software-as-a-service (SaaS) online content solution that enables content owners to ingest, transcode, store, manage, protect, publish, syndicate, track, and monetize online video. The global OVP market has seen tremendous growth over the past few years. Enterprises, media, and entertainment companies are increasingly relying on OVP solutions to manage, publish, and monetize video content in a scalable manner. -Enterprises are increasingly experimenting with video as they realize its power as a communications tool.

On the whole the OVP market is still very much in the growth phase, and is set to grow at a compound annual growth rate (CAGR) of 16.13% over the next years. The North America, Europe and Latin America market will lead the way, followed closely by the Asia-Pacific (Ex. Japan), Japan and Middle East & Africa markets. -Over the past year, the North America and Latin American regions have shown huge potential for growth.

In the applications, the Enterprise segment were estimated to account for the highest revenue share of 56.34 % in 2017, even larger than the media and entertainment industry.

The global Online Video Platforms market is valued at 780 million USD in 2017 and is expected to reach 2100 million USD by the end of 2023, growing at a CAGR of 18.0% 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 Platforms.

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

Others

Market Segment by Applications, can be divided into

Media & Entertainment Industry

Enterprise

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