

Global Online Video Platforms Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Online Video Platforms market size was valued at USD 1493 million in 2023 and is forecast to a readjusted size of USD 4071 million by 2030 with a CAGR of 15.4% during review period.

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.

The Global Info Research report includes an overview of the development of the Online Video Platforms industry chain, the market status of Media & Entertainment Industry (SaaS Model, Others), Enterprise (SaaS Model, Others), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Online Video Platforms.

Regionally, the report analyzes the Online Video Platforms 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 Online Video Platforms market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Online Video Platforms 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 Online Video Platforms 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., SaaS Model, Others).

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 Online Video Platforms market.

Regional Analysis: The report involves examining the Online Video Platforms 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 Online Video Platforms market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Online Video Platforms:

Company Analysis: Report covers individual Online Video Platforms 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 Online Video Platforms. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Media & Entertainment Industry, Enterprise).

Technology Analysis: Report covers specific technologies relevant to Online Video Platforms. It assesses the current state, advancements, and potential future developments in Online Video Platforms areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Online Video Platforms 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

Online Video Platforms 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

SaaS Model

Others

Market segment by Application

Media & Entertainment Industry

Enterprise

Market segment by players, 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, 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 Online Video Platforms product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Online Video Platforms, with revenue, gross margin and global market share of Online Video Platforms from 2019 to 2024.

Chapter 3, the Online Video Platforms 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 Online Video Platforms 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 Online Video Platforms.

Chapter 13, to describe Online Video Platforms research findings and conclusion.

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